



NYCDS leaders and students advocating in the office of U.S. Congressman, Hakeem Jeffries.



**PRESIDENT'S MESSAGE**

**Changing the Status Quo**

Richard J. Lewenson, DDS

Members -- welcome to our newly redesigned *Dentists' Quarterly* (DQ) newsletter. We hope you will find it more eye-catching and enjoyable to read. The inspiration to revamp the newsletter can be found in our most recent Future Focus meetings. Last year a core group of involved members and staff met with a facilitator during two intense strategic planning sessions to create a "road map" to determine where NYCDS should be headed over the next three years, and the milestones that would get us there. One of the chief goals we established is to become more relevant to the multi-generational dentists we want to engage with and attract.

It may be hard to believe, but a little over a year ago, *Dentists' Quarterly* was still being printed in black and white. Clearly, we had some upgrading to do! The changes are just beginning with this issue. As you will see, we are including new features and additional photos, all in a more up-to-date format. Through our effort to bring about change we now have greater flexibility and creativity, and have become more cost efficient too, as we now handle the layout and design work in-house.

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## From the Education Director

By Mitchell Rubinstein, DMD



Even over the summer, when thoughts more likely turn to warm beaches and cold beer than the practice of dentistry, there are still plenty of opportunities to improve your clinical skills and expand

your dental horizons. Variety is the spice of life, (or so they say), which is one of the reasons we offer a variety of continuing education programs at NYCDS. Clinical lectures, hands-on participation courses, and practice management are some of our more frequent and popular offerings.

Those of you who had the opportunity to participate in our recent hands-on clinical photography course with Dr. Andi Miro, or the full-day endodontic course with Dr. Martin Trope, left NYCDS with new tools and skills you could immediately use every day in your own practices. (For those of you who missed it, Dr. Miro's photography course garnered rave reviews, and we will offer it again later this year). You also may have left with some new contacts and phone numbers of colleagues you'll want to stay in touch with. Live CE is not only a chance to learn, but also to connect.

Of course, we're all fairly busy and the opportunities to escape our offices for a program or lecture can seem elusive, which is why we're starting to experiment with online learning at NYCDS. Our profession has advanced considerably over the years, and so have the ways we keep ourselves informed.

We've begun streaming selected programs on Facebook Live, such as the panel event "Insights and Candor on Ethical Issues" which received 193 views to date. Once a program airs on Facebook Live it is available for viewing on our Facebook page and the NYCDS website. If you haven't already done so, you should "like" our Facebook page so you'll be notified of future opportunities for online learning.

As excited as we are about testing the waters with live streaming selected programs, for some things there's no substitute for being there, and our full day program on "Full Mouth Rehabilitation in the Treatment of the Worn Dentition" will be offered on June 19. For those of you who have not yet had your required HIPAA security training, we will be bringing you "Avoid the Million Dollar Mistake: HIPAA Security Compliance" on July 17. Those of you who need to update or renew your ACLS Certification can do so on July 24.

You should also plan ahead for fall. We are thrilled to bring Dr. Erin Elliot to New York County on November 1 for a full day course on "Diagnosis and Treatment of Sleep Apnea. Dr. Elliot's program is dynamic, informative and extremely practical, and we're very excited to be able to offer it to you. Stay tuned for registration information. Visit [www.nycdentalsociety.org](http://www.nycdentalsociety.org) for the latest course information.

### NYCDS EVENTS

#### Tuesday, June 25

Young Professionals Event  
The Rooftop at Rare View Murray Hill

#### Monday, September 16

General Membership Meeting

#### Monday, September 23

5th Annual Charity Golf Outing  
Fresh Meadow Country Club

#### Monday, November 4

General Membership Meeting

#### November 29 – December 4

Greater New York Dental Meeting

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



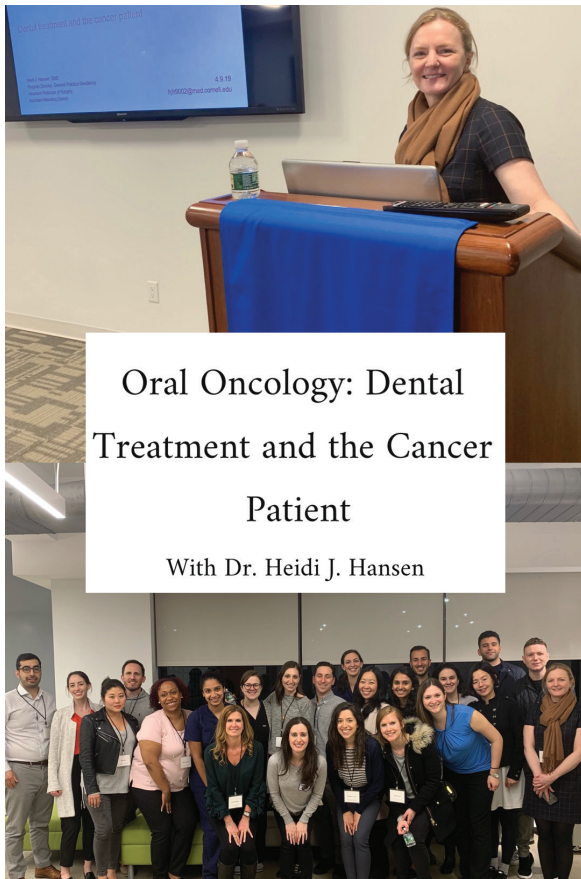
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**We look forward to seeing you there!**



# NYCDS HAPPENINGS

## Oral Oncology Lecture Captivates Young Professionals



Oral Oncology: Dental Treatment and the Cancer Patient

With Dr. Heidi J. Hansen

Armed with several surprising statistics — such as by 2020 it is projected that 18 million people will be living with cancer — Dr. Heidi Hansen delivered a very informative lecture on “Oral Oncology: Dental Treatment and the Cancer Patient.” Dr. Hansen managed to make a serious topic quite engrossing as she reviewed common cancers and therapies that can impact the delivery of dental care, as well as the complications of cancer therapies and how they impact oral health. Despite the limitations of a one-hour lecture, Dr. Hansen made a complex medical issue easy to understand. Attendees enjoyed the mix of socializing and a short evening CE lecture.

Dr. Hansen is an assistant professor of Surgery at Weill Cornell Medicine, an assistant attending Dentist at New York Presbyterian/Weill Cornell Medicine and the program director for the General Practice residency in Dentistry.

## Timely Topic + Tom Viola = Great Lecture

NYCDS held a special member reception and program in March on the topic “Cannabis & Other Substances: Patient Care Considerations” led by the knowledgeable, and always engaging, Thomas A.



Dr. Lois Jackson introducing speaker Tom Viola, RPh CCP.

Viola, RPh, CCP. The lecture provided insights on identifying the dental patient using or abusing substances and techniques for effective patient management and treatment. This lecture was generously sponsored by the New York Academy of Pediatric Dentistry (NYAPD) and the Northeastern Society of Pediatric Dentistry (NESPD). A follow-up lecture is scheduled for October 22.



Thomas A. Viola, RPh, CCP (center) with NYCDS Vice President Lois Jackson, and New York Academy of Pediatric Dentistry President Adam Silevitch at the lecture on cannabis and patient care in March.

## Leadership Training in Action



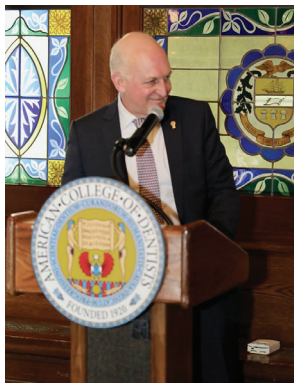
NYSDA’s Speaker of the House, Dr. Steven Gounardes, a certified parliamentarian teacher and registered parliamentarian, is seen here with several of the NYCDS leaders and members who attended his workshop on parliamentary procedures on May 7<sup>th</sup>.





Luis J. Fujimoto, DMD

Dr. Fujimoto, president-elect of the New York County Dental Society, was elected to the Board of Directors of the American Dental Association Foundation (ADA Foundation) Chicago, Illinois.



John J. Young Jr., DDS

NYCDS member, and former GNYDM Organization Committee volunteer, John Young, Jr., was installed as chair of the New York Section of the American College of Dentists earlier this year.

## Follow us on Social Media!



We are listening! Drs. Lois Jackson, Ioanna Mentzeloupoulou, Mina Kim, and Michelle Lee with NYU College of Dentistry and Columbia University CDM students to hear what students want from organized dentistry.



@nycds622  
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Scan me

Scan for Dr. Ada Cooper's article!



(Left to right) Lois Jackson, DDS and Ada Cooper, DDS

“Just because something is popular doesn't mean it's safe.” Check out this article published by PopSugar written by one of our directors, Dr. Ada Cooper on, “What Dentists Want You to Know About Those Charcoal Toothpastes That Promise Whiter Teeth”

## Dentists & Students Descend on Washington



NYCDS members attending the Washington Leadership Conference (back row, left to right): NYCDS President Richard Lewenson, Former Past President Maurice Edwards, President-Elect Luis Fujimoto, Past President Matt Neary, Immediate Past President James Jacobs, (front row, left to right): Board Member Ada Cooper, Young Professionals Co-Chair Jaskaren Randhawa, Treasurer Mina Kim and Queens County Member Hemali Ajmera.

The ADA and the American Student Dental Association (ASDA) collaborated on their 3<sup>rd</sup> Dentist and Student Lobby Day, April 14<sup>th</sup>-16<sup>th</sup>, bringing together over 1,100 dentists, dental students, and other dental leaders. It was both energizing and educational as attendees learned how to lobby legislators to advocate for patients and the profession. The Society's delegation was pleased to meet with Disha Banik, in charge of healthcare issues for Congressman Hakeem Jeffries, as well as fellow dentist and newly elected Congressman from New Jersey, Dr. Jeff Van Drew, among others.



Congressman (and dentist) Dr. Jeff Van Drew (left) with former dental schoolmate Dr. James Jacobs.

NYCDS President Richard Lewenson commented that the energy of the participants made this year's Washington Leadership Conference particularly exciting. “The students from NYU College of Dentistry and Columbia University College of Dental Medicine who

were with us were all well-spoken, especially when it came to the issue of student debt, from the personal to the impact on the community as a whole.” Other issues that were advocated for were reform of the MacCaran-Ferguson Act, to ensure that health insurance companies would no longer be exempt from enforcement of the full range of federal antitrust laws, and the Ensuring Lasting Smiles Act, which would require insurance companies to cover all medically necessary procedures, to ensure that children suffering from congenital anomalies and birth defects would receive the treatment they need.



# A New Dentist's Guide to Networking and Dentistry

By Mina C. Kim, DDS  
NYCDS Treasurer



My friends and patients are always surprised to hear that I attend an average of two dental-related events a week. They are even more surprised to hear that I travel to different parts of the country for some of them. My main reason for attending dental meetings — other than educational enrichment — is to network.

## Why Do I Network?

There are so many reasons why networking is so important to me, including the following:

### • New Developments

Having a vast dental network helps me to stay in the loop of new developments. These include new technology in our field, research and regulations. If I had to do this on my own, it would be a full-time job.

### • Career Opportunities

I have been offered jobs and learned of practice sales over cocktails. Many of the best opportunities are from word-of-mouth vs. online postings.

### • Different Techniques

I was told that being a dentist is like being a magician. The more tricks you have in your hat, the better a practitioner you will be. For example, having multiple ways to fabricate temporary crowns makes us more versatile.

### • Clinical and Practice Questions

Dentistry is called a practice rather than a science because we are constantly learning. Seasoned dentists have told me they are still learning more things about dentistry all the time. My colleagues have been a great educational resource.

### • Emotional Support

We all have hard days. As wonderful as my partner and non-dental friends are, they do not understand the stress of dealing with a difficult patient, issues with staff or the feeling when a case does not turn out the way you wanted.

## Building a Network

Everyone needs different things from their networks, but I think every dentist should have a minimum of one person in at least 5 groups (6 for recent graduates).

### • Contemporaries

(Graduated within a few years of each other.) I have a text chain with two colleagues. Especially my first year in practice, these were the dentists I contacted when I had questions that I was too embarrassed to ask others. They have served as a support system when we faced the early struggles of our careers. We still share interesting cases in a non-formal setting.

### • Peer Mentors for Recent Graduates

(Dentists who have been practicing 2-5 years.) For dentists in practice less than 2 years, it is important to have mentors who are only a few years more senior. The earlier years of practice is the rapid growth phase, so someone

10 years your senior may seem miles ahead in terms of experience and the path they took. Peer mentors will be able to give you current information on how to find a job, what CE's to take and what to look for in an employer.

### • Track Mentors (Dentists who have been practicing 10 more years.)

I feel these mentors are the ones we trail and help us track our careers by observing theirs. They will share many of the same qualities as the peer mentor group. Many times, they know more in terms of technique. Also, they are likely to face similar challenges, like preparing for DSO's and dealing with dental insurance.

### • Seasoned Mentors

These mentors have a wealth of knowledge. Some of their struggles will be the same as ours, and they can give great perspective. They tend to have more influence and are a great source for employment opportunities or practice sales. Mine have shown me the importance of organized dentistry.

### • Dental Vendors

Our sales reps are widely underutilized resources. In addition to CE's, my dental reps have recommended new products and referred employees. Some have even sponsored events for me.

### • Non-dental

My non-dental friends help me stay connected to the rest of the world. I feel they help me have a broader perspective outside of dentistry, which helps me relate to my patients. As a GP, they have also been a huge referral source.

*(continued on page 6)*

## President's Message

*(continued from page 1)*

Upgrading the newsletter is just one aspect of how we are changing the status quo. We recently moved to a very contemporary space, increased our social media presence, and launched a new, mobile-friendly website. In April we live-streamed for the first time using Facebook Live to share an ethics panel program beyond the attendees in the lecture room. If these seem like small steps, keep in mind that for an organization that is over 150 years strong, even small changes can resonate in profound ways.

I hope that as you read the newest iteration of DQ, you feel free to give us feedback not just on the newsletter, but on how we are doing overall. NYCDS is here because of you, and for you, so don't hesitate to let us know the types of services and activities you would like us to provide.

## Our Newest Corporate Friend -- Transcendental Suites



### Transcendental

NYCDS is pleased to announce our latest partnership with a transformative company which will offer a new workspace vision for dentists in Manhattan. Transcendental Suites (TD) is a healthcare shared workspace company providing real-estate solutions to independently owned and operated dental practices, by licensing ("renting") luxuriously built, modern, state-of-the-art equipped, "turn-key" dental suites (operator with administrative supportive area) on a per diem, flexibly-termed occupancy basis. Transcendental facilities will also include a well-appointed dental lounge with lockers and kitchen area, coupled with supportive non-clinically based services such as patient referrals, basic disposables, reception and à la carte services such as temporary staffing, IT consulting and administrative support. TD Suites will be available for rent on a per diem, per suite basis, with rates based on variably termed occupancy as short as one day a week, a monthly basis, or longer.

In addition to providing dental suites, a focused public relations effort is planned by Transcendental Suites to promote its facilities to raise awareness and recruit patients, while establishing itself as an innovative company in touch with "community building" and executing a "forward thinking" business paradigm. Transcendental intends to become "the brand" identified with dental excellence, transcending expectations by delivering the highest level of dental/healthcare facility amenities and economies of scale to its dentist occupants and to visiting dental patients, a superior, highly elevated patient experience.

If you are interested in learning more about Transcendental Suites contact [helo@transcendentalny.com](mailto:helo@transcendentalny.com) or call (212) 679-6300.

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### A New Dentist's Guide to Networking and Dentistry

*(continued from page 5)*

#### Where to Network?

To build your own network, I think organized dentistry is an excellent resource. I have met so many dentists that I admire and consider friends at NYCDS. Alumni association meetings are also a great way to meet other dentists. Social media is an additional way to connect. I am a member of Facebook groups that post cases, and I follow other dentists on Instagram.

#### How to Network?

Let's be frank. It can be very dry to talk about dentistry. I find the easiest way to connect with other dentists is by talking about non-dental topics. It is important to cultivate different topics of conversation. I love travel and food and can talk extensively about both interests. My restaurant recommendations have helped me network and opened many doors for me.

*Dr. Mina Kim is NYCDS treasurer and the NYCDS representative on the NYSDA New Dentist Committee.*



# April Meeting Draws a Crowd



The April General Membership Meeting started with a brief memorial tribute to former NYCDS President Jeffrey S. Senzer.

NYSDA President-Elect Dr. Payam Goudarzi visited from Johnson City, New York as part of the president-elect's role to meet with each of the 13 NYSDA components. Dr. Goudarzi spoke about the need for organized dentistry to be more inclusive and welcoming. Looking at the audience he suggested that other components in New York could learn from NYCDS with regard to diversity and inclusivity. He also announced NYSDA's new partnership with The Dentists Supply Company (TDSC), an e-commerce site offering direct access to specially negotiated savings for members of organized dentistry.

NYCDS Program Committee member and GNYDM Organization Committee member Dr. Steven Moss introduced the evening's main speaker, Vincent Celenza, DMD. Dr. Celenza is a Diplomate of the American Board of Prosthodontics and heads the Manhattan practice founded by his father, Dr. Frank V. Celenza. Dr. Celenza's presentation was on "Long Term Effects: Realistic Expectations with Implant Restorations." The main thrust of his lecture centered around the question: Are implants better than teeth or are teeth better than implants? Using case studies from patients that were treated in his practice over many decades, Dr. Celenza demonstrated that the wise answer is "it depends"



(left to right) NYCDS Executive Director Diane Laurenzo, Board Member Vera Tang, NYCDS President Richard Lewenson, and NYU College of Dentistry students Codi Saunders and Jenna Schneider.



Guest Lecturer  
Vincent Celenza, DMD

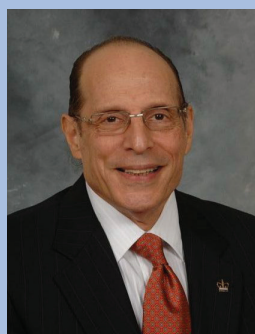


(left to right)  
NYSDA Trustee David Shipper, NYCDS President Richard Lewenson, NYCDS Immediate Past President James Jacobs, NYSDA President-Elect Payam Goudarzi, NYCDS Secretary Ioanna Mentzelopoulou, NYCDS Past President Irvind Khurana, and NYCDS Vice President Lois Jackson.

on a variety of factors. He concluded that ultimately dentists are in the business of treating people appropriately; getting the diagnosis right, and providing the kind of treatment you would provide for yourself.

In other matters members approved the NYCDS and the Henry Spenadel Continuing Education budgets for 2019-2020. The budgets reflect a change from calendar year to July-June fiscal year budgets. In addition, the slate of members to serve on the Nominating Committee, which will meet in July to nominate officers and directors to serve in 2020, was also approved. Thanks, as always, to our Corporate Friends: AmWins, Bank of America Practice Solutions, Mandelbaum Salsburg, MLMIC, and Straumann for their support of this meeting.

## In Memoriam



Jeffrey S. Senzer, DDS

NYCDS mourns the passing of its former president, Dr. Jeffrey Senzer, in March. Dr. Senzer practiced endodontics in Midtown Manhattan and was beloved by colleagues and patients alike. Dr. Senzer was an active NYCDS member serving on numerous committees and a longtime volunteer at the GNYDM. We will miss his kindness and sense of humor most of all.

# Dental Cybersecurity -- Protect Your Practice NOW!

By Gary Salman

*Chief Executive Officer, Black Talon Security, LLC*

Over the past 12-18 months, cyberattacks have shifted dramatically and hackers are setting their sights on healthcare entities. The frequency and severity of these attacks are increasing and practices of all sizes are being impacted. These ransomware and malware attacks can shut down and compromise networks, resulting in an inability to access patient records and loss of revenue.

Dental practices store critical information that can be used for identity theft and blackmail purposes (i.e., name, address, DOB, social security number, family members, scans of driver's licenses, insurance cards, health history forms, images, lab reports, etc.). Once a hacker obtains this information, they will perform identity theft on your patients and/or sell the data on the Dark Web (the black market of hackers).

If you store any patient data in your system, it needs to be protected. If a practice has a data breach, the HIPAA Breach Notification Rule requires practices to notify every patient of record that a breach occurred. The negative impact to a practice can be devastating. The United States Health and Human Services (HHS) and the Office for Civil Rights (OCR) are just two of the reporting agencies that a practice will have to work with. In addition, 49 out of the 50 states now have equal or more stringent breach notification rules. If a practice treats patients from multiple states, they may be required to report to all the states where they treat patients. A data breach affects patient trust -- once that has been broken, it is extremely difficult to regain.

Many dentists rely solely on their IT company to protect their network. IT companies are **not** cybersecurity companies. IT companies cannot audit their own work. You need the expertise and knowledge of a specialist in cybersecurity to help ensure the security of your network. You wouldn't go to your internist for bypass surgery -- you would go to a specialist (cardiac surgeon) to perform the procedure.

Ransomware attacks are impacting the dental community at a staggering rate. If a practice has data stolen from their network and it is being bought and sold on the Dark Web and

they did not report the breach to The Office of Civil Rights (OCR), they could be subject to massive fines for the lack of reporting. Specific steps must be followed to determine if ePHI (electronic protected health information) was compromised. This often involves hiring a forensics company and working with a Cybersecurity company to harden the practice's infrastructure. When you are the victim of an attack once, you will most likely be a victim again because of vulnerabilities in your network that enabled the attack vector (or payload) to infiltrate your system. You cannot simply restore your data and hope for the best. To combat against these sophisticated attacks, a dental practice should implement the following:

## Cybersecurity Audit

A Cybersecurity company will work closely with the practice and its IT company to understand the landscape of the practice's IT footprint. The Cybersecurity company will want to know how data is stored, what protocols are in place to protect the data and how it is accessed. They will also ask if there are remote team members, if they contract with a billing company that "logs in" to their network, if doctors leave the office with devices that store ePHI, if ePHI is transmitted and stored using encryption technologies to protect the data, etc.

## Cybersecurity Awareness Training

As part of the HIPAA Security Rule, covered entities (i.e., your practice) are required to undergo cybersecurity awareness training to help mitigate the risks of human error and minimize the chances of being exposed to an attack. Recent data indicates that there is a 50% to 75% reduction in cyberattacks when the staff is properly trained.

The most vulnerable components of a network are the people using it. Social engineering, often referred to as "hacking the human," is the most prominent threat impacting practices and is often the least discussed. Most ransomware attacks are initiated via spear phishing,

**“The most vulnerable components of a network are the people using it.”**



which is designed to fool an email recipient into opening an email that appears to be coming from someone they know or trust. An email may be sent to the staff asking them to open an attachment or click on a link to update or download something. Once they initiate the action, an executable file may run, which is a ransomware attack. The ransomware typically encrypts the current computer and will then search for other machines. Once it finds the server, the ransomware will encrypt most, or all, of the files on the server. These files become inaccessible to anyone, unless they pay the ransom to the hackers to decrypt the data. This is typically done using a cryptocurrency such as Bitcoin or Monero. Most often, the files are not returned and, if they are returned, a time bomb attack may be set up to impact the files again. This should be reported to law enforcement.

### Vulnerability Scanning

For a breach to occur, a network typically has vulnerabilities (i.e., unpatched operating systems, outdated equipment, weak passwords, open ports on computers or firewalls, unsecured network protocols, improperly configured firewalls, etc.). Cybersecurity firms deploy very sophisticated tools to search for “open doors and windows” on your network that hackers use to exploit. This data is turned over to the practice’s IT company for remediation purposes so that the IT company can effectively lock the “doors and windows.” Cybersecurity companies invest heavily in best-in-class vulnerability scanning technologies that can detect thousands of vulnerabilities on a network. Testing should be performed quarterly or whenever network devices are upgraded, modified, or added.

### Penetration Testing

Penetration testing, utilizing an ethical hacker, is performed using the same

tools, techniques, and protocols that a cyber-criminal uses to try and “break into” your network. Unlike a vulnerability scan, an ethical hacker is able to problem-solve during the testing. A vulnerability scan will get to a locked “window” and not know how to progress. A hacker will see that the “door” is locked but may run a certain script to open the door.

Ethical hackers use their experience to exploit networks in a way an automated tool simply cannot. After the ethical hacker has completed their testing, they turn their findings over to your IT company so they can mitigate the risks.

### Are Your Business Associates Following HIPAA Requirements?

Most practices don’t think to ask their IT vendor, imaging company, billing company, software vendor or 3rd party solutions if they are following the HIPAA laws related to compliance and cybersecurity. As a business associate, they are often required to follow the same laws as the covered entity (doctor). If your IT company has a breach or ransomware attack and it spreads from their network to yours, your records have now been compromised. During the investigation, it will be discovered that you are working with a company who is not HIPAA compliant and this may expose your practice to additional scrutiny, liability and risk.

### The Cost of a Breach

When there is a data breach, the Office for Civil Rights (OCR) will be notified and conducts a thorough investigation. They will want proof that the practice has complete HIPAA documentation in place and has provided HIPAA and Cybersecurity training. They will also ask what has been done to harden the



practice’s network. You have spent years to become a dentist, growing and building your practice, your reputation and your patients’ trust. Data breaches are real and occur every day. You must take a proactive approach to properly secure your network before this happens to you. Practitioners who have experienced data breaches say that this is one of the worst things that has ever happened to them. The financial and social impact on your practice is debilitating. The cost for mitigating a breach can run into the hundreds of thousands of dollars and often results in a significant loss of patient trust. Fortunately, if a practice implements sound cybersecurity solutions, trains its staff and puts a serious focus on security, almost all attacks can be avoided.

### Gary Salman

*Gary has over 27 years in dental information technology and software design. Black Talon Security specializes in HIPAA compliance and cybersecurity for health-care.*

# How to Transition from Associate to Owner

By Eric S. Studley, D.D.S. and  
Ivy D. Peltz, D.D.S., M.S.Ed., Ph.D.

For many dentists, one of the appealing aspects of dental practice is the concept of practice ownership. Whether catalyzed by the desire for autonomy in dentistry or in office design, many dentists seek ownership as a means to create a dental practice that reflects their particular practice philosophy.

Before you begin the process of ownership, you must first start with a business plan, which will serve as a road map to help you determine your vision for the practice. Your business plan should include: a mission statement, the practice structure, market opportunity, competitive advantage, services you will offer, management team, office manual, benchmarks, exit strategies, and pay and compensation structure. If you need to finance the practice, the lenders may require that you complete a business plan in their specific format, which they will provide. You will also need a personal plan, which is equally important to create, but will require involving your family in decisions about lifestyle and location.

Next, you need to decide if you want to do a startup, or buy an existing practice. There are advantages and disadvantages to both. Purchasing an existing practice supplies you with an immediate patient base, trained staff, office set-up, and the selling dentist will (likely) stay on to transfer patients. The disadvantages may occur when the dentistry is not up to your standards and needs to be retreated on existing patients. Also, the transferring dentist may not be compatible with you, and the patients may not transfer completely.

If you're considering a startup, the advantages include having all new and current equipment and technology; you are able to set everything up your way to maximize your goals and aspirations. The disadvantages are not having a patient base, and therefore no immediate income, which



## Focus of a Business Plan:

Demographics

Practice Size

Type of Practice

Equipment

Staff & More

must be planned for. You also have to navigate government regulations, hiring and retention of staff, and development of marketing skills, to name a few of the key administrative responsibilities.

For those of you who are currently associates and have the opportunity to become a partner, the advantages of knowing the practice philosophy, as well as the patients and staff, can create a very comfortable situation. The disadvantages arise if the buy-in is not a 50-50 partnership, or the production discrepancy of one partner over the other creates tension in the practice.

Whether you find your practice on your own, through professional publications, practice brokers, dental supply reps, study clubs, or the dental com-

that you choose advisors that specialize in the specific needs of dentists.

When looking for your next career move into ownership, as you begin the process of looking at numerous practices for sale or locations for a startup, always look past the color of the paint on the walls. In other words, look for untapped potential, a solid patient base, a dependable staff and a functional facility. We've all watched enough home improvement shows to know that anything can be renovated.

The step from associate to practice owner is one of the biggest you will make in your dental career. Plan it wisely, and you will be better prepared to deal with the unforeseen changes that occur along the way. There's no better feeling than working hard for yourself and succeeding beyond your dreams.

*Dr. Studley and Peltz, dentists and educators, are the co-founders of DOCCUPATIONS ([www.doccupations.com](http://www.doccupations.com)) - the online site for finding dental jobs for employees - endorsed by NYCDS.*





## Giving Back Spotlight: World of Smiles

World of Smiles, Inc. (WOS) was established to financially support and promote comprehensive oral health programs in underserved areas of the Dominican Republic in collaboration with local health care providers. Under the leadership of NYCDS members Drs. James Hudson, Jerry Halpern, and Yakir Arteaga, a clinic was built on the grounds of the educational nonprofit Fundación MIR in La Romana, Dominican Republic. The clinic has five fully equipped dental chairs, an x-ray room equipped with digital sensors, and an oral surgery unit.

The initial focus of the program has been to service children of the schools of Fundación MIR, and has also included treatment of needy family members and teachers, children of a nearby orphanage and patients from surrounding barrios and batayes (sugar worker camps).

World of Smiles created a sustainable program that provides a dental home, led by local Dominican dentist Dr. Adolfin De Los Santos, with daily preventative and comprehensive treatment. Along with providing dental care, WOS has instituted several oral care programs such as the toothbrush initiative, fluoride treatment, and the application of Silver Diamine Fluoride. These programs and services have drastically decreased the amount of tooth decay in the students of Fundación MIR. All this was made possible by the ongoing assistance of our supporters which include: The New York Academy of Dentistry, Fundación MIR, the West Palm Beach Rotary Club and NYCDS. Two to three mission trips to La Romana are held each year. The most recent trip in March was the 11<sup>th</sup> World of Smiles mission. As part of its outreach, WOS brought a group



Volunteers with the March World of Smiles mission in the Dominican Republic.

of 18 participants including fellows from the New York Academy of Dentistry, members of the New York County Dental Society, residents from New York Presbyterian Hospital and dental students from Rutgers School of Dental Medicine. WOS gives special thanks to Fundación MIR for their support. Dr. Arteaga noted “It’s an honor to be part of their vision to improve the lives of the children of La Romana. Many thanks to Dr. Herminio Pérez and all the Rutgers students, who joined WOS on this trip. Remember to always keep service central to your commitment as future doctors. May your hard work live in your hearts forever!” The next outreach is planned for November 2019.

If you would like to join the next relief effort, please contact World of Smiles at [info@world-smiles.org](mailto:info@world-smiles.org). Any support or donations you would like to offer would be greatly appreciated.

## GKAS NYC 2019 Featured in the ADA News

### ADA News

#### New York County Dental Society GKAS serves nearly 1,400

**BY MATT CAREY** April 1, 2019  
 New York — Manhattan was the host to an oral health initiative on a massive scale Feb. 1 when the New York County Dental Society hosted a Give Kids A Smile day during which volunteers screened 1,392 children from underserved neighborhoods. The event had 129 volunteers at five sites serving nine schools in East Harlem, West Harlem and the Lower East Side of Manhattan. There was a 65 percent increase in children treated from last year when 845 children were screened. Students received screenings, oral hygiene instruction, and fluoride treatment. The estimated cost of all care provided was \$156,010. “It is quite rewarding to see the incredible number of wins that come from a program such as ours,” said Dr. Deborah Weisfuse, general chair of GKAS NYC 2019. “Besides the obvious one of helping children and their families learn about and move towards better oral health, I have really enjoyed watching the personal development of my leadership team, their increased engagement in GKAS NYC, and even greater engagement in our component.”  
 Dr. Weisfuse was the first female president

of the New York State Dental Association and is a current member of ADA Advisory Committee on Annual Meetings. As past legislative chair for the NYCDS, she realized that a high-profile community event was needed to get on the radar of elected officials in Manhattan. “This project has raised the visibility of organized dentistry and oral health locally,” said Dr. Weisfuse. “Local city council members, the borough president, the public advocate, local representatives of the state legislature, the U.S. Congress, and the speaker of the New York City Council have all become aware of Give Kids A Smile run by the New York County Dental Society.”  
 Another important feature of this program is that it has the approval of the New York City Department of Health and the New York City Department of Education and both their legal departments. In going through this process these agencies have become cognizant of the significant community effort of the society, said Dr. Weisfuse. In 2018, Dr. Weisfuse, encouraged by U.S. Rep. Adriano Espaillat, created a multidisciplinary community task force that includes New York County Dental Society leaders and representatives from local gov-



**Open wide:** Dr. Bruce Blau examines one of the 1,392 patients seen at the New York County Dental Society Give Kids A Smile event.

ernment, the city departments of Education and of Health, industry, and the New York State Dental Association. With their support, the committee is looking for more ways to solve inequalities in dental health care in the underserved areas of Manhattan. But it all starts with a tremendous community event, said Diane Lorenzo, NYCDS executive director. “If you are considering volunteering for a Give Kids A Smile program, just do it,” she said. “It will become your favorite day of the year.” ■

NYCDS was thrilled to see this year’s Give Kids A Smile NYC event featured in the ADA News. The recognition is rewarding and important too, as it helps to convey the importance of our largest community-based initiative.

**SAVE THE DATE**

Volunteer with  
**Give Kids A Smile NYC**  
 on  
**Friday, February 7, 2020**

# Protect Your Wealth: Cybersecurity

By Peter J. Klein

It is probable that you already have some sort of wealth management plan in place to protect your assets. You have a trusted team of advisors including your accountant, attorney, and wealth planner. These professionals work hard to protect your best interests. However, you may be neglecting a threat to your finances that affects millions of Americans each year: cybercrime.

In order to protect yourself and your family there are a few basic steps you can follow:

## 1) Review Your Passwords and Lock Your Devices

If you are using the same password for every login you are essentially giving hackers a master key. Passwords should be longer than 8 characters and include some combination of letters and numbers. Also, avoid writing down passwords and leaving them in an easily accessible location. Make sure all your devices -- from your phone, to your iPad, to your laptop -- are password protected.

## 2) Be Wary of Phishing Scams

Phishing is a social engineering process whereby hackers trick users into providing sensitive information. Email tends to be the primary culprit. A hacker will send an email which appears to come from a trusted company or friend. The emails can include attachments infected with malware.

To avoid falling prey to these scams keep an eye out for suspicious details in emails. For example, you get an email from 'wellsfargo\_support@yahoo.com.' Legitimate companies would never use a public email domain. Another red flag is the promise of money or

a prize. Never click on an email that is questionable and do not open attachments from an unknown sender. Never share personally identifiable information such as your social security number or date of birth over email unless you are using a secure email server.

## 3) Keep an Eye on Your Accounts

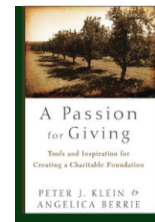
It is imperative to remain vigilant. Make a habit of reviewing your bank and credit card transactions. Hackers that steal your account info will often test your account with small deposits or withdrawals. Constant monitoring is a great habit to build and will ensure you can catch any suspicious activity early.

## 4) Your Children May Be Vulnerable Targets

Identity thieves are now targeting minors. They will get access to a minor's social security number and open credit cards in their name. Unfortunately, most victims of this type of theft will be none-the-wiser until they start applying for college. Parents can go onto [identitytheft.gov/steps](http://identitytheft.gov/steps). Scroll down to the identity theft section for more information on how to monitor a child's credit or freeze it if you believe they are at risk.

If you feel there is something you are overlooking it never hurts to get a second opinion. Feel free to contact us at [kleinwealth@hightoweradvisors.com](mailto:kleinwealth@hightoweradvisors.com). We are always happy to assist.

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PETER J. KLEIN IS THE AUTHOR OF TWO WELL REGARDED BOOKS:

**Getting Started in Security Analysis**  
(Wiley, 1998, 2009)

**A Passion for Giving: Tools and Inspiration for Creating a Charitable Foundation**  
(with Angelica Berrie, Wiley, 2012)



For tips and tools to help identify and mitigate potential cyber threats go to [www.wombatsecurity.com/heroes](http://www.wombatsecurity.com/heroes)



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## The Process and Role of the Peer Review Chair

When a patient wishes to bring a case to Peer Review, the first step is to bring their complaint to the attention of the New York County Dental Society. The patient is asked to complete an Agreement to Submit to Peer Review which, once received by the Dental Society, is sent to the dentist to be completed and signed. The case is then presented to the chair of Peer Review to determine if the case is eligible for the process. The treatment in question would need to have been performed in Manhattan within the last two and a half years, and the dentist must be a member of the New York State Dental Association (NYSDA).

As part of the process the patient agrees not to engage in litigation or file a complaint with the Office of Professional Discipline. Once escrow is collected, the Peer Review chair has the option to try to mediate the case prior to a hearing or assign the case to a mediator. If the chair attempts to mediate the case and fails, he or she would recuse himself from the hearing and assign an acting chair. The chair then chooses three committee members to participate in the hearing. If the treatment is done by a specialist, three specialists would be chosen. The committee members are screened for any conflict of interest. Records, radiographs, and any pertinent information is provided to the committee and chair (and all parties that signed the Agreement) prior to the hearing. During the hearing the doctor and patient must direct all questions and comments through the chair and not confront one another. A hearing always includes a clinical examination of the patient by the hearing committee members, who then record their findings on the appropriate work sheets. The chair is present during the examination but does not examine the patient. The treating dentist is

also present during the examination and may be asked to confirm if the treatment in the patient's mouth has been altered since last seen by the dentist who is the subject of Peer Review.

The committee members may ask additional questions after the examination. Following the hearing, after the doctor and patient leave (together to avoid any one-sided conversations) the committee will go into executive session. The chair remains present during deliberations; however, he/she has no vote and is only there to answer any questions the committee members may have regarding the process. The chair does not express an opinion regarding the treatment.

Although the chair writes the decision letter, the letter reflects the opinion of the committee, not that of the chair. An appeal may be filed based on new evidence or a procedural irregularity. The appeal is submitted to NYSDA and is reviewed by the chairs of three different component societies, not including the component in which the case was heard. If the appeal is granted, it is once again heard by NYCDS but with three different committee members. The same chair may choose to preside or recuse him/herself and appoint a new chair. In any event the chair is only there to ensure the fairness of the process and not to pass judgment.

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

*Attorney at Law*

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This past spring the NYCDS Ethics Committee, along with the Student Professionalism and Ethics Association (SPEA) of Columbia College of Dental Medicine, held a panel event on “Insights and Candor on Ethical Issues” at NYCDS for dental students, residents and young professionals. SPEA is a national student-led organization dedicated to “promoting and supporting a student’s lifelong commitment to ethical behavior in order to benefit the patients they serve and to further the dental profession.” The majority of the dental schools in the country have a SPEA chapter.

For the program, the Columbia SPEA students developed questions for the panelists on the topics of Ethics and Professionalism as it related to both dental insurance and developing alternative treatment plans for patients.

Some of the questions included:

**\*May a dentist do costly work before a patient’s insurance ends (that they potentially would not have done immediately had it not been ending)?**

**\*Can a dentist charge different rates when they bill as “in-network providers” versus when they bill their “self-pay.”**

**\*In terms of alternative treatment plans, how can you ensure you have informed consent when explanation of risk/benefit often requires a significant level of dental literacy which is not easily provided in a short conversation with the patient?**

**\*What are some emerging newer alternative treatments that are on the horizon and what are the ethical implications of incorporating these treatments into dental practice?**

For the attendees, hearing directly from dentists about their real-world experiences dealing with these issues was particularly compelling. The panelists elaborated on the complexity of each issue raised then shared the core professional values that guide them in their decision making.

“As a dental student, this kind of experience is invaluable as it allows me to consider early on, aspects of practicing dentistry that I will be exposed to later, and helps me feel more prepared. This event certainly helped promote enthusiasm for discussing ethics and was one of our most well-attended student events this year! I hope to see collaboration between NYCDS and SPEA continue and grow in the future.”

- Columbia SPEA President  
Sophia Jelke


Panelists included Drs. Richard Lewenson (president, NYCDS), David Momtaheni (chair, Member Benefits Committee), Mitchell Rubinstein (CE Director, Ethics Committee member), and Jaskaren Randhawa and Andrew Deutch (co-chairs of the Young Professionals Committee). The panelists were asked to frame their responses using the NYSDA Code of Ethics as a reference

point. The Code, similar to the ADA Code of Ethics, can be found on NYSDA’s website if you log-in as a member dentist.

Ethics Committee members Drs. Larry Bailey, Gail Schupak, Layne Martin and Jennifer Reyes were also in attendance to answer questions and interact with the attendees during the pre-panel reception. The students were grateful for the participation of the member dentists from NYCDS and the evening was generally well-received.

If you are interested in watching the panel discussion, it was streamed on Facebook Live. It is now available to view on Facebook through the NYCDS website. Visit [www.nycdentalsociety.org](http://www.nycdentalsociety.org) and click on the New Dentist Events tab (found in Events and Continuing Education) to find the video of the event. If you are interested in learning more about SPEA, visit their website [www.speadental.org](http://www.speadental.org).



 Our first Facebook Live was a success! Stream our Insights and Candor on Ethical Issues panel discussion on our facebook page: [@nycds622](https://www.facebook.com/nycds622).

You can view the video on our Facebook page by visiting:





## New Members

**Olatunji Almaroof, DDS**  
Howard University  
General Practitioner

**Saloni Angra, DDS**  
Tufts University  
General Practitioner

**Inna Chern, DDS**  
Stony Brook University, SUNY  
General Practitioner

**Christopher Cummings, DDS**  
Indiana University  
General Practitioner

**Holly Douglas, DDS**  
University of Tennessee HSC  
College of Dentistry  
General Practitioner

**Elizabeth Eve, DMD**  
Harvard University  
Orthodontics

**Dominick Giordano, DMD**  
University of Pennsylvania  
General Practitioner

**Samriti Goyal, DMD**  
Rutgers School of Dental  
Medicine  
General Practitioner

**Yoochan Han, DDS**  
Columbia University  
Oral and Maxillofacial Surgery

**Hanna Heck, DMD**  
Harvard University  
Endodontics

**Charles Isaacs, DDS**  
New York University  
General Practitioner

**Alex Kim, DMD**  
University of Louisville  
General Practitioner

**Yung Kyun Kim, DDS**  
Stony Brook University,  
SUNY  
Prosthodontics

**Farinaz Mairzadeh, DDS**  
New York University  
General Practitioner

**Andrei Mark, DDS**  
Stony Brook University,  
SUNY  
Oral and Maxillofacial  
Surgery

**Satoko Matsumura, DDS**  
Japan-Hiroshima University  
Oral and Maxillofacial  
Surgery

**Natalya Modlin, DDS**  
New York University  
General Practitioner

**Efin Rubinstein, DDS**  
New York University  
General Practitioner

**Homam Saleh, DDS**  
New York University  
General Practitioner

**Menka Sinha, DDS**  
New York University  
General Practitioner

**Mary Taudel, DDS**  
New York University  
General Practitioner

**Nicole Teehan, DDS**  
Loma Linda University  
School of Dentistry  
Oral and Maxillofacial  
Surgery

**Boris Zusin, DDS**  
New York University  
General Practitioner

**Lynn Robertson, DDS**  
University of Medicine  
and Dentistry, NJ  
General Practitioner

## Reinstated Members

**Debbie Eun Lee, DDS**  
Tufts University  
General Practitioner

## Graduate Students/Residents

**Anas Al-Sabbagh, DDS**  
New York University  
General Practitioner

**Mia Bishara, DDS**  
New York University  
General Practitioner

**Ian Bohlin, DDS**  
Columbia University  
General Practitioner

**Priscilla Chan, DDS**  
Columbia University  
General Practitioner

**Christine Chen, DMD**  
University of Pennsylvania  
General Practitioner

**Tejal Gohil, DDS**  
Kenya-Nairobi Dental  
School  
Prosthodontics

**Lisa Greenstein, DMD**  
Midwestern University  
General Practitioner

**Robert Hannah, DDS**  
University of Tennessee  
HSC  
General Practitioner

**James Kleinfelder, DDS**  
Ohio State University  
General Practitioner

**Danielle Orellana, DDS**  
New York University  
General Practitioner

**David Paladines-Gaibor, DDS**  
Rutgers School of Dental Medicine  
General Practitioner

**Astha Patel, BDS (Student)**  
India-Govt Dental College  
General Practitioner

**Rohan Prabhu, DDS**  
Columbia University  
General Practitioner

**Mehveen Qureshi, DMD**  
Case Western Reserve  
University  
General Practitioner

**TeQuicia Robinson, DDS**  
Melharry Medical College  
General Practitioner

**Lara Seidman, DDS**  
University of Maryland  
Dental School/  
Baltimore College of  
Dental Surgery  
General Practitioner

**Amir Shafi, DDS**  
Iran-Tehran University  
General Practitioner

**David Shin, DMD**  
University of Pennsylvania  
Endodontics

**Emery Sweeney, DDS**  
Tufts University  
General Practitioner

**Santvana Vyas, DDS**  
New York University  
General Practitioner

**Stephanie Weng, DMD**  
Case Western Reserve  
University  
General Practitioner

**Abbe Finberg, DDS**  
Tufts University  
General Practitioner

**Thomas Rouse, DDS**  
Ohio State University  
General Practitioner

**Associate Members**  
**Edward J. Miller, Jr., DMD**  
University of Pennsylvania  
Oral and Maxillofacial Surgery

## Deceased Members

**Jeffrey Senzer, DDS**  
Columbia University, 1973  
**Todd P. Messite, DDS**  
New York University, 1997

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## Henry Spenadel Continuing Education Program

# Summer 2019 Continuing Education Program Calendar

### JUNE 2019

F- 6/14 8:30 AM - 2:30 PM	NYHOP Symposium: Contemporary Orthodontic Research	Laurance Jerrold, DDS, JD, Moderator
W-6/19 9:30 AM - 12:30 PM	Treatment of the Worn Dentition	Leora Walter, DDS
F- 6/21 9:00 AM - 1:00 PM	Infection Prevention in the Dental Environment	Ronnie Myers, DDS
W-6/26 9:30 AM - 12:30 PM	Delivering the Promises: When Aligners Are a Clear Solution	Nargiz Schmidt, DDS

### JULY 2019

W-7/10 9:30 AM - 12:30 PM	Sedation Solutions for Everyday Dentistry	Mandana Kouroshnia, DDS
W-7/17 9:30 AM - 12:30 PM	Avoid the Million Dollar Mistake: HIPAA Security Compliance	Mitchell Rubinstein, DMD
W-7/24 9:00 AM - 5:00 PM	ACLS Recertification (hands-on)	Marc Reilly, Rescue Resuscitation
W-7/31 9:30 AM - 12:30 PM	A Practical Program in Prescribing Controlled Substances	Marc Gottlieb, DDS

### AUGUST 2019

W-8/7 9:00 AM - 1:00 PM	BLS/ CPR Certification Course (hands-on)	Marc Reilly, Rescue Resuscitation
W-8/14 9:30 AM - 12:30 PM	Treating Patients with Food Allergy & Gluten Intolerance	Ellen Karlin, MMSc & Sara Karlin, DDS

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