



Columbia dental student Courtney Haron teaching students about good oral health at GKAS NYC.



PRESIDENT'S MESSAGE

Success is a Team Effort

Richard J. Lewenson, DDS

When I was installed as president this past January, I mentioned many of the things that made me proud to be a member of NYCDS. Chief among these was willingness to volunteer for causes that contributed to the well-being of our community. I am pleased to announce that Dr. Deborah Weisfuse is the recipient of the prestigious 2019 Jeffrey Dalin D.D.S. GKAS Volunteer Award for outstanding work on the Give Kids A Smile program. Deborah's leadership and vision were invaluable for the success of GKAS NYC. Of course, our GKAS program was also the work of many members of the Steering Committee, including Administrative Chair Michelle Lee and countless NYCDS volunteers. Which brings me to a second program where volunteering is both rewarding and essential – volunteering for our Greater New York Dental Meeting (GNDYM).

Aside from the GNYDM being our greatest source of revenue, it also provides over 300 courses for the dental community, a Health Fair which last year screened over 200 people, and a venue for dental student posters which highlights and stimulates research topics. In order

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From the Education Director

By Mitchell Rubinstein, DMD

The Accidental Mentor



Some time ago, I was attending a pain management course here at New York County. I was sitting with a friend of mine, a younger dentist who I had invited to take this particular course with me. During the lunch break, we were mingling and socializing with the other attendees. At one point when introducing me to a colleague, my friend referred to me as one of his “mentors.” I was mildly surprised, certainly flattered, and perhaps a little bit confused. Was I really a mentor? I did not feel like one. I hadn’t officially accepted the position. And what was so special about me anyhow, that I should be “mentoring” anyone?

I had always thought of mentoring as being a rather formal and official relationship. Certainly, that can be the case. NYCDS offers an excellent ‘official’ mentoring program that matches dentists for this very purpose. My own mental picture of a mentor was somebody much older (well, older than me!) and capable of great feats of dental mastery; sort of like a dental Obi-Wan Kenobi. But can you really be a mentor to somebody without even knowing it? Maybe I needed to start paying better attention to my profession and the people in it.

As dentists, we get two educations. The first is the one we receive in dental school, where we get very few choices about what we learn or who we learn it from. Our curriculum and our teachers are prescribed for us. This is reasonable because we first need to learn the basics. In school we develop a solid

foundation for the decisions that will come later; about what else we need to learn, and more importantly, who else we want to learn from.

Our second education begins when we finish our residency programs, and it lasts the rest of our careers. This is the education we create for ourselves. When we speak of our “continuing education,” we are usually only thinking about the formal CE courses and continuums we choose to take after completing dental school and residency programs. But mentoring is an equally critical part of the education we craft for ourselves.

Through our mentors, we choose who and what we respect in this profession. We choose who we want to emulate, and who we will allow to influence us. These are important decisions, at least as important as how we obturate our root canals and what bonding agent we use.

As the CE Director, I am sometimes questioned by younger dentists as to what they should focus their attention on, and how they can improve their skills and techniques. I always tell them to choose their mentors wisely. It is actually good news that mentoring doesn’t require a special job application or an interview process, or even a tremendous amount of skill. All it requires is a willingness to make yourself available. When you make yourself available to a less experienced colleague; when you’re helpful; when you make suggestions respectfully; then you are mentoring. When you listen patiently and respectfully to their concerns, when you offer honest advice

continued on page 4

FEATURED NYCDS EVENTS

Tuesday, October 22

Special Member Program
Lecture by Tom Viola R.Ph

Monday, November 4

General Membership Meeting

November 29- December 4

Greater New York Dental Meeting

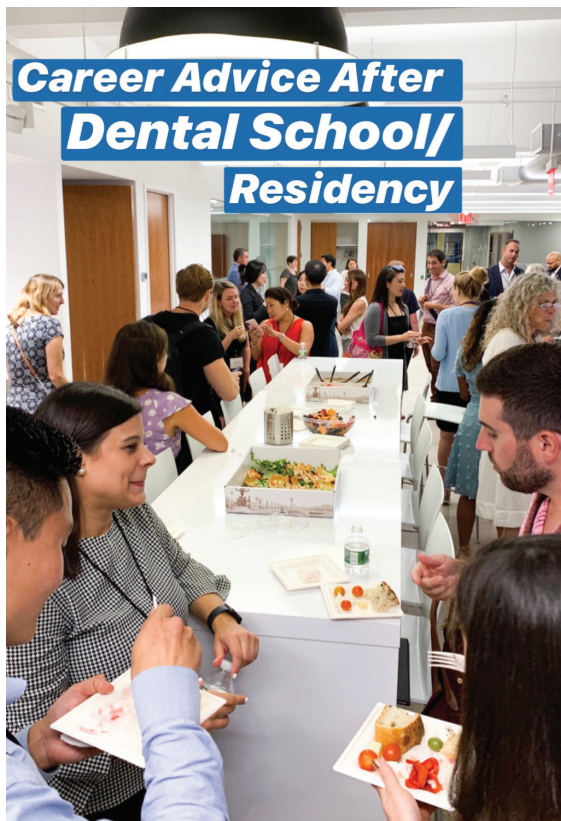
We look forward to seeing you there!

For more information on upcoming events visit our NYCDS Events

Calendar:



FOR DENTISTS STARTING THEIR CAREERS



Moderator of the first panel event, Michelle Lee (far right), is with panelist JoAnna Pufnock (far left), Past President Ken Cooperman, and panelist Madalyn Davidson, who moderated the second program.

NYCDS held two programs offering insights and guidance to dental students, residents and new dentists over the summer. The first was **How to Find a Job After Dental School/Residency** on June 19 and the second was **Career Advice After Dental School/Residency** on August 6.

At the first program attendees benefited from the experience of dentists who successfully navigated the transition from school to professional work. The panelists addressed many of the issues facing graduating dentists and the obstacles they personally overcame to become established practitioners. Attendees found the personal experiences of the panelists—and their perspectives—compelling.

Based on the success of this program, a second program was held to provide insights on the next professional stage and included interview tips, employment contracts, student loan refinancing, and practice loans. All of the panelists specialize in working with dental professionals and understand the unique needs dentists face trying to establish themselves professionally. The energy and enthusiasm in the room was evident at both events. Attendees clearly appreciated the opportunity to gain valuable information that will serve them well as they begin their careers. The programs were streamed on Facebook Live and had over 1,000 views to date. You can find the videos on our Facebook page by searching @NYCDS622. Due to the popularity of these events, a third program is being planned for the fall.

Special thanks to participants on both panels: June 19th moderator Dr. Michelle Lee and panelists Drs. Lewis Chen, Madalyn Davidson, JoAnna Pufnock, Jennifer Reyes and Mike Apalucci, from Henry Schein and August 6th moderator Dr. Madalyn Davidson and panelists William Barrett, Esq, Mandelbaum Salsburg, Briarley Laban, Laurel Road (student loan refinancing), Robert Malandrucolo, Bank of America Practice Solutions, and Dr. Eric Studley, Doccupations.

Take-Aways on How to Find A Job

- Look for someone to mentor you.
- Network, Network, Network!
- Invest in a good camera to showcase your before/after photos.
- Take extra CE courses to standout.
- Hold onto your ethics.
- Be open to working outside of Manhattan.
- Look at how your work is getting billed.
- Think creatively/have fun with your career.

Take-Aways on Creating a Successful Career

- Determine your ideal job then trace the steps to get there.
- Be prepared – bring your CV and/or a business card to networking events.
- Check your credit report prior to applying for a loan.
- Build your own professional advisory team.
- Hire a transactional lawyer, not a litigator.
- Look for a good personality fit – not just credentials.
- Consider refinancing to reach other life goals.
- Offer to do the work that the hiring dentist isn't doing such as working Saturdays.

NYCDS HAPPENINGS

President's Message

(continued from page 1)

for this year's GNYDM to be as successful we need you, as well as our colleagues from Second District, to participate. Consider volunteering to introduce a lecturer at the Meeting and as bonus receive free CE. Success is a team effort. Be a part of the excitement that is the GNYDM!

Finally, I would like to mention that on September 23, NYCDS is hosting its 5th Annual Charity Golf Outing. In just four years, the golf outing has raised over \$200,000 for charities that address cancer, autism, children and families dealing with illness, and the Henry Schein Cares Foundation, which is focused on oral care and oral cancer treatment. Special thanks to Dr. David Shipper (2015-16 chair) and to Dr. David Koslovsky (chair since 2017) and the entire Golf Committee for their tireless work to create an enjoyable event and a remarkably successful fundraiser.

I hope you decide to experience the comradery and rewards associated with volunteering for yourself.

From the Education Director

(continued from page 2)

based on your own successes and your own failures, then you are being a mentor. You don't need a business card that says "mentor" on it. After our pain management course was over, I thought a little bit about what this young colleague of mine had taught me. Perhaps I should be introducing him as one of my mentors as well.

Learning and socializing with a younger dentist can be an enlightening experience for both participants. I encourage my experienced peers to invite a new dentist to attend CE at NYCDS and see what unfolds!

Give Kids A Smile NYC 2020



ADA Foundation

GKAS 2020 will be held on Friday, **February 7, 2020**

Don't delay – sign up TODAY at www.nycdentalsociety.org

The 5th Annual NYCDS Charity Golf Outing



NEW YORK
COUNTY
DENTAL
SOCIETY
GOLF OUTING

It's not too late!

Register by calling 212-573-8500.

Monday, September 23, 2019

Fresh Meadow Country Club

Lake Success, New York

NYCDS in the Community

Now in its second year, NYCDS has worked with the New York Public Library to hold programs educating parents and their young children about good oral health at local libraries. Guidance on brushing, healthy eating habits and more was provided by volunteers in small-group settings to over 75 parents and children this past June and July. This initiative was founded by Dr. Keren Etzion and carried on by NYCDS Treasurer Mina Kim.



Thank you NYCDS volunteers!

Dr. Mina Kim at a New York Library Program organized by NYCDS.

Of Professional INTEREST

Burning Mouth Syndrome: What is it and how do you treat it?

By Lauren Levi, DMD

Characterized by a burning sensation of the oral mucosa often restricted to the dorsum of the tongue, burning mouth syndrome (BMS) usually presents spontaneously in tissues devoid of obvious gross pathology. BMS is often idiopathic in origin, but it may be due to an underlying systemic condition.

Prevalence

The literature indicates that BMS occurs in approximately 0.7-4% of the adults in the United States.⁽¹⁻³⁾ It presents more commonly in women than in men with an increased predilection for postmenopausal women.^(3,4)

What is BMS and What are the Signs and Symptoms?

The International Headache Society (IHS) defines BMS as “an intraoral burning or dysaesthetic sensation, recurring daily for more than 2 hours/day over more than 3 months, without clinical evident causative lesions.”⁽⁴⁾ The diagnostic criteria include pain being felt superficially in the oral mucosa that has a burning quality. Additionally, clinical and examinations are unremarkable and reveal normal-appearing mucosa.⁽⁴⁾ Although BMS most commonly affects the tongue, it may also present in other areas of the oral cavity, including the lips, but rarely affects the buccal mucosa or floor of the mouth.^(1,3) Patients with BMS often complain of dysgeusia, ageusia, paresthesia and xerostomia.⁽³⁾ They also often exhibit anxiety and depression.⁽³⁾

Classifications

BMS is commonly classified into primary and secondary BMS. Primary BMS presents as a burning sensation intraorally in the absence of other diseases. Secondary BMS, by contrast, is associated with an underlying condition. Underlying conditions that may result in secondary BMS include a nutritional deficiency, fungal infection, allergic reaction, or an autoimmune condition. Additionally, secondary BMS may be caused by tissue trauma.⁽³⁾

Primary BMS

As previously mentioned, primary BMS presents in the absence of local and systemic conditions. Thus, diagnostic tests, such as imaging and cytology, for primary BMS will be negative. The etiology for primary BMS is unknown, but currently, it is believed to be a form of trigeminal neuropathy related to axonal degeneration.⁽³⁾

Secondary BMS

Secondary BMS is related to an underlying local or systemic condition. For example, fungal infections may present with oral burning and discomfort. In addition, medications implicated in hyposalivation

may contribute a sensation of xerostomia and subsequent BMS. Angiotensin-converting enzyme (ACE) inhibitors have been associated with oral stomatitis. Beyond medications, nutritional deficiencies including vitamin B1, vitamin B6, vitamin B9, vitamin B12, zinc and iron are associated with symptoms consistent with BMS. Furthermore, autoimmune conditions, such as lichen planus, and geographic tongue, though usually painless, at times, may result in oral discomfort and symptoms consistent with BMS. Diabetes and hormonal changes are also believed to be associated with BMS.⁽³⁾



Dr. Lauren Levi is a dentist with a focus in orofacial pain, dental sleep medicine and dental oncology based in Manhattan. She works in private practice as well as Mount Sinai and NYU.

Diagnosing BMS

Diagnosing BMS can be challenging and frustrating for the oral healthcare clinician, because there is no definitive test for BMS. Specifically, given that primary BMS presents as a burning sensation in the absence of known local or systemic causes, diagnostic tests will be negative. Nonetheless, a thorough evaluation including oral cytologic smears for fungal infections may be valuable. A comprehensive history taking and examination is crucial to diagnosing BMS.⁽³⁾

Treatment and Management

Treatment first depends on diagnosis.

Primary BMS is most commonly treated with topical clonazepam. Other medications that may be prescribed but are as commonly used include tricyclic antidepressants, gabapentin, alpha lipoic acid, trazodone and serotonin-norepinephrine reuptake inhibitors.⁽³⁾ Secondary BMS treatment involves managing the underlying cause. Unfortunately, treatment for BMS is mostly palliative.⁽³⁾

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Top 6 Reasons to Attend the GNYDM in 2019



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Fundraiser for a Friend of Dentistry



NYCDS and Second District Dental Society members with NYC Council Member Mark Levine (center).

NYCDS held a fundraiser in June for New York City Council Member Mark Levine who represents the 7th District in Northern Manhattan. Council Member Levine is chair of the Council's Committee on Health and a leader on many issues including housing, education, economic justice, transportation, and environmentalism. He has supported the Society's Give Kids A Smile program and is receptive to the issues of the dental community.

Changes to Article 175 of the New York City Health Code: Information for Dental X-ray Registrants

The following information was provided to NYCDS from the New York City Department of Health in light of recent changes to the regulations regarding radiation equipment.

Article 175 of the New York City Health Code was repealed and re-enacted in May 2019. This fact sheet describes some, but not all, of the regulatory changes that affect dental X-ray registrants

Registration:

- You must identify a radiation safety officer (RSO) to oversee your facility's radiation safety program. The RSO must be a dentist or a qualified medical physicist. You must list the RSO when initially registering your facility's dental X-ray equipment. [§175.10]
- You are now allowed to use handheld X-ray equipment that is approved by and registered with the New York City Department of Health and Mental Hygiene. You no longer need to request a variance (i.e., written approval from the Health Department to use handheld X-ray equipment). [§175.47(j)]

Inspections:

- Certified radiation equipment safety officers (CRESOs) inspect X-ray equipment for the Health Department. CRESOs must inspect ALL registered, functioning dental X-ray units on site. You cannot direct the CRESO to inspect some, but not all, of your facility's equipment. [§175.47(b)]

Training and Evaluation:

- You must provide initial training and annual evaluations for X-ray operators. Trainings and evaluations must cover positioning of the X-ray tube; image processing; operator location during X-ray exposure; source-to-skin distance; radiation



Fast Facts

- Facilities are required to have the Article 175 document available in either hard copy or PDF format. To find (and save) the latest version of Article 175, visit www.nyc.gov/healthcode and **click on 175: Radiation Control. You can, and should, save Article 175 to your desktop as a PDF.**
- If your facility also has a dental cone-beam computed tomography (CBCT) registration, see additional CBCT requirements described in §175.49(r).
- **The requirement for initial training will be subject to enforcement January 1, 2020. The requirements for annual evaluations will be subject to enforcement in 2021.**
- **If you have ANY question regarding the new Article 175 requirements you are asked to do the following: send questions to ORH@health.nyc.gov and include "Article 175 Question" in the subject heading.**

protection; appropriate radiographic protocol; and relevant regulatory requirements.

- You must maintain records of all trainings and annual evaluations and provide them to the Health Department during inspections. [§175.49(a)(2)]

Equipment Requirements:

- Beginning on July 1, 2021, low-energy X-ray units that operate at 50 kilovoltage peak (kVp) or less will no longer be allowed for clinical use. [§175.04(a)(8)]
- The Health Department established new requirements for using handheld X-ray equipment. These requirements are in addition to the general requirements that apply to all radiation-producing equipment. [§175.49(f)]
- The Health Department established new equipment kVp variance limits. At a minimum, the kVp must be accurate to within 10 percent on variable kVp units and within 20 percent on fixed kVp units. [§175.49(n)]
- Entrance skin exposure values for digital image receptors (including computed radiography) cannot exceed the regulatory dose limits established for E-speed film. [§175.49(q)(4)]

ENDORSED BY NYCDS

Certified Radiation Equipment Safety Officer (CRESO) Marty Schnee conducts X-ray inspections and can provide the newly required training for your staff. Mr. Schnee is a former chief of the X-ray Division in the New York City Department of Health. To schedule an appointment, email scientist004@aol.com or call (718) 373-6348.



(left to right) Dominick Ricciardi, Vice President of Dental Financing specializing in Acquisitions, Robert Malandrucolo, Vice President of Dental Financing specializing in Projects and Justin Schafer, Sr. Vice President—Northeast Division Manager Practice Solutions.

Bank of America Practice Solutions – a dedicated partner with NYCDs for five years – provides financing to dentists for starting, expanding or acquiring dental practices in the tri-state area. It is one of the few banks with a separate division solely focused on loans to dental professionals. They are also endorsed by more dental, veterinary and medical associations than any other specialty lender.



Bank of America is an integral part of the dental community in New York. You can find Rob, Dominick, and Justin at many NYCDs events. Make it a point to talk with them and see how their knowledge and experience of the lending process can help you make your next move. NYCDs members receive a 50% discount on administration fees associated with a funded loan.

STAY CONNECTED WITH NYCDs



 It's rooftop season! Sunny with a side of rosé. Our Young Professionals Rooftop event in June was a great way to kick off the summer. Thank you to #Altfest for hosting such a terrific event!



 See what our panelists have to say about life after #DentalSchool/ #residency. Did you miss out on this panel event? Well, don't fear you can stream it live here! <http://bit.ly/NYCDsFBLivestream>
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Member NEWS

NYSDA House of Delegates Meeting



Members from each local dental society throughout New York state (13 components in all) come together each June to discuss and seek to address timely issues that affect dentists practicing in all regions of New York. This year the two main topics discussed were “do it yourself dentistry” and engaging new dentists.

Congratulations to...



Luis J. Fujimoto, DMD

NYCDS President-Elect Luis J. Fujimoto was elected president-elect of the Academy of Dentistry International, an international organization devoted to the advancement of dentistry throughout the world and to serve the dental health needs and improve the quality of life of people throughout the world.

Help Us Keep You Informed



Members...

Check your junk/clutter/spam folders for NYCDS emails and make sure to unmark them as junk in order to receive them in your inbox. Emails are our best way to reach you.

In Memoriam

NYCDS is saddened by the passing of two former presidents.



Jerome M. Sorrel, DMD
NYCDS President 1976

Dr. Jerome Sorrel was an orthodontist and educator who retired from teaching at the age of 95. Dr. Sorrell was in private practice in New York City for over 60 years. He was a leader in organized dentistry serving as president and board member of numerous organizations, including the Greater New York Dental Meeting and the First District Dental Society (NYCDS). His enthusiasm, intelligence, and professionalism inspired generations of dentists.



Morton L. Divack, DDS
NYCDS President 1981

Dr. Morton Divack practiced general dentistry for over 50 years and was an active member of organized dentistry. He served as president of the First District Dental Society (NYCDS) and also served for many years as the Society’s Education Director. Dr. Divack continued his volunteerism with the Greater New York Dental Meeting and went on to become General Chairman of the Meeting. He remained active with the GNYDM until this past spring. Dr. Divack was beloved by all who knew him and everyone appreciated his *joie de vivre*.



Technology continues to bring many positive changes to our profession but it also gives us unique ways of committing ethical violations against our patients and our colleagues. The case I am about to describe is real, but the names have been changed to protect the identities of the parties involved.

Jim McQuade, DDS, was a 66-year-old general dentist with a thriving solo practice in a large metropolitan area when a sudden illness forced him to stop treating patients. Jim and his wife needed to find a buyer for his practice, while also dealing with the stress and uncertainty his illness was placing on his family. Many of Jim's colleagues pitched in to help out, treating his patients' emergencies and finishing some of his larger cases for him.

But one local dentist attempted to profit from this tragic situation through a deceptive advertising campaign. Dr. Rawley Wilkes, a general dentist with 15 years' experience, purchased a series of Google AdWords advertisements online, using keywords such as "Jim McQuade DDS," "Dr. McQuade Dentist," "Jim McQuade Dentist," and even "Dr. McQuade Illness."

Patients searching online for information about Dr. McQuade would be shown a Google ad linked to Dr. Wilkes' website. Clicking on this link would reveal an advertisement stating "We wel-

come Dr. Jim McQuade's former patients into our practice." The advertisement also contained a special offer of a free examination for any patients who switched, from Dr. McQuade's practice to Dr. Wilkes. The advertisement gave patients the false impression that there was an agreement in place between the two doctors, and that Dr. McQuade had chosen Doctor Wilkes to take over his practice. Dr. McQuade was quite angry when he discovered what he considered to be a case of high-technology patient poaching, and so was the dentist who was actually taking over the practice.

Dr. Wilkes, on the other hand, stated that he saw nothing wrong with his advertising campaign. In his view, his advertisement contained no specific untruths, and Dr. McQuade's patients are not his property anyway. They are free to choose any doctor they like.

“We have all witnessed our profession become more commercialized over the years, since the days when we were forbidden to advertise at all. What about ethics and professionalism? Is this the kind of thing that should be acceptable within a learned profession such as medicine or dentistry?”

The ad never explicitly stated that he and Dr. McQuade had a business relationship with each other. The advertising campaign did not violate Google's terms of service, nor did it break any laws. Other companies use each other's brand names in online searches all the time, and the courts (so far) have consistently found this to be within the bounds of legality. Dr. Wilkes felt that as long as the ad campaign was legal, then it was fine.

Don't we still have a professional, ethical responsibility to assist our colleagues

when they need help or are our fellow dentists nothing more than competitors? Is it acceptable to take advantage of their misfortune, as long as we do nothing illegal? May we craft advertisements intended to deceive, as long as they don't contain any explicit falsehoods? These kinds of things may now be common in other types of businesses. What about ours?

It is a very competitive world out there. Young dentists are graduating with hundreds of thousands of dollars of debt, and they need to be successful in order to pay that money back. Without diligence on our part, that kind of financial stress can cause our ethical boundaries to shift in very unfortunate ways.

After a few phone calls from mutual colleagues, Dr. McQuade and Dr. Wilkes met with an intermediary to discuss their dispute and Dr. Wilkes agreed to voluntarily withdraw the advertisement. In the end, he said he had been too focused on using the internet to build his business to consider how his actions were affecting others.

We often think about our ethical duties in terms of our responsibilities to our patients. But our ethical responsibilities to our fellow doctors help define us as a profession. We should think about them carefully and not allow them to casually slip away.

New Members

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University of Maryland
General Practitioner

Sherwin Benlevi, DDS
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General Practitioner

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General Practitioner

Jennifer Huynh, DMD
Arizona School of Dentistry &
Oral Health
General Practitioner

Danielle Jove, DMD
Temple University
General Practitioner

Jessie Reisig, DMD
Tufts University
Endodontist

Associate Members

Daniel Goldweit, DMD
Tufts University
General Practitioner

Deceased Members

Morton L. Divack, DDS
New York University, 1945

Todd P. Messite, DDS
New York University, 1997

Stanley I. Okun, DDS
New York University, 1955

Jerome M. Sorrel, DMD
University of Louisville, 1946

Alan J. Wasserman, DDS
Columbia University, 1973

CLASSIFIEDS

Log onto www.nycdentalsociety.org to find additional classified ads.

FOR RENT

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Stuart A. Sinclair, CPA [516-935-2086](tel:516-935-2086)

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www.nycdentalsociety.org

Henry Spenadel Continuing Education Program

Fall 2019 Continuing Education Program Calendar

SEPTEMBER 2019

W-9/18	8:30 AM-8:30 PM	12-Hour Sedation Certificate Renewal	Marc Gottlieb, DDS
Fri-9/20	9:30 AM-12:30 PM	Common Oral Lesions: Differential Diagnosis and Treatment	Gwen Cohen Brown, DDS

OCTOBER 2019

W-10/16	9:30 AM-12:30 PM	Sedation Solutions for Everyday Dentistry	Mandana Kouroshnia, DDS
F-10/18	9:30 AM-4:30 PM	Medical Emergencies: How to Save a Life	Daniel G. Pompa, DDS
W-10/23	9:00 AM-1:00 PM	CPR/ BLS Certification Course	Cali Fisher/ CPR123
F-10/25	8:30 AM-4:30 PM	Speed Learning: Secrets of the Specialists	6 Clinician Specialists
Tu-10/29	7:00 PM-10:00 PM	Nano/Ormocerotechnology (at Gotham Comedy Club)	William Paveletz, DMD

NOVEMBER 2019

F-11/1	9:30 AM-4:30 PM	Sleep Apnea: Wake Up to the Problem	Erin Elliott, DDS
W-11/6	9:30 AM-4:30 PM	Solving Restorative Challenges	K. Michael Ghalili, DDS
F-11/8	9:30 AM-12:30 PM	A Practical Program in Prescribing Controlled Substances	Marc Gottlieb, DDS

DECEMBER 2019

F-12/13	9:00 AM-4:00 PM	Dental Photography (a hands-on course)	Andi-Jean Miro, DDS
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For full program information and to register, go to www.nycdentalsociety.org, or call the education staff at 212-573-8500.
