

Introducing your NYCDS 2020 Officers: Immediate Past President Richard J. Lewenson, Secretary Mina C. Kim, Vice President Ioanna G. Mentzelopoulou, President Luis J. Fujimoto, Treasurer Suchie Chawla, and President-Elect Lois A. Jackson.



PRESIDENT'S MESSAGE

Don't Waste A Moment

Luis J. Fujimoto, DMD

I am a fan of Stephen Hawking. He was a theoretical physicist with an IQ of 160, who sat in a chair, was only able to use one single muscle and astounded us with his genius. Who wouldn't be a fan of someone like that? He once said "We got a free lunch ... we got the whole universe out of nothing, let's not waste it." Those words ring true to me every day and especially today, as I have been given the honor of being president of this great Dental Society. I don't want to waste a moment of my time as president and I want to work with all of you to keep our Society strong and relevant.

I have been an NYCDS volunteer for thirty years and have been fortunate to be in the presence of many great leaders—maybe they didn't all have an IQ of 160—or talk about the nature of life and science with absolute knowledge, but they are smart, dedicated to their work and inspired me to be better. I would like to thank people like Dr. William Calnon, Dr. Steven Gounardes, Dr. James Doundoulakis, and Dr. Marc Gainor, who are all good and trustworthy, and who I am honored to call my mentors and friends. I would like to thank the incredible staff of NYCDS, and our dedicated Executive Committee and Board of Directors. I would also like to thank the GNYDM Organizing Committee, its Executive Director, Dr. Robert Edwab, and his staff. I would specifically like to recognize Ms. Diane Laurenzo, New York County's

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Continuing Education

Focus on Learning ... Not Stuff

Mitchell Rubinstein, DMD

Education Director



As the Education Director, I attend a great many continuing education programs, both here at New York County Dental Society and elsewhere across the country. It's my chance to not only

learn about the latest advances in our profession, but also to get a sense of what dentists around the country are interested in learning. The most important piece of advice I can give, is that we should spend much more time focusing on learning new skills, and less time learning about "stuff."

We are bombarded by advertisements for what I call "stuff-based" continuing education. The glossy journals are filled with them, and they frequently promise to revolutionize your practice (or at least make you lots of money). Programs like these are presented by companies selling a particular dental material, or product, or service and a key objective of the program is to convince you that their particular product is indispensable, and that there is no way to practice good dentistry without it.

In my opinion, skill is much more fundamental. To use a sports metaphor, it's not the racket, it's the player swinging it. If you were ever to hit some balls against a professional tennis player, the type of racket you are using won't make much of a difference -- they're going to beat you. The pro could use a 50-year-old wooden racket and they're still going to beat you. You might have a racket that is custom made to your personal specifications and the latest carbon fiber design, and they'll still beat you. It isn't the racket. Should you ever have a chance to talk tennis with Serena Williams or Rafael Nadal, don't ask them what kind of racket they use, or sneakers they wear. That isn't what makes them great. Ask them to explain how they think; how they visualize a shot, or how they deal

with pressure. These are the skills, and they are much more important than the "stuff." Same thing in dentistry.

Don't misunderstand me, it is very important to seek out the finest quality in our materials and equipment. We use these things all day, every day, and we depend on them for consistent results. But the ability to use them properly is equally important. The great masters of our profession are great because of how they think and what they do, not the stuff they use. When you have an opportunity to learn from them, focus on the skills. Even if you're at a CE program that is no more than a sales pitch, you can still ask the questions that will give you the information you really need.

In the coming months at NYCDS you have several opportunities to learn valuable skills from some of the masters of our profession. Dr. Jose Luis Ruiz was invited to teach a new hands-on course on indirect anterior esthetics, and Dr. Rhodri Thomas will be with us for a hands-on course focusing on direct composite resin artistry to name two. At NYCDS, we're always working to bring you programs that will help you improve your skills, your thinking, and the enjoyment you get out of practicing dentistry. Come join us.

FEATURED NYCDS EVENTS

Monday, April 6

General Membership Meeting

Joint Commission on National Dental Examinations Update

Led by David M. Waldschmidt, Ph.D.

Director, Testing Services for the ADA

Director, Joint Commission on National

Dental Examinations

Friday, April 17

All-day Speed Learning

Monday, May 11

Member event featuring JADA Editor

Dr. Michael Glick

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The 2019 GNYDM Exceeds Expectations

Jayne McNiff Spicciatie

Program Manager, GNYDM



The Greater New York Dental Meeting thanks you for making the GNYDM the largest dental event in the United States. At its 95th Annual session, there were 52,614 attendees from all 50 states and 156 countries, including 19,758 dentists. This year's event reached a significant milestone with 13,458 international attendees. This record-breaking number is the largest ever for a U.S. Meeting. Also, the GNYDM registered 2,592 Dental Students, 3,835 Dental Assistants and 3,705 Dental Hygienists. With a total attendance of 52,614, the GNYDM continues to be the largest Dental Convention and Event in the United States.

The exhibit floor was packed with special discounts and giveaways. Professionals roamed aisle after aisle and visited over 1,600 exhibit booths and over 650 companies. The GNYDM's creativity paid dividends for exhibitors and attendees with a raffle, offering (8) \$250 golden tickets for attendees to spend on dental products and equipment. It was a great week of business, learning, and networking.

The GNYDM education included 350+ seminars, hands-on workshops, and essays, with programs in Spanish, French, Korean, 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 Health Screening Fair including screenings for Body Mass Index, Diabetes Education, Oral Cancer Screening, Caries Screening, Hearing Screening, Blood Pressure Tests, Vision Screening, Flu Shots, Pneumonia Vaccination, and Shingles Vaccination. The fair was open to numerous private sectors and to the public who needed care.

With seven Specialty Meetings, including a World Implant EXPO, Global Orthodontic Conference, Pediatric Dentistry Summit, Sleep Apnea Symposium, 3D Printing & Digital Dentistry Conference, International Oral Cancer Symposium, a Public Health Symposium and expanding with new visions for a Special Care Dentistry Forum and a Women Dentist Leadership Conference, the GNYDM gives other dental shows a run for their money. The Specialty Meetings 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 over 70 different specialty options.

New this year was the expanded Nurse's Program with a collaborative effort to train nurses about proper oral health and the importance of referring nurses to dentists for yearly checkups and overall health care. The GNYDM hopes to continue this program in 2020.

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.

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 1,500 NYC Public School children about the importance of proper oral health.

(continued on page 4)





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Greater New York Dental Meeting

November 27th – December 2nd

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(continued from page 3)

This year's Celebrity Luncheon featured ABC News correspondent and host John Quinones, who combined a moving life story, an exceptional career, incomparable insights, and a powerful presence on the dais, along with dignitaries from around the world.

The Organizational Committee of the GNYDM works tirelessly throughout the year to ensure the Meeting's success thanks to the leadership of the General Chair Dr. Lauro Medrano-Saldaña, the General Chair-Elect Dr. James H. Doundoulakis, along with the New York County Dental Society chairs on the GNYDM Organization Committee: Drs. Irvind Khurana, Maurice Edwards, Steven Moss, Gail Schupak, and 2020 Incoming Committee Chair Dr. Richard Lewenson, the Meeting continued its 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 sub-committees.

While the Meeting is a wonderful achievement, the GNYDM is acutely aware that it is close friends that make the Meeting's accomplishments special. The warmth and collegiality shared by the Greater New York Dental Meeting family creates an atmosphere often not evident at other venues. We hope that during the meeting you were able to take the opportunity to make new friends, renew old acquaintances and make new contacts with decision-makers and partners for your continued success.

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

As the number of dentists, hygienists, and assistants continues to grow, the Greater New York Dental Meeting works to expand its educational programs and sales opportunities for attendees and exhibitors in 2020.

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PUTTING CLIENTS FIRST

President's Message *(continued from page 1)*

executive director for her friendship, trust and counsel. Diane, I look forward to the growth of our professional relationship. Serena, my wife and the love of my life. With you I made a covenant; you are my best friend and the pillar of my strength. You are the core of the Fujimoto clan--without you I am nothing.

One of my biggest goals for this year will be to focus on the financial sustainability of this organization that serves its members. This is all about the governed, not the governors themselves, so let's move forward with the integrity and openness that is required of all of us. I foresee my term as president as an opportunity to fulfill our fiduciary responsibilities and I promise to serve you with obedience, loyalty and care.

“Without charity the rich man is poor, and with it, the poor man is rich.”

Running the organization with membership in mind is my primary goal. How do you achieve that? By ensuring that the structures and the systems of the organization such as Governance, Finance, and Service are working together toward that goal. Which brings me to our volunteers, because they are the working force that drives this organization. Of course, we know that volunteers require certain attributes to be effective--they must be selfless, driven and willing to serve. One expression that comes to mind is “Without charity the rich man is poor, and with it, the poor man is rich.” I have a proposition for all of you. Let's all be rich. Join me, support me and thereby support yourself. It will be my honor to be your advocate and your voice.

I don't proclaim to have all the answers but I will seek to find the answers with your help. I will strive to lead in a way that is generous and forgiving and move forward with moderation and respect. But again, I cannot do it alone, so I hope you will join me.

In closing, remember: Love your work as much as you love your life, with determination, resolve and endurance.

Thank you for your time, your attention and most importantly, for your support, encouragement and participation.

Member Spotlight



NYCDS President Luis J. Fujimoto

Dr. Luis Fujimoto was recently invested as Knight of the Sovereign Military Hospitaller Order of Saint John of Jerusalem, of Rhodes and of Malta.

With origins dating to the 11th century, the Order of Malta is the oldest medical mission in the world, active in 120 countries, caring for people in need through its medical, social and humanitarian works.



GKAS NYC General Chair Deborah Weisfuse receiving a Proclamation from a representative of NYS Assemblyman Robert Rodriguez's office during Give Kids A Smile NYC 2020.

Dr. Deborah Weisfuse, former NYSDA president and current president of the Alliance for Oral Health Across Borders, was honored with a Proclamation from the East Harlem community and the New York State Assembly for her years of service and contributions to the state of New York. The Proclamation highlighted her dedication to improving the quality of oral health for children throughout New York; creating an outstanding model of serving the East Harlem community; and promoting health across New York City. In addition, Dr. Weisfuse was recognized for her exemplary work in building NYCDS's Give Kids A Smile program to be one of the largest in the country.

2020 Installation



NYCDS 2020 President Luis J. Fujimoto



(left to right) Dr. Fujimoto, Serena Fujimoto, Mary Kay Calnon, and Dr. William Calnon during the proceedings.

2020 Installation of Officers

The Society's Installation of Officers was held at the Penn Club on January 23rd with over 100 members and invited guests attending. The Installation is always a special event and it was a privilege to have former ADA President and Distinguished Service Award recipient Dr. William Calnon lead the ceremony installing the following officers: Luis J. Fujimoto, president; Lois A. Jackson, president-elect; Ioanna Mentzelopoulou, vice president; Mina C. Kim, secretary; and Suchie Chawla, treasurer.

In his acceptance speech, Dr. Fujimoto inspired many with his reverence for the theoretical physicist Stephen Hawking who achieved so much in life despite suffering the debilitating effects of amyotrophic lateral sclerosis. Paraphrasing Dr. Hawkins, Dr. Fujimoto urged everyone present to make the most of their lives-- and to not waste a moment. He went on to thank the many great colleagues he has met during the course of his career, as well as the staff of NYCDS, and saved his highest praise for his lovely wife Serena.

Dr. Fujimoto stated that the focus for his presidency will be to ensure that the systems of NYCDS: Governance, Finance, and Service, are all working together towards the same goal. He encouraged support and participation and promised to be both an advocate, and the voice, of the Society's membership.

In his final speech to members Immediate Past President Richard Lewenson shared that despite thinking he had a grasp of everything going on at NYCDS, it was only when he became president that he came to truly appreciate all the effort staff and volunteers contribute to the many meetings, committee work, events, Continuing Education program and other services NYCDS provides. He thanked his colleagues on the Executive

Committee and wished Dr. Fujimoto a successful presidency. In closing he expressed that the past year was one of the most thought provoking and gratifying of his professional life.

In addition to Dr. Calnon, NYCDS was pleased to host the following distinguished guests at the Installation: Former ADA President Maxine Feinberg; ADA Trustee Paul Leary; NYSDA Executive Director Mark Feldman; NYSDA Vice President Kevin Henner; NYSDA Trustees Paul Markowitz, Mitchell Mindlin, and David Shipper; Second District Dental Society Immediate Past President Alyson Buchalter, President Paul Albicocco, President-Elect Babak Bina and Executive Director Bernie Hackett; and from the Greater New York Dental Meeting 2020 Chair James Doundoulakis and Executive Director Robert Edwab.

Thank you to our corporate sponsors for their continued support: AmWINS Group Benefits, Bank of America Practice Solutions, Mandelbaum Salsburg, MLMIC Insurance Company, Transcendental Suites, and Straumann.



Newly Installed President Luis Fujimoto with past presidents of NYCDS.

2020 Installation



NYSDA Trustee and past NYCDS President David Shipper (left) with past President James Jacobs and ADA Trustee Paul Leary.



Dr. William Calnon making history installing from left to right Drs. Suchie Chawla, Mina Kim, Ioanna Mentzelopoulou, and Lois Jackson as officers.



New York University and Columbia University dental students take a moment to pose with Vice President Ioanna Mentzelopoulou.



Guests mixing and mingling at the Installation.



President-Elect Lois Jackson (left) with past ADA President Maxine Feinberg.



Dr. Gail Schupak on her way to receive an award for her work on the GNYDM's Organization Committee.



(left to right) Drs. Anna Viron, Whitney Mostafiz-Levinson, Nancy Ekelman, Vice President Ioanna Mentzelopoulou, and Immediate Past President Richard Lewenson, and Dr. Nancy Marin-Rojas.



(left to right) NYSDA Executive Director Mark Feldman, Second District Trustee Richard Oshrain, NYCDS President Luis Fujimoto, Serena Fujimoto, GNYDM 2020 Chair James Doundoulakis, and President Ioanna Mentzelopoulou.

2020 NYCDS Board of Directors & Trustee

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President



Lois A. Jackson, DDS
President-Elect



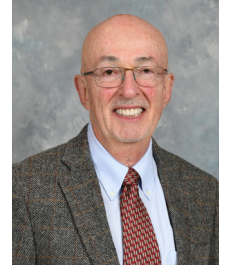
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Mina C. Kim, DDS
Secretary



Suchie Chawla, DDS, MD
Treasurer



Richard J. Lewenson, DDS
Immediate Past President

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Marc B. Gainor, DMD



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Vera W.L. Tang, DDS

Alternate Director



Michelle Lee, DDS

NYSDA Trustee



David M. Shipper, DMD

Advisory



P. Deborah Weisfuse, DMD

A Good and Privileged Year

Richard J. Lewenson, DDS

Immediate Past President



It feels just like yesterday that I stood before you at my Installation. The year does pass quickly. I am pleased to report that 2019 has been another strong year for New York County. We have strengthened our financial footing once again and have been able to provide more offerings to our members.

A few examples:

- A lecture on the patient care considerations of cannabis and other substances
- We introduced Live-Streamed programming
- Panel discussions on ethical issues for new dentists, residents, and students
- Stepped-up the quality and quantity of our social media presence
- A redesign of our newsletter, *Dentists' Quarterly*, creating a more inviting look which we now design in-house
- A special Oral Oncology course for Young Professionals
- We held a record-breaking Give Kids A Smile program
- An all-day lecture on Sleep Apnea – free for members – was made possible with a generous bequest from the Juliet Rosenthal Foundation through Dr. John Hulbrock.

When I became president, I felt that I had a good grasp of everything that was going on at New York County. I have always known that as a volunteer organization we are dependent on our excellent staff led by our Executive Director Diane Laurenzo, with whom I've worked closely this past year. Yet I never realized the amount of work that supports New York County that goes on seamlessly under the radar. Particularly I would recognize Susan Apsley and Susan Ingolia who often stay late to aid us in our committee work, our meetings, our Continuing Education program, our *Dentists' Quarterly*, as well as other duties.

I have been privileged to work with our dedicated Board of Directors and committee members who take our Mission Statement truly to heart -- our guiding North Star:

New York County through its unwavering commitment to enhancing the success of New York County's dentists, is an invaluable advocacy and education resource that protects its members and the public.

I cannot say enough about our Executive Committee, with whom I have spent much time at meetings making decisions, dealing with issues, and looking for creative ways to enhance the membership experience. It was quite consuming but very satisfying collaborating with a group that worked with dedication, imagination, clear vision and often with a sense of humor.

As president this past year, it was a privilege to work with Mina Kim, Ioanna Mentzelopoulou, Lois Jackson, Luis Fujimoto, and Jim Jacobs. Now it is my turn to step into the role of immediate past president and to welcome Suchie Chawla to the Executive Committee.

A few words about Luis. You cannot be but impressed with the many leadership roles and the variety of organizations that Luis has led and is leading. He has participated in every facet of our profession as a leader as well as in his private life.

I look forward to his successful presidency and wish him the very best. I know he and New York County will have quite a successful year. It has been a good and privileged year for me.

I thank my wife Sandy, the love of my life, for being my example of dedication to hard work for the greater good, and to my friends and colleagues who made this year so satisfying. I especially would thank my friend Jim Jacobs. We spoke just about every week discussing New York County when he was on the Executive Committee. His advice was always valued. I look forward to my new role as immediate past president and as member of the GNYDM Organizing Committee.

I would like to thank everyone for making this past year one of the most thought provoking and gratifying of my professional life!

GKAS NYC Reaches New Heights!

Give Kids A Smile NYC just celebrated its 5th year as a large-scale East Harlem community event on February 7, 2020. Thanks to a collaboration with the NYC Department of Health, school officials, and the efforts of our many NYCDS volunteers, a record-breaking 1,632 children received dental screenings, fluoride, and enjoyed a fun-filled oral hygiene interactive experience. This reflects a 17% increase from the previous number of students treated last year. A conservative estimate of the value of the free treatment rendered is \$187,680, but the positive impact of this event on the children, their parents, educators, and the community is truly invaluable!

As an American Dental Association award-winning program, GKAS NYC 2020 raised the visibility of oral health throughout the community as evidenced by the many parents who consented to have their children participate, as well as the acknowledgment and participation of state and local elected officials. New York City Council Members Ben Kallos and Diana Ayala, as well as District 4 Deputy Superintendent David Pretto, attended for the first time. New York State Assemblyman Robert Rodriguez sent a representative to give GKAS NYC 2020 General Chair Deborah Weisfuse a Proclamation from the New York State Assembly for her many volunteer efforts (see on page 5).

The data collected by GKAS NYC 2020 is shared with the New York City Department of Health to improve access to care and services for children in the underserved community of East Harlem. This year, a partnership was established with Metropolitan Hospital to ensure free follow-up care is available in the community.

None of this would happen if it wasn't for the passionate leadership of Dr. Deborah Weisfuse who works nearly year-round to establish strategic relationships beneficial to a successful community event. Dr. Weisfuse is supported by a team of committed volunteers: Hemali Ajmera, Betsy Bray, Megan Chin, Ken Cooperman, Maurice Edwards, Courtney Haron, Anne Kossowan, Michelle Lee, Robert Lipner, Ioanna Mentzelopoulou, Whitney Mostafiz-Levinson, Katherine Park, JoAnna Pufnock, Jaskaren Randhawa, Maryann Riordan, Maggie Romao, Mitchell Rubinstein, Gail Schupak, Tom Ulicny, Anna Viron, and the NYCDS staff.

Such a large event requires the support of so many individuals and sponsors. We have dentists, office staff, hygienists, dental students, sponsor representatives and others who volunteer for the day and who truly make the day a success. Between our volunteers and our generous sponsors, it is not an exaggeration to say we couldn't do it without you.

2020 Highlights

- Over 1,600 children in East Harlem received screenings, fluoride treatment and oral hygiene education.
- All children screened were referred to the Dental Department at Metropolitan Hospital conveniently located in the community. Care will be rendered at no cost to the families that take advantage of this new collaboration.
- A conservative estimate is \$187,680 worth of free treatment was rendered.
- This is the only GKAS event with a parent-workshop component.
- The event was covered by Spectrum New York 1 and aired on the station's "Around the Boroughs" segment.

Volunteers at the PS/MS 12 site.



Volunteers at the PS 112 site.



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GKAS NYC 2020



Photo courtesy of Nasdaq.

NYCDS joins ADA President Chad Gehani and Henry Schein Inc. kick off Give Kids A Smile by ringing the NASDAQ Stock Market Opening Bell on March 5th.



Volunteers at the PS 83/PS 182 site.



GKAS NYC Public Relations Chair Whitney Mostafiz-Levinson (left) with General Chair Deborah Weisfuse, Administrative Chair Michelle Lee and a crew member from Spectrum New York 1.



Volunteers at the PS 146 site.



Data Collection Chair Jaskaren Randhawa performing a clinical exam.



Site Leader Gail Schupak spending time with several children from her site.



Volunteers at the PS/MS 007 site.



(left to right) GKAS Committee members Whitney Mostafiz-Levinson and Michelle Lee, District 4 Deputy Superintendent David Pretto, Council Members Ben Kallos and Diana Ayala, General Chair Deborah Weisfuse, NYCDS staff member Susan Ingoglia, and Bosede Akamiokhor with DentaQuest.

Pros and Cons of Selling Your Practice to a DSO vs. an Individual Dentist

Mark Epstein

President, Epstein Practice Brokerage



One of the hot topics in dentistry today is the onset of corporate dentistry or Dental Service Organizations (DSOs). It is estimated that nationally 15-20% of all practicing dentists are affiliated with DSOs. In the New York area that number is closer to 4-7%, but growing. Corporate investors such as private equity firms realized that the field of dentistry was ripe for their involvement because of such things as (i) rising practice costs related to staff and health insurance expenses, (ii) a growing supply of available labor (namely 50% of graduating dentists being female, many looking for part time employment), and (ii) economies of scale resulting from negotiating insurance fees and marketing for new patients.

When you are ready to sell your practice, you may have to decide if you want to sell to a DSO or an individual dentist. Let's take a look at the pros and cons. To start with DSOs are generally looking for practices with annual gross revenues in excess of \$800,000 and which have 5 or more operatories. In some cases, if you have a very high grossing practice, a DSO buyer may be your only option.

On the surface, it also may look like DSOs are paying premiums for dental practices; however, sellers must realize a few common attributes to a DSO sale:

- The DSO will require you to stay for a minimum of 1 year and more likely 2 to 5 years to work for them at a reduced compensation of 28-35% of collections.
- The DSO will most likely want a hold-back of 20-30% of the purchase price for 1 to 2 years after the closing.
- The DSO will include your account receivables in the purchase price. That is easy for bookkeeping as the transition starts but it represents a loss in dollars for you the seller.
- DSOs are not interested in buying real estate. If you own the building or condo your practice is located in, they will want to rent the space from you.
- On the positive side, you no longer have the responsibility of practice management. The DSO will have economies of scale to market the practice for future growth.

It is recommended to get references for past sellers that the DSO has purchased to inquire about how the transition worked. Were they happy? Did the DSO change the staff, the practice management

software, the dentist's schedule and hours, the payor mix, and/or the philosophy of practice?

The alternative is to sell your practice to an individual dentist, which can have the following implications:

- The transition will most likely be 2 to 6 months and you will be paid the full purchase price at closing.
- You will keep your account receivables after the closing and you will be paid 35-37% of any work you perform after the closing.
- You may feel better about handing off your "baby" to a dentist you handpicked, rather than a DSO buyer that may have various associates rotating in and out of your office.

DSOs or individual buyers can come in very handy on "Tuck-in Sales." Maybe you have a home/office that is undesirable to the millennial buyer, or your office rent has become exorbitant as your practice revenues have declined. In those cases, a "Tuck-in Sale" may be the perfect solution for you. With a "Tuck-in Sale" an individual dentist or a DSO can purchase your practice and merge the patient base into their office. The buyer often will keep you as long as you want and compensate you fairly. Remember, you have to be at the end of your office lease to make this move or get permission from your landlord to terminate the lease early. An office lease is a legal contract and I haven't met many landlords willing to release their tenants from leases early.

To summarize, there are plenty of options available when you are ready to sell your practice. It is best to consult with a reputable practice broker who knows your local market and works with the players in that market. Oftentimes there is a perfect buyer or solution readily available.

Mark Epstein is president of Epstein Practice Brokerage LLC which was established in 1988. He is past president of the National Association of Practice Brokers (NAPB) and the endorsed dental practice broker of NYCDS. Mark can be reached at 212-233-7300 or www.practice-broker.com

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NYCDS Members Volunteer with Special Olympics New York

Several NYCDS members volunteered in Special Smiles, the dental health discipline of Special Olympics Healthy Athletes®, to provide participating athletes with intellectual disabilities the opportunity to take charge of their oral health. Special thanks to NYCDS officer Mina Kim for organizing volunteers on behalf of NYCDS to provide clinical exams and oral health education at the Special Olympic event.



NYCDS members and other volunteers brought healthy smiles to the athletes participating in Special Olympics New York in December.



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Inducements and Incentives in Dentistry

By Julie Connolly, DDS

Immediate Past Chair Ethics Committee



At NYCDS we are frequently asked questions about Ethics and Professionalism by colleagues in the dental field. Recent inquiries have centered around the areas of: (1) referral inducements and (2) incentivizing patients for positive social media reviews or comments. Let's take a look at each of these items from the perspective of the ADA Codes of Ethics.

Inducements: Justice

This scenario can arise if a dentist, who I will call dentist A, tells another dental colleague, dentist B, that he will only refer to her if he receives a set percent of her fees for the treatment that she performs. Both the NYSDA and ADA Codes of Ethics address this topic. The ADA's Principles of Ethics and Code of Professional Conduct states in Section 4.E.1 "Split fees in advertising and marketing services" that "the prohibition against a dentist's accepting or tendering rebates or split fees applies to business dealings between dentists and any third party, not just other dentists." By dentist A asking dentist B to split her fee, he is asking her to violate the principle of Justice. Another consideration is that both state and federal fraud and abuse laws exist that regulate physician (and dentist) referral arrangements. Dentist A would also potentially be in violation of federal and state laws as well. For more information about this, there are two articles, one by Dr. Michael Davis and one by Dr. John Devlin, that provide good information and are cited at the end of this article.

Incentivizing: Veracity

This scenario can arise when a dentist tells his or her patients that they will receive a bonus or reward for writing a positive review on a site like Yelp, "liking them" on facebook or providing positive testimonials for their practice's website. The concern in this scenario is that the ethical principle of Veracity is being violated. The ADA Code Section 5.F. Advertising states "Although any dentist may advertise, no dentist shall advertise or solicit patients in any form of communication in a manner that is false or misleading in any material respect." By providing a patient with an incentive to write a positive review or testimonial, the dentist is potentially providing false or misleading advertising. At question is whether or not the patient would have made the same positive review or testimonial were they not getting something for it. The ADA's Code also states, in Section 5.F.6 Web Sites and Search Engine Optimization (SEO) "Dentists have an ethical obligation to ensure their web sites, like their other professional announcements, are truthful and do not present information in a manner that is false

and misleading in a material respect. Also, any SEO techniques used in conjunction with a dentist's web site should comport with the ADA Principles of Ethics and Code of Professional Conduct."

With regard to veracity, please be aware that according to the New York State Dental Association's General Counsel Lance Plunkett, "The New York rules of professional conduct forbid giving bonuses or inducements to patients other than fee discounts – and the Federal Trade Commission considers it false advertising to pay or give anything of value in exchange for positive online reviews."

Alternatively, practioners can simply ask their patients for reviews, "likes," or testimonials without any incentives at all confident that their clinical skills and care of their patients is enough to ensure what is written will be positive.

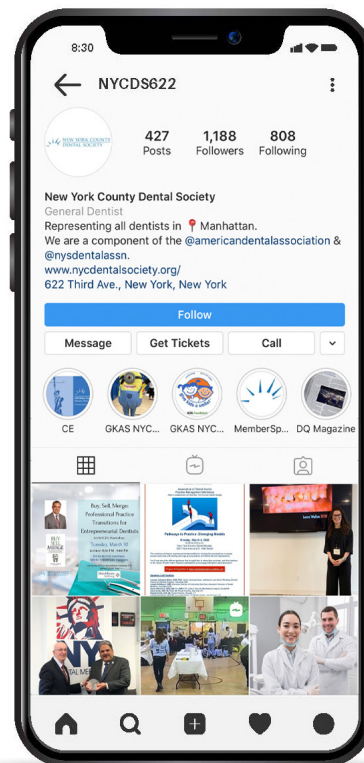
Resources:

ADA Principles of Ethics and Code of Professional Conduct

Davis, Michael W. "Focus on: Hot Topics in Ethics," Dentistry Today, July 17, 2017

Devlin, John "Is Your Dental Office Paying for Patients?" Endeavor Health Management Website, June 2, 2017

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Henry Spenadel Continuing Education Program

2020 Continuing Education Program Calendar

MARCH 2020

F	3/20	9:30 AM - 4:30 PM	Super-Charging Case Acceptance	Chris Salierno DDS
M	3/23	6:30 PM - 8:00 PM	Naloxone Overdose Rescue Training	Mandee Nann
W	3/25	9:30 AM - 4:30 PM	Cosmetic Pearls for the General Practitioner	Marty Zase, DMD
F	3/27	9:00 AM - 4:30 PM	The Art of Resin (first class SOLD OUT)	Rhodri Thomas, BDS
S	3/28	9:00 AM - 4:30 PM	The Art of Resin (first class SOLD OUT)	Rhodri Thomas, BDS

APRIL 2020

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

MAY 2020

W	5/6	9:30 AM - 4:30 PM	Advanced Dental Billing	Christine Taxin/ Links2Success
F	5/8	9:30 AM - 4:30 PM	Updates in Pediatric Dentistry: Treating Tiny Tots to Teens	Lance Kisby, DMD
F	5/15	9:00 AM - 1:00 PM	Basic Life Support / CPR Certification	Marc Reilly/ Rescue Resuscitation

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