

# DENTISTS' QUARTERLY

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## Featured NYCDS Events

### Thursday, March 28

How Not to Outlive Your Money Workshop  
Peter J. Klein, CFA®, CRPS®, CAP®

### Monday, April 1

General Membership Meeting  
Long Term Effects: Realistic Expectations and Implant Restorations  
Vincent Celenza, DMD

### Tuesday, April 9

Young Professionals' Event  
Oral Oncology: Dental Treatment and the Cancer Patient  
Heidi J. Hansen, DMD

### Friday, April 12

NEW!  
Speed Learning Symposium  
6 Speakers 6 Hours 6 Credits

### Wednesday, April 24

Insights and Candor on Ethical Issues



## PRESIDENT'S MESSAGE

Richard J. Lewenson, DDS

### Life is a Journey

My journey began when I was born in a Displaced Persons camp in Germany two years after the end of World War II. It was a place where people uprooted from their homes by the war could have some breathing room to start looking for relatives and friends they had been separated from. The refugee camp offered the chance to start thinking of a future that just a few years earlier my parents didn't think they might have and either return to where they came from or look to new horizons. My parents wanted to leave the chaos and destruction of Europe. Their dream was America.

I arrived in the U.S. when I was five, learned English in school and a much more colorful version from my new street friends in Brooklyn. It was a good start in a new life. When I started dental school I had no idea of the many opportunities that would be opened to me upon graduation. After graduation I joined the Navy and married. There's a rumor still circulating in Sandy's graduating class that she ran off with a sailor immediately after graduation. I still love that image.

When I returned to New York, Sandy and I started a family and I opened a practice on the West Side. During my forty plus years of practice I had the privilege of not only treating, but getting to know my patients well, and sometimes three generations of those patients. It was one of the most satisfying aspects of being in practice.

*(continued on page 5)*



### Your 2019 NYCDS OFFICERS

(left to right) Immediate Past President James E. Jacobs, President Richard J. Lewenson, President-Elect Luis J. Fujimoto, Vice President Lois A. Jackson, Secretary Joanna Mentzelopoulou, Treasurer Mina C. Kim

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# From the Education Director

By Mitchell Rubinstein, DMD



Winter will soon recede (thankfully), which means that spring is finally on the way. As I write this, the dental students of the class of 2019 have just been matched for their residency programs, and they're planning enthusiastically for the transition from their formal dental educations to the beginning of their professional careers. I was lucky enough to meet some of them when I volunteered at the Give Kids A Smile event in February, where we spent a day helping kids learn about, and improve, their oral health. I was impressed with the students' commitment to their educations, their patients and their chosen profession. I was also impressed with their knowledge and dedication, and their sophisticated understanding of their career options, particularly in the specialties.

But I was also very concerned about some of the unique barriers and challenges faced by these soon-to-be colleagues of ours, particularly the cost of dental school and the enormous level of student debt they face. That is a far steeper hill for them to climb than it would have been ten or twenty years ago. Many of them are anxious about their prospects for becoming successful, both professionally and economically. They spoke to me about the four tough years they've nearly completed, and also the road that stretches out ahead of them, with residencies, jobs, practice ownership and yes, loan repayment schedules.

In my view, 2019 needs to be a year in which we place an even higher priority on the educational needs of doctors in the early phases of their careers. We must help them to expand and improve their skill sets beyond the basics learned in school and residency. Over the next few years, they will rapidly improve their clinical skills, their judgement, their efficiency, and our programs will make them more valuable to their patients and more desirable when interviewing as associates.

To the class of 2019 I say, Congratulations! We've been waiting for you. You represent the future of our profession, and we have great confidence in you. School may be ending, but your real educations are just beginning. That's a good thing, and we're here to help.

Whether you want to become more capable at molar endodontics, more confident with surgery or orthodontics, or improve your treatment planning and communication skills, we will offer educational experiences to help you get it done. Not just lectures but also hands-on, interactive programs and workshops. We're going to make these programs available, we're going to make them affordable, and as always, I welcome your input and suggestions as to how we can best help you progress.

There will also be more "social CE" opportunities where you can learn new techniques and also meet other dentists with whom you share similar interests. There will be opportunities to compare notes with your peers, have a cocktail or two, and maybe even meet a more established dentist who's looking for an associate just like you. ■

Below you'll find a few of the great events we have planned for the coming Spring season. I look forward to seeing you there!

**Tuesday, 3/26**

An invitation-only evening event  
Cannabis & Other Substances: Patient Care Considerations  
Thomas A. Viola, RPH, CCP

**Friday, 4/5**

Anatomically Directed Endodontics  
9:30 am-4:30 pm  
Martin Trope, DMD

**Tuesday, 4/9**

An evening event for Young Professionals  
Oral Oncology: Dental Treatment and the Cancer Patient  
7:00 pm-7:30 pm reception;  
7:30 pm-8:30 PM lecture  
Heidi J. Hansen, DMD

**Friday, 4/12**

SPEED LEARNING  
6 Speakers 6 Hours 6 Credits  
8:30 am-4:15 pm  
all new speakers, all new topics, same great tuition!

**Wednesday, 4/24**

Free event for NYCDS and SPEA members  
Insights and Candor on Ethical Issues  
6:30 pm reception; 7:00 pm-8:00 pm panel discussion



# Record-Breaking Numbers at the Greater New York Dental Meeting

By Jayme McNiff Spicciatie

The Organization Committee of the Greater New York Dental Meeting (GNYDM) is proud to announce the conclusion of the largest and most successful session in its 94<sup>th</sup> year history, which ended on a high note.

The 2018 GNYDM reached a significant milestone with **20,187** registered dentists. This record-breaking number is the largest ever for a U.S. meeting. The total registration was **52,320** from all **50** states and **146** countries. In addition, the GNYDM registered **10,661** International Attendees, **4,402** Dental Students, **5,206** Dental Assistants and **3,949** Dental Hygienists. With a total attendance of **52,320**, the GNYDM continues to be the largest Dental Convention and Event in the United States.

The Exhibit Floor sold out weeks before the show with a waiting list of companies hoping for a cancellation so that they can showcase their products. Professionals roamed aisle after aisle and visited the largest exhibit in the Country with over **1,600 exhibit booths** and over **600** companies, learning about the newest equipment and materials available from around the world. The GNYDM's creativity paid dividends for exhibitors and attendees. It was a great week of business, learning and networking.

The GNYDM offered over 350 seminars, hands-on workshops, and essays including programs in Spanish, French, and Russian. There was also a designated workshop room for live Portuguese translation for all morning and afternoon sessions held in that specific room.

The GNYDM included a free and unique Health Screening Fair for two-days of the Meeting, consisting of oral cancer, caries, hearing, blood pressure and vision screenings. The fair was open to numerous private sectors and to the public who were in need of care.

With five Specialty Meetings and expanding to six in 2019, the GNYDM gives other Dental Shows a run for their money; including a World Implant EXPO, Global Orthodontic Conference, Pediatric Dentistry Summit, Sleep Apnea Symposium, 3D Printing, and Digital Dentistry Conference.

The two-day Public Health Symposium, which involves numerous health professionals collaborating to help improve the health of their patients, families, and the community will expand as the 6th Specialty Meeting for 2019. In addition, the GNYDM plans to start a new Business Forum.

The Specialty Meetings each continue to increase in attendance and revenue for the GNYDM, as they welcome world-renowned clinicians to New York City. Seminars and hands-on workshops were offered daily with 70 different specialty options.



The “Live” Dentistry arena filled over 550 seats daily with standing room only for all four days including additional sessions during the lunch break. This revolutionary concept took place right on the show floor with NO tuition costs to attendees.

As the holiday season is a time for giving and helping others, the Greater New York Dental Meeting once again hosted the “Greater New York Smiles” fun and child-friendly program. The GNYDM, along with Colgate and DentaQuest, helped teach 1,000 NYC Public School children about the importance of proper oral health.

The Celebrity Luncheon featured Jane Pauley, host of CBS Sunday Morning. Mrs. Tisha Ioli-Gainor, the wife of Advisory Chairman, Dr. Marc Gainor, interviewed Pauley highlighting her life's achievements.

## THE GREATER NEW YORK DENTAL MEETING

(continued from page 3)

The Organizational Committee of the GNYDM works tirelessly throughout the year to ensure the Meeting's success. With the leadership of the General Chair Dr. Lauro Saldaña-Medrano, the Advisory Chair: Dr. Marc B. Gainor, along with the New York County Dental Society chairs on the GNYDM Organization Committee: Drs. Maurice Edwards, Irvind Khurana, Gail Schupak, John Young, Jr. and

2018 Incoming Committee Chair Paul Teplitsky, the Meeting continued its tradition of success. Of course, additional thanks for allowing the Meeting to run smoothly and effortlessly must go to the countless NYCDS member volunteers who were a part of the many subcommittees.

While the Meeting is a wonderful achievement, the GNYDM is acutely aware that it is our volunteers that make the Meeting's accomplishment special. The warmth and collegiality shared by the Greater New York Dental Meeting Family creates an atmosphere often not evident at other venues. ■



The GNYDM's achievements always translate to financial achievements for NYCDS; it is through the GNYDM that NYCDS has been able to continue its long tradition of low cost, high-quality continuing education and member services.

### Save the Date for 2019

Greater New York Dental Meeting

November 29<sup>th</sup>—December 4<sup>th</sup>

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## PRESIDENT'S MESSAGE

(continued from page 1)

But the skills I learned in dentistry had many more applications. When 9/11 occurred, I was a consultant to The Office of the Chief Medical Examiner. I was part of a team of volunteers, a band of brothers and sisters, many I still see to this day. We volunteered our time, which for some of us lasted months. We used our skills to identify the many victims so that families could start the process of mourning and then closure. This was hard and often emotionally challenging work. This experience reinforced what I already knew. Our profession has a strong streak of altruism running through it—whether it's volunteering for Mission of Mercy events, missions to foreign countries, giving up practice time to teach at our dental schools, aiding our colleagues to rebuild their practices when disaster strikes, organizing charity events such as our Golf Outing to raise money for a chosen charity and of course volunteering for our great Give Kids A Smile program. But to do all these things we need to keep our profession strong.

One of the most effective ways we can do that is to make our political voice heard. For example, our legislators in Albany either through the NYS Assembly or the NYS Board of Education or other government arms decide how many continuing education credits we need and what courses are mandatory, what our scope of practice is and the statute of limitations regarding malpractice as well. As I mentioned—we do have a voice in these decisions—we just need to make sure our voices are heard.

We all know about the importance of having a seat at the table and we also know there are competing interests there. This is why we need a big chair. That's why our Political Action Committees in the local, state, and national arenas are so important and why we need to support them. We also need numbers. Here at New York County we are expanding our social media footprint, hosting events for new dentists, looking to expand member benefits, promoting new programs that will reach out to our future colleagues, our dental students, to familiarize them with the importance of organized dentistry in their future, and of course having a welcoming environment for our members.

We've had notable successes in the recent past. Most importantly moving to our new space. I have briefly mentioned Organized Dentistry. We need to remember that Organized Dentistry is always organizing, trying to advance our profession and the health of our community, as well as meeting the challenges that face it. That's where we as members come in—guiding and supporting Organized Dentistry in the right direction, making sure that the needs of our members and our communities are being met.

I do owe NYCDS a great debt. The Dental Society is where I made strong lasting friendships, met many people who enriched my life and opened my eyes to the many possibilities before me as it has for many of our members, and it certainly

can do the same for our newer members and our more seasoned members as well. There are so many people to thank I wish I had the time to thank them all. My wife of 46 years, Sandy, who is also my very best friend, confident and smart too, a recognized scholar. My good friends and colleagues, Dr. Dave Shipper who simultaneously enticed and cajoled me into coming back on the Board, and when I'm not talking to myself, Dr. Irv Khurana who has often acted as my sounding board, listening to my many ideas. And, of course, our now past president Dr. Jim Jacobs. There is nothing past about Jim. He personifies the best qualities of leadership—a man with a



Dr. Richard Lewenson delivering his Installation Speech.

spirit of true generosity who leads by example, passion, and dedication to the members of NYCDS and with whom I've had the privilege to work with hand-in-hand, always showing us how to be the best we can be. Thanks Jim. The incredible staff who keep the wheels turning led by our Executive Director Diane Laurenzo, a pillar of good sense, expertise, as well as sound judgment. The Executive Committee, as well as the rest of our dedicated Board and committee members who spend hours of their time at meetings away from family and practice striving to make New York county the best it can be.

I would also thank our members, as well as those from Second District, who serve on the GNYDM Committee putting in countless hours making our meeting the very best in the country. I'd like to recognize Dr. Robert Edwab, GNYDM executive director, a man with boundless ideas and energy. And all of you—it's YOU that make New York County and our profession strong. Please do not hesitate to reach out to me, as well as your Board, we are here for you.

Invariably when I walk in to our headquarters and enter the board room I look to the left where on the wall behind the head of our conference room table our Society's values are written: Professionalism, Advocacy, Diversity and Inclusion, Camaraderie, Ethics, Mentorship and Excellence. These are what makes me proud to be a member. Yes, it's been a journey, and a gratifying one, coming from a Displaced Persons camp, sharing in the American dream, and having had the PRIVILEGE of being your president. Again, I thank you all. ■

## 2019 Installation



Richard Lewenson, DDS being sworn-in as NYCDS president by NYSDA Speaker of the House Steven Gounardes.



Dr. Richard Lewenson with his wife Sandy.

### 2019 Officers Installed

Members and invited guests gave a warm welcome to the Society's newest officers on a cold January 10<sup>th</sup> evening. NYSDA Speaker of the House Steven Gounardes installed Richard J. Lewenson as president, Luis J. Fujimoto as president-elect, Lois A. Jackson as vice president, Ioanna Mentzelopoulou as secretary and Mina C. Kim as treasurer.

In his address, Dr. Lewenson shared his personal history starting with his birth in Germany in a Displaced Persons camp two years after World War II and arriving in the United States when he was five years old. From those humble beginnings Dr. Lewenson went on to graduate from college and subsequently earned his DDS from New York University College of Dentistry. He served as a lieutenant in the Navy for two years after dental school then went on to practice general dentistry for over 40 years. He also shared his experience after 9/11 as a consultant to The Office of the Chief Medical Examiner and expressed how that emotionally challenging volunteer effort reinforced his view that volunteerism and altruism runs deep in the dental profession. He emphasized the importance of organized dentistry and the need to support the work of Organized Dentistry at the local, state, and national levels.

Outgoing President James Jacobs, having previously detailed many of the accomplishments achieved during his presidency, focused his speech on the enduring friendships he made while serving on the Executive Committee and shared his philosophy of life and many of his favorite "life lessons"

gained over the years. During the proceedings John Young, Jr. was presented with a special award in recognition of his four years of volunteer service to the GNYDM as co-chair of the Seminars & Workshops Committee. Once the formal portion of the meeting was over everyone mingled over cocktails and hors d'oeuvres.

In addition to Dr. Gounardes, there were several other distinguished guests in attendance: Rekha Gehani representing ADA President-Elect Chad Gehani (who was travelling); ADA Trustee Paul Leary, NYSDA Board of Trustees Michael Shrek, Mitchell Mindlin, and Prabha Kirshnan; and NYSDA Secretary/Treasurer Frank Barnashuk. Second District Dental Society was represented by President Alyson Buchalter, Immediate Past President Sari Rosenwein, and Executive Director Bernie Hackett. Ninth District Dental Society President Minerva Patel and NYSDA Foundation Board of Trustee Maria Maranga also attended. There were several representatives from the Greater New York Dental Meeting including GNYDM Chair Lauro Medrano-Saldaña, Executive Director Robert Edwab, Advisory Chairman Marc Gainor and General Chairman Elect James Doundoulakis.

We thank our loyal corporate sponsors for their continued support: AmWINS Group Benefits, Bank of America Practice Solutions, Mandelbaum Salsburg, MLMIC, and Straumann. ■



# 2019 Installation

Dr. Lewenson with members of his family.



Political Action Committee Treasurer Lloyd Klausner (left) with ADA Trustee Paul Leary.



(left to right) NYSDA Board of Trustee Prabha Kirshnan, GNYDM Chair Lauro Medrano-Saldaña, and NYCDS Secretary Joanna Mentzelopoulou.



GNYDM Seminars and Workshops Co-Chair Lorna Flamer-Caldera (left) with Board Member Ada Cooper.



NYCDS President Richard Lewenson with Dr. Stacy Spizuoco and Board Member Egidio Farone.



Outgoing President James Jacobs and Dr. John Young, holding his award for service with the GNYDM.



Dr. Lewenson joined several past presidents for a photo.



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# 2019 NYCDS Board of Directors & Trustee

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Lois A. Jackson, DDS  
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Mina C. Kim, DDS  
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James E. Jacobs, DMD  
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P. Deborah Weisfuse, DMD



# Outgoing President's Message

By James E. Jacobs, DMD



I want to thank all of you for the honor of being your president this past year. Personally, it has been one of the most exciting and rewarding years of my life...and also the fastest! It has been so fast that I think Dr. Richard Lewenson should start writing his farewell speech now.

As I pass the baton to our new president, I can tell you Richard is quite prepared, extremely competent, and we are all here to support and help him in his special year. As my last duty as president I want to thank so many of you for your help this year. I want to start with our staff at the NYCDS. They spend so many hours during the day and evenings keeping our Society running, always cheerful in helping our volunteers and the Executive Committee look good and appear knowledgeable.

I want to thank our amazing Executive Director Diane Laurenzo for her hard work, demeanor, and her strength of personality, and class. As I said a year ago, never mistake kindness for weakness and Diane exemplifies that. She is strong, hard-working and a really nice person.

No one can do this alone and I want to thank our Board of Directors and our past presidents for all their hard work and advice. I especially want to thank our Executive Committee:

Ken Cooperman—thank you for being my role model as we moved up the ladder together. Your guidance, support, speaking ability, and values are amazing.

Richard Lewenson—Richard has been there for me every step of the way this year and I thank you so much.

Luis Fujimoto—Luis has been there for me as we have worked together all these years. He has tremendous knowledge of organized dentistry, the government at each level, and he is a great teammate.

Lois Jackson—we all know how hard Lois has worked for NYCDS for more than 30 years. Working with her and seeing her dedication every day is amazing. A great orator, she volunteers for everything and I am truly happy for her.

Ioanna Mentzelopoulou—powerhouse, energy, joy, hard-working. I want Ioanna in my fox hole in battle and at my debut at a comedy club.

Mina Kim—Mina represents the best of our youth and future. She will be the perfect leader moving forward and totally dedicated to NYCDS.

We are a strong hardworking team and we show how diversity is a strength and loyalty and friendship are what it is all about. You will always be my good friends.

I said last year that my goals would be to serve as a role model for all, and to touch as many people's lives as I could, and I hope I have accomplished both goals.

I highlighted the accomplishments that we as a Society achieved in the last issue of Dentists Quarterly so I want to take a moment of personal privilege to share some of my philosophy of life. I hope it has meaning for you.

I want to share some quotes I have found useful throughout my life; some of these are from a poem called A Lesson.

I've learned that...

Money is a lousy way of keeping score.

You can keep going, long after you (think you) can't.

No matter how bad your heart is broken, the world doesn't stop for your grief.

Two people can look at the exact same thing, and see something totally different.

Our background and circumstances may have influenced who we are, but we are responsible for who we become.

Credentials on the wall do not make you a decent human being.

The last quote I'll leave you with is from one of my idols, Coach Vince Lombardi, who often said, "The dictionary is the only place where success comes before work" and to that I'll add "Never let anyone outwork you."

We face tough challenges everyday; decisions about quality vs quantity, truth vs falsehoods, loyalty vs betrayal, kindness vs insensitivity, and volunteering vs apathy. We need to keep things simple; to look for the truth in things, be open minded, use common sense. Don't follow the crowd! Be independent of thought, be strong not weak, strengthen your body and your mind and build strong relationships. Do what you know in your heart is right not because it makes you more money, or is faster, or for ego. All good things do come to you by being true to yourself and in harmony with your true values.

Now it is time for your new president, Richard Lewenson, to take the lead. He is experienced, smart, logical, fun, loyal, hardworking, and caring. He is a family man, a terrific father, grandfather, and husband, and I am truly excited for him. ■



Dr. James Jacobs (left) with his mentor and friend Dr. Ralph Kaslick.

## GKAS NYC Grew Exponentially in 2019!

We are excited to report that the Society's Give Kids A Smile Event for 2019 was a resounding success!

Not only did we screen significantly more New York City school children (in record time no less) than in years' past... we also provided \$156,010 in dental care!

Give Kids A Smile NYC is part of a larger, nationwide initiative to provide underserved children with oral care and education. Our program is the only program which includes an educational component for parents. Volunteers organized by NYCDS screened 1,392 children (including some with special needs) from nine schools and provided preventive fluoride treatment as well. This is a 65% increase in the number of children reached at our 2018 program. Another significant achievement was that, through hard work and persistence, sponsorship money raised for the event more than DOUBLED! The event took place at five school sites simultaneously (East Harlem, West Harlem and the Lower East Side) to achieve these impressive results all on one day, February 1<sup>st</sup>.

This year we initiated several new internal efficiencies through the GKAS Steering Committee. We created a Volunteer Fact Sheet, a comprehensive GKAS Manual, an informative PowerPoint presentation for our Volunteer Orientation, and found new ways to streamline the process of preparing for such a large-scale event. We also created a more sophisticated data entry system, and are now sharing a significant amount of data with the Department of Health to use in future planning for the region. In addition, acting on a suggestion of Congressman Adriano Espaillat, GKAS General Chair Deborah Weisfuse developed a multidisciplinary Task Force which has greatly expanded the potential of the program for the future. It is her hope that this initiative can lead to many future growth possibilities.

We know GKAS NYC has had a significant impact on our

communities in Manhattan. The importance of oral health has been acknowledged and come to the forefront of attention not only with regard to children that attend the program, but also the 3,000 plus who received the fliers and consent forms, as well as parents, teachers, Parent Coordinators, Principals, Family Advocates, and Superintendents who were involved from the New York City public school system. The importance of oral health in Manhattan school children has been further acknowledged by personal visits from Congressman Adriano Espaillat and State Assemblyman Robert Rodriguez. Council Member Mark Levine, chair of the Health Committee of the New York City Council, attended last year and has made an effort to continue his relationship with NYCDS.

Kudos to Dr. Weisfuse and Dr. Michelle Lee, GKAS Administrative Chair, for their tireless work to ensure a successful event. None of this could have been done without a team of special people sharing their individual talents, insights, and friendship to help this program flourish: Hemali Ajmera, Suchie Chawla, Rachel Cohen, Ken Cooperman, Maurice Edwards, Michael Erdos, Courtney Haron, Lois Jackson, Mina Kim, Anne Kossowan, Robert Lipner, Ioanna Mentzelopoulou, Maggie Mintzberg, Whitney Mostafiz, Katherine Park, JoAnna Pufnock, Jaskaren Randhawa, Maryann Riordan, Gail Schupak, Tom Ulicny, and the NYCDS staff. A special thank you to ALL OUR VOLUNTEERS—we greatly appreciate your enthusiasm and dedication!

Lastly, we thank our long-standing and new sponsors for their support: MLMIC Insurance Co., Henry Schein Cares, Colgate, Ruby Gelman, DMD, and ScarVita Photography and new sponsors DentaQuest, SomnoMed, Epstein Practice Brokerage, Dr. Gail Schupak Orthodontics, Manhattan Family Orthodontics, Anastasia Italy Photography, and Crest+Oral B. ■



Left to right: Former NYCDS President Maurice Edwards, NYCDS President Richard Lewenson, GKAS NYC 2019 General Chair Deborah Weisfuse and Administrative Chair Michelle Lee, NYS Assemblyman Robert Rodriguez, our happy Minion, Principal Dr. Yazmin Perez of PS 182, and Principal Dr. Francis Castillo of PS 83.



U.S. Congress Adriano Espaillat (center) meeting with volunteers at PS/MS 12.







## Financial Check-Up



Peter J. Klein, CFA®, CRPS®, CAP®  
Managing Director, Partner  
Klein Wealth Management

Here are some suggestions to enhance your 'Financial Fitness.'

### Think about your goals for the short term and the long term

Do you want to decrease debt? Save for a home improvement project? Do you have a future college expense (or expenses!)?

At what age do you anticipate retiring? What kind of lifestyle would you like to maintain in retirement?

Everyone has their own idea of what their "golden years" will be like. The reality is, not everyone will be able to afford to maintain the lifestyle they want. This is particularly relevant for small business owners such as dental professionals running their own practice. Your financial advisor can help you draw up a blueprint for both the present and retirement to ensure you are on track to meet your financial goals. It is never too early to draw up a good plan!

### Pay yourself first

Make sure you are saving on a regular basis—through payroll deduction or a recurring contribution to a retirement or savings plan. Increase your retirement savings until you max out! You won't miss money you do not see or have in your pocket.

### Track your spending

We all spend more than we need to. Tracking your spending helps identify excess spending so you can ask yourself—

"Do I really need to spend on that? Would I rather have that money available when I am no longer getting a paycheck?" Create a household budget and stick to it!

### Make sure you have adequate emergency savings

Look at your household budget and make sure you have at LEAST 3–6 months of liquid funds in case of emergency. Unfortunately, there are a lot of Federal workers who are learning this the hard way.

### Be aware of what you do online and ask if you are putting yourself at risk

NEVER. EVER. EVER include personally identifying information in an email. This includes: SSN, DOB, bank information, driver's license or passport numbers etc. If you need to communicate any sensitive information make sure to use an encrypted secure email server. Surely you go to great lengths to protect your patients' confidential information. You should do the same with your personal data.

Cybersecurity Training—HighTower uses an outside specialist firm to provide us with cybersecurity training. These trainings have been tremendously insightful for both our employees and clients alike. It is imperative for your financial wellness that you empower yourself with knowledge of cybersecurity threats and the mechanisms you should have in place to prevent them.

*Klein Wealth Management is a team of investment professionals registered with HighTower Securities, LLC, member FINRA, and SIPC & HighTower Advisors, LLC a registered investment advisor with the SEC. All securities are offered through HighTower Securities, LLC and advisory services are offered through HighTower Advisors, LLC. HighTower shall not be liable for claims related to this writing. ■*

## Congratulations to...



**Luis J. Fujimoto, DMD**  
NYCDS president-elect, Dr. Luis Fujimoto, was installed as president of the American Association of Dental Boards (AADB)

Dr. Fujimoto receiving the American Association of Dental Boards Citizen of the Year Award.



**Thomas J. Connolly, DDS**  
Dr. Connolly, a long-time active member of NYCDS, was installed as president of the American College of Dentists (ACD) at the ACD's annual meeting.



# Peer Review

## How to Avoid Some Practice Pitfalls

Barry Sporer, DMD, Peer Review Committee Chair



When I was a resident one of my mentors said that he considered himself a “good dentist.” His definition of a “good dentist” was as follows: “85% of my work I would show to anybody, 10% I would only show to friends, 5% ... I can’t even look at.” I suspect many of us fall into the category of his definition of a “good dentist” which would mean that most of us would have a minimum of 5% of our patients that could bring us to Peer Review. That is a lot. Fortunately, that is not the case, the reason being most of us do the right things intuitively, but I think it is useful to review these principles.

### Manage Expectations

In the film “On the Basis of Sex,” a young Ruth Bader Ginsberg discusses a case in her contract law class at Harvard in which a doctor proposed to do a skin graft to a hand which the patient had injured nine years prior. The doctor told the patient and his father “I will guarantee to make the hand a hundred percent perfect.” As you might imagine the result was less than perfect and the patient sued, not for malpractice but for breach of contract. The court found in favor of the plaintiff and Ruth Bader Ginsberg points out there would have been no law suit had the doctor not promised “a hundred percent result.” The case, *Hawkins V. McGee* actually does exist and occurred in 1929.

What we can learn from this case is that in spite of our enthusiasm and our eagerness to help patients, we should manage our patients’ expectations. People invariably are happier when we under promise and over deliver than when we over promise and under deliver. The doctor and the patient need to know in advance the limitations of what can be done in all of our cases. Beware that, unlike any other field of medicine patients, right or wrong, often view dental treatment as a consumer product and expect a refund if they are not satisfied with the result. Keep in mind for example, in cosmetic cases it is easier to turn a B+ smile into an A+ smile than it is to

take C- to a B+, and yet that C- patient may be expecting the same A+ result. Patients often are understanding that they are presenting with a problem and you are trying to fix it, and can understand that there may be limitations.

### Do Not Let Patients Dictate Treatment

No good deed goes unpunished. We all try to give patients what they want, but we are ultimately responsible for the treatment provided. That is not to say that you cannot do a procedure or perform treatment that has a guarded prognosis. But the patient needs to know and it should be in the record that they were so informed. Nevertheless, you should never perform treatment that deviates from the standard of care because the patient has asked you to do something when it has no chance of succeeding, no matter how much the patient asks for it. For example, a patient has a maxillary central incisor break off at the gum line. In examining the patient, you realize that ideal treatment would require opening the vertical dimension of occlusion, but the patient does not have the time or money for ideal treatment yet does not want to walk around missing a maxillary central incisor. It is not unreasonable to restore the tooth without doing a full mouth reconstruction or orthodontics. But should the restoration fail, the patient should know in advance that treatment was compromised due to circumstance not necessarily poor dentistry. That said, there would be no excuse, for example, to place an implant where there is insufficient bone because the patient wants an implant.

### Keep Accurate Records

This applies not only to treatment, but conversations and billing as well. Should a patient lose confidence for any reason it is important to have records to refer back to and to use should there be a need for Peer Review. I mention billing because should the patient suspect abusive billing they will become suspect of treatment as well.

Finally, should you end up in Peer Review, I cannot predict the outcome and it would be hubris on my part to think that we always get it right. The committee does the best they can with the information that they are given. But you should take comfort in the fact that no matter what the outcome, the dispute will be resolved in a timely manor, awards are limited to the amount the patient paid, it is a confidential and impartial process, and perhaps most important, avoidance of the Office of Professional Discipline or a protracted lawsuit. ■

*“The doctor and the patient need to know in advance the limitations of what can be done in all of our cases.”*

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## The Ethics Corner

By Julie Connolly, DDS, Ethics Committee Chair

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The ADA Council on Ethics, By-Laws and Judicial Affairs (CEBJA) deals at a national level with issues related to Ethics and Professionalism in Dentistry. At present, New York State has a member dentist on this national council, Dr. Guenter Jonke, an oral surgeon based in Suffolk County. Dr. Jonke is a former Chair of the NYSDA Ethics Council.

As I have mentioned previously, the ADA publishes a recurring column in the *Journal of the American Dental Association* (JADA) entitled the “Ethical Moment Column” which is authored by members of CEBJA. This past October, Dr. Jonke wrote the column in a feature entitled “Justifiable Criticism and its Ethical Considerations.” I would like to use this quarter’s Ethics Corner to discuss Justifiable Criticism. To read Dr. Jonke’s original feature please visit JADA October 2018, Volume 149, Number 10, pages 924-925. The feature is a Question & Answer format in which a member dentist has written a question regarding repeated observations of questionable treatment and declining technical skills by a dentist in their community. Dr. Jonke responds to this dentist outlining their ethical obligations in this situation from the perspective of the ADA Code.

We are often confronted with the clinical situation where we are asked to provide a second opinion to a patient based on care rendered by another provider. There are many factors that can drive a patient to seek a second opinion (pain/discomfort, cost, perceived dissatisfaction with their current dentist’s clinical work or their practice management, for example). In these instances we are asked to provide the patient with our own assessment of their clinical condition.

The ADA Code in their Advisory Opinion 4.C.1 can provide us with guidance as we prepare our assessment to our patients. This Advisory Opinion is aptly placed in the section

on the Ethical Principle of Justice which discusses the concept of fairness in our interactions with other within our dental community as well as our patients. The Advisory Opinion first tells us that we are obligated to report “gross or continual faulty treatment by other dentists” while at the same time “informing patient(s) of the status of his or her oral health without *disparaging comments* about prior service.” These statements represent our need to exhibit fairness (Justice) to both our patients as well as other dentists. It also asks us to be cognizant that we are obliged to protect our patients from harm (Non-Maleficence) if we observe work that is truly negligent.

The advisory opinion then goes on to say that “when informing a patient of the status of his or her oral health, the dentist should exercise care that the comments made are truthful, informed and justifiable.” Here is where the other ethical principles of Veracity and Autonomy also apply. We must be truthful to our patients about our findings and also be sure to give them the appropriate information needed to make an informed decision about their oral health needs.

The advisory opinion concludes by stating that a dentist’s comments about their findings “should, if possible, involve consultation with the previous treating dentist(s)...to determine under what circumstances and conditions the treatment was performed.” While we can learn much through our patient interview, as well as from our clinical and radiographic examination, to achieve the most complete picture of our new patient’s oral health, reaching out to the prior dentist is always a good idea. This can allow you to gather further information about the patient’s dental history and any specific clinical details pertinent to your current findings.

By using Advisory Opinion 4.C.1 as a guide, we are able to honor both our duty to put patients first while at the same time maintaining professionalism and integrity when interacting with our fellow dentists. ■

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## 2019 ADA Life Members

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

Madeline Apfel	Emilie Fong	Jan Linhart	Hugh Pollack	Adam Smith
Harvey Atlas	Michael Foxman	Jonathan Lippin	Saul Pressner	Lawrence Spindel
Alan Blondman	Andrew Gershon	Thomas Magnani	Larry Rosenthal	Barry Sporer
Steven Butensky	Lew Gross	Joel Mark	Clifford Salm	David Valauri
Joanne Caplin	Harvey Kaplan	Andrew Melinger	Andrew Schenkel	Howard Wimmer
Sandra Engelson	Steven Kaplan	Stephen Miller	Alexander Schloss	
Neal Fassberg	Robert Karsten	Dorota Podlinska	Stuart Schreiber	
Jerold Feldman	Priscilla Konecky	Allan Pollack	Andrew Singer	



# The New York County Dental Society Welcomes Our Newest Members

December 2018 and January 2019

## NEW ACTIVE MEMBERS

Nojan Bakhtiari, DDS  
160 Huron St., #1  
Brooklyn, NY 11222-1312  
New York University  
General Practitioner

Yesle Kim, DMD  
251 E. 31st St., #5  
New York, NY 10016-9704  
University of Pennsylvania  
General Practitioner

Arthi Kumar, DDS  
345 E. 24th St.  
New York, NY 10010-4020  
Canada-University of Toronto  
Oral and Maxillofacial Pathology

Evan Lynn, DDS  
137 E. 36th St., #8BC  
New York, NY 10016-3528  
Stony Brook University  
Endodontist

Sheree Mananzan, DDS  
10 Barbara Drive  
Syosset, NY 11791-3705  
New York University  
General Practitioner

Jason Popper, DDS  
121 E. 60th St., #10D  
New York, NY 10022-1198  
New York University  
Periodontist

Edgar Radjabli, DDS  
30 Waterside Plaza, #36A  
New York, NY 10010-2662  
University of Maryland  
General Practitioner

Yoochan Han, DDS  
200 W. 57th St, Ste 302  
New York, NY 10019-3211  
Columbia University  
Oral and Maxillofacial Surgery

## REINSTATED MEMBERS

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240 Madison Ave., Fl 12  
New York, NY 10016-2820  
New York University  
General Practitioner

## GRADUATE STUDENT MEMBERS

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New York, NY 10016-1821  
Columbia University  
General Practitioner

Tatum Miles, DDS  
750 Bayside Rd., Apt B  
Arcata, CA 95521-6784  
University of Detroit-Mercy  
General Practitioner

Silvia Ghattas, DDS  
160 W. 62nd St, #42E  
New York, NY 10023-7540  
Foreign Dental School  
General Practitioner

Carmen Lam, DDS  
24 Eldridge St., #4  
New York, NY 10002-6208  
University at Buffalo  
General Practitioner

Sarunphorn Rasamimari, DMD  
21 Stuyvesant Oval #4G  
New York, NY 10009-2036  
Midwestern University—Illinois  
General Practitioner

Christine Chen, DMD  
240 E. 25th St, #23  
New York, NY 10010-3139  
University of Pennsylvania  
General Practitioner

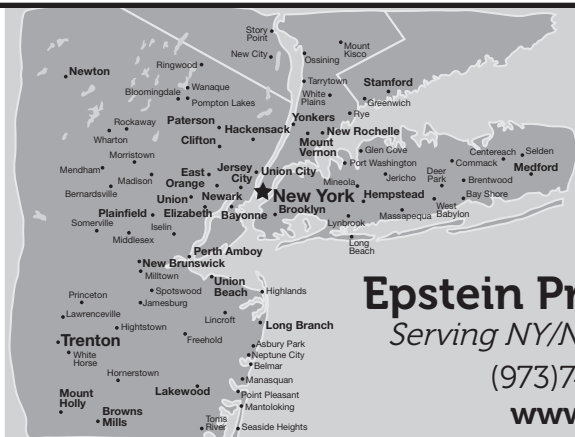
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10460 Queens Blvd #21J  
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## Spring 2019 Continuing Education Program Calendar

### March 2019

W-3/20	9:30 AM – 4:30 PM	Cosmetic Pearls for the General Practitioner	Marty Zase, DMD, MAGD
Tu-3/26	6:30 PM – 8:00 PM	Cannabis & Other Substances: Patient Care Considerations	Thomas Viola, RPH, CCP
W-3/27	9:30 AM – 12:30 PM	Mastering Pain Control and Anxiety in the Dental Office	Zev Schulhof, DMD, MD

### April 2019

W-4/3	9:30 AM – 12:30 PM	Contemporary Implant Removable Prosthesis (hands-on)	Kenneth Kurtz, DDS, FACP
F-4/5	9:30 AM – 4:30 PM	Anatomically Directed Endodontics	Martin Trope, DMD
W-4/10	9:00 AM – 1:00 PM	Risk Management Course	Kevin Henner, DMD/ Michael Kelly, Esq.
F-4/12	8:30 AM – 4:30 PM	Speed Learning: 6 Speakers 6 Hours 6 Credits	6 new speakers & topics
W-4/17	9:00 AM – 1:00 PM	Basic Life Support/ CPR Certification Course	Marc Reilly/ Rescue Resuscitation (hands-on)
W-4/24	7:00 PM – 8:00 PM	Insights and Candor on Ethical Issues	panel of dentists

### May 2019

F-5/3	9:30 AM – 5:30 PM	Part I, 12-Hour Sedation Certificate Renewal	Marc Gottlieb, DDS
S-5/4	9:00 AM – 1:00 PM	Part II, 12-Hour Sedation Certificate Renewal	Marc Gottlieb, DDS

### June 2019

F-6/14	8:30 AM – 3:30 PM	Selected Topics in Contemporary Orthodontic Research	NY Hospital Orthodontic Programs (NYHOP) Research Symposium
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