

SGVDS Explorer

The Official Publication of the San Gabriel Valley Dental Society

New Website Main Page www.sgvds.org

Dynamic display and links menu

Monthly News Updates

Quick links for members to log-in and for non-members to join

New menu and submenus

Convenient Find a dentist feature

Our Mission Statement

Quickview CE and Events Calendar

Links to our sister organizations and ads

Vendors and sponsors section

Social media module and links

The San Gabriel Valley Dental Society is dedicated to the promotion and support of our member dentists in their pursuit of providing excellent dental care to the public.

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Development by EIS, Inc.

SGVDS Launches New Website

Hydrocodone Drugs Reclassified

UPCOMING SGVDS EVENTS!

General Meetings

October 21, 2014

'A New Approach to Bulk Fill Composite Restorations'

Presented by:

David Hornbrook, DDS, FAACD

4:30-8:45PM, 3 CEU

Almanson Court, Alhambra

November 18, 2014

'How to do Endo: Knowing the Three Essential Skills'

Presented by:

John West, DDS, MSD

4:30-8:45PM, 3 CEU

Almanson Court, Alhambra

January 20, 2014

'Infection Control and California Dental Practice Act'

Presented by:

Noel Kelsch, RDH, RDHAP

3:30-8:45PM, 4 CEU

Almanson Court, Alhambra

CPR Renewal Courses

Wed., November 5, 2014

Wed., January 7, 2014

Wed., February 4, 2014

5:30-8:30, 4 CEU

Society Office

CDA CARES

VOLUNTEERS NEEDED!



Save The Date

Pomona November 21-22, 2014

This is a great opportunity to provide dental health care services to those with limited or no access to care. Bring your staff and sign up to volunteer alongside your colleagues.

We need community volunteers to assist with various duties (service club members, church members, family, friends, and co-workers)

Registration is open at

www.cdafoundation.org/cdacares

Save the Date

**New Dentist Committee Presents
'Top Ten Ways To Stay Out Of Court'**

Mari Bradford, CEA

**Thursday, October 16, 2014
6:00 pm Almanson Court**

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MISSION STATEMENT

The San Gabriel Valley Dental Society is dedicated to the promotion and support of our member dentists in their pursuit of providing excellent dental care to the public.

Editor: Sunjay Lad, DDS

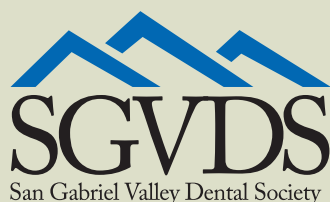
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Executive Director

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SAN GABRIEL VALLEY DENTAL SOCIETY

WE WISH TO THANK THIS YEAR'S
PREMIER & SEASON PASS SPONSORS
FOR THEIR GENEROUS SUPPORT.

2014 PREMIER SEASON SPONSORS

MCNEELY FINANCIAL STRATEGIES
TDIC INSURANCE SOLUTIONS

2014 SEASON SPONSORS

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MODERN DENTAL LABORATORY
PATTERSON
PHILIPS SONICARE & ZOOM WHITENING
PROCTER & GAMBLE/CREST & ORAL B
REMEDY DENTAL STUDIO
UNION BANK
VAN BEURDEN INSURANCE SERVICES

PRESIDENT'S MESSAGE



DONNA KLAUSER, DDS, DABP

It is with a sad heart that I write my last SGVDS Explorer newsletter.

It was a very exciting and wonderful experience to serve as president, and I am so grateful for the support of my SGVDS board members (Drs.: Scott Adishian, John Khalaf, Sunjay Lad, and Jerry Smith), SGVDS Zone Directors (Drs.: Tony Crivello, Amy Tran, Ted Tanabe, Craig Cheung, and Mindy Robles), Trustees (Drs.: Saleh Kholaki and Stephen Lojeski), SGVDS Committee Chairs (Drs.: Donna Arase, Amy Tran, Ashish Vashi, Paula Elmi, Enrique Garcia, John Khalaf,

Sunjay Lad, Stephen Flanders, Michael Tanaka, Robert Shimasaki, Marvin Carnow and Monica Munoz) SGVDS staff (Lee Adishian and Martha Carlton) and you, our SGVDS members!

Over the summer SGVDS participated in the Chris Holden, California State Assemblyman, Pasadena Block party for our community. We were happy to assist our community with offering information about dental care services, children and geriatric oral health. Thank you to Dr. Donna Arase (Community Health Chair) and Dr. Marvin Carnow for making SGVDS's community outreach a success!

Here are a few updates from CDA Executive Director, Peter DuBois:

Legislative Updates: Governor Brown has signed SB 1245 (Lieu) which will extend the Dental Hygiene Committee of California in its current form for another four years, and AB 357 (Pan), which converts the Healthy Families Advisory Panel to the Medi-Cal Children's Health Advisory Panel. Governor Brown has signed AB 1962 (Skinner-MLR for Dental Plans) into law. This is a major victory for CDA members and their patients, as AB1962 will bring increased accountability and transparency to dental insurance plans in California. The bill establishes standardized requirements for dental plans to annually disclose how they spend patient premium dollars and states the Legislature's intent to adopt, by 2018, a minimum percentage of patient premium revenue that dental plans must spend directly on patient care as opposed to profits and overhead. The governor also signed AB 1174 (Bocanegra-Virtual Dental Home) into law. AB1174 will help reduce barriers to oral health care by using tele-health technology under the diagnosis and direction of a dentist.

No on 46 gains Support:

CDA plans to send a letter to all CDA members urging them to vote "no" on Proposition 46. Proposition 46 is a measure sponsored by trial attorneys that would quadruple the noneconomic damages cap under California's Medical Injury Compensation Reform Act (MICRA) from \$250,000 to \$1.1 million, plus annual inflation adjustments. This would have a harmful impact on our health care system, including significantly higher liability insurance costs and health care costs. Under MICRA, Californians already have the right to unlimited economic damages, which include past/future medical expenses, past/future lost wages, and have the right to unlimited punitive damages. Four major California newspapers have joined the growing list of opponents to Proposition 46. The San Diego Union Tribune, the San Francisco Chronicle, San Jose Mercury News and Sacramento Bee, have urged their readers to vote "No" on the ballot measure that would raise the non-economic damages cap on MICRA. The "No on 46" coalition has grown to more than 600 organizations.

SGVDS has free campaign materials including lawn signs, brochures, posters and buttons available to help you inform your colleagues and patients.

CDA Cares Pomona:

Many of our fellow Californians are in desperate need of dental services that they cannot afford. CDA Cares Pomona has been created for our fellow Californians in need of free dental services.

I am very grateful for my dental profession, and I know that I am not alone in my sentiment. That is why I am giving back to CDA Cares in Pomona by becoming a Chair Sponsor and volunteering (offer care/screen/direction for patients/help set up or tear down) at CDA Cares Pomona November 20-23, 2014 at the Pomona Fairplex.

Please consider joining me as a Chair Sponsor (\$500), any donation amount and/or volunteering is appreciated. Please sign up at cdfoundation.org/cda-cares.

Thank you SGVDS for a memorable year as your president!

Donna Klauser, DDS, DABP



Dr. Donna Klauser &
Dr. Marvin Carnow

SGVDS 2014 Officers and Directors

BOARD OF DIRECTORS

PRESIDENT
PRESIDENT-ELECT/ Treasurer
VICE PRESIDENT/PROGRAMS
SECRETARY/PROGRAMS
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Scott Adishian, DDS
John Khalaf, DDS
Sunjay Lad, DDS
R. Jerry Smith, DDS

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TRUSTEE
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*DIRECTOR, ZONE II
*DIRECTOR, ZONE III
*DIRECTOR, ZONE IV
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EDITOR: Ex Officio

Saleh Kholaki, DDS
Stephen Lojeski, DDS
Tony Crivello, DMD, MS, FRCD
Amy Tran, DDS
Ted Tanabe, DDS
Craig Cheung, DDS
Arminda Robles, DDS
Sunjay Lad, DDS

2014 STANDING COMMITTEE CHAIRS

ADHP / SCHOLARSHIPS
BYLAWS
COMMITTEE TO THE NEW DENTIST
COMMUNITY HEALTH
ETHICS
LEGISLATION
MEMBERSHIP
MUTUAL OFFICE
PEER REVIEW
WEBSITE/MEDIA RELATIONS
WELL BEING

Monica Munoz, DDS
Stephen Flanders, DDS
Paula Elmi, DMD
Donna Arase, DDS
Donna Klauser, DDS, DABP
Marvin Carnow, DDS
Ashish Vashi, DDS
Michael Tanaka, DDS
Enrique Garcia, DDS
Amy Tran, DDS
Robert Shimasaki, DDS

AD HOC COMMITTEES - CHAIRS

ASSETS MANAGEMENT
(PRESIDENT, P. PRES, PRES-ELECT & TREASURER)

CDA Delegates- New Terms (3-year term)

Craig Cheung, DDS
Patricia Donnelly, DDS
Scott Adishian, DDS

Continuing Terms

Donna Arase, DDS
Paula Elmi, DMD
Donna Klauser, DDS, DABP
R. Jerry Smith
Amy Tran, DDS

Alternate Delegates

Emad Ammar, DDS
Tony Crivello, DMD, MS, FRCD
Andy Kau, DDS
Irvin Kaw, DMD
John Khalaf, DDS
Sunjay Lad, DDS
Arminda Robles, DDS
Ashish Vashi, DDS

Message from the Executive Director



Lee Adishian

Focus on Fall...

Fall has arrived and my head is beginning to spin. Events and meetings are in full swing. We have two *dynamic speakers* lined up for October 21st (Dr. David Hornbrook) and November 18th (Dr. John West). Don't miss out on attending these meetings!

'CDA Cares' Pomona is just around the corner, to be held at the Pomona Fairplex on November 21st and 22nd. ***Have you signed up to join your colleagues?*** I know as dental professionals so many of you volunteer and offer treatment pro bono at your offices, and you are to be commended for your generous spirit. 'CDA Cares' is a way to come together as dental professionals, provide services and smiles and leave an indelible impression on both the patients and the community. We need you to be a part of the San Gabriel Valley team!

This issue of the 'Explorer' is dedicated to our new website. Dr. Amy Tran, Website Chair and her committee have worked many months to bring us to this 'big launch'. Dr. Tran and her committee, Drs: Leshin Chen, Craig Cheung, Sunjay Lad, Monica Munoz and Michael Yung deserve a huge applause for their efforts on this project.

Dr. Tran assembled the website layout in this issue, and it is our hopes that you will familiarize yourself with the ease of this new site. We are particularly excited about the ability to register and pay for courses online through secure encryption. Your profile will house the courses you have taken. When it comes time to renew your license, the website will have a list stored for you. Also, now both dentists and auxiliary can post resumes to our site. May I urge you to take time to 'sign in' to your account and 'get started'.

As we close in on 2014, our work is far from over. Delegates have received their first mailing (one of three) and are beginning to read and process the resolutions that will be brought before the 'house' in November. New Board members will be elected at our October CE meeting, and shortly thereafter begin their term of office. Committees are meeting and working on events and projects. Members are volunteering for CDA Cares.

Your leadership is engaged, and I remain grateful for the many volunteers who dedicate their time and energy to SGVDS!

Message from the Editor



Sunjay Lad, DDS

"SGVDS.org - A Member Benefit"

When I get into my car to drive across town, I rarely get onto a freeway without first checking the traffic on Google Maps. When trying a new restaurant, I often check reviews and photos on Yelp before making a reservation. And for many of our patients, before they even step foot in our office, their first stop is the Internet, to check for reviews on our office and learn about our practice. Like it or not, the digital age and the steady march of technology have forever changed the way we access information, and our dental practices are no exception to this.

With this in mind, SGVDS felt it was important that our SGVDS website reflect these modern needs of our technology-driven society. For the past year, our website has been meticulously rebuilt and redesigned from the ground up. The goal was to create a site that not only provides important information and assets to SGVDS members, but also provides a way for patients in our communities to find SGVDS

member-dentists in their area. Under the leadership of Dr. Amy Tran, the committee tasked with designing the new website has developed a sleek, modern & functional site that allows SGVDS members to access all the latest information from SGVDS & CDA. Equally important, it allows patients to search for dentists in their area, and since only SGVDS members are listed on the site, SGVDS members will have an added online presence that non-members do not.

Having seen the hard work and countless hours that went into designing the new site, I would like to thank Dr. Tran and her team for the time and effort they put into this project. They have produced a site that meets the current technological needs of our organization and can be built upon as future needs arise. So take some time to explore the new site. I think you will find it is one of the best assets available to you as an SGVDS member!



Health Professionals and Community Volunteers Needed for CDA Cares Dental Clinic

Be a part of a community working together to help Californians in need

When: Thursday, November 20, 2014: from 9 a.m. to 6 p.m. (no patients)
Friday, November 21, 2014: Dental clinic from 5 a.m. to 7 p.m.
Saturday, November 22, 2014: Dental clinic from 5 a.m. to 10 p. m.
Sunday, Nov. 23, 2014: Clinic teardown from 8 a.m. to 12 p.m. (no patients)

Where: Pomona Fairplex, Building 4
1101 W. McKinley Ave., Pomona, CA 91768

To Register: Visit cdafoundation.org/cdacares (registration will open in July)

Hotel: [Sheraton Fairplex Hotel & Conference Center](#)
601 W. McKinley Ave., Pomona, CA 91768

Group Name: California Dental Association Cares
Room Rate: \$99 for a standard double queen or king non-smoking room

Volunteers Needed: Physicians, dental lab technicians, nurses, pharmacists, translators, dentists, specialists - including oral surgeons - hygienists, assistants, dental students, and other members of the community willing to donate their time.

Community volunteers are needed to escort patients and translate, dispense medication, setup and tear down the clinic, register patients and volunteers, conduct exit interviews, enter data, provide oral health education and more.

Who Benefits: CDA Cares will provide dental services at no charge to patients who experience barriers to care including the uninsured, underinsured, unemployed and others in need. Patients will be seen on a first-come, first-served basis.

Services: The main goal of CDA Cares is to relieve pain and eliminate infection. Cleanings, fillings, extractions, oral health education and assistance in finding a dental home will be offered. Anterior root canals, stayplates and dentures will be offered on a limited basis.

TAX CORNER

Using Section 529 Plan as Part of Estate Planning

Section 529 of the Internal Revenue Code is an education savings plan operated by a state or educational institution granting special tax privileges for families to set aside funds for future college costs.

Your contributions are not deductible on your federal tax return but your investment growth is tax-deferred.

A grandparent isn't required to be the account owner of his or her grandchild's 529 plan. Should the grandparent own the plan, the Medicaid eligibility will be factored in unless the funds are specifically exempted from state law.

A grandparent, as an account owner does not influence the federal government aid application (FAFSA). By contrast, a parent-owned 529 plan is reported as an asset, a 5.6 percent reduction of the account balance in financial aid.

Distributions to pay for the beneficiary's qualified higher-education expenses are tax free. The expenses are tuition, fees, supplies, room and board (for students who are at least half-time), books, and equipment required for attendance at any accredited college in the United States or abroad.

Withdrawals not used for qualified higher-education expenses (called a nonqualified distribution) will face a double consequence:

1. The earnings portion is subject to a 10% penalty.
2. The earnings portion is taxed at the recipient's (the person who receives the distribution, the account owner or the beneficiary) rate.

Alternatively, the account owner can change the account beneficiary to another qualifying member.

There are two types of Sec 529 plans:

1. Prepaid tuition programs.
2. Higher-education savings accounts

Currently, all fifty states have at least one 529 plan available. States can sponsor the prepaid tuition programs or the higher-education savings account.

All contributions to a 529 plan qualify for the annual federal gift tax exclusion. A special election for gifts up to \$70,000 (\$140,000 for joint gifts) can be made at one time to a beneficiary's account as if it has been made ratably over a five-year period.

Should the account owner die before the end of the five-year period, the portion of the contributions allocated to the years after your death will be brought back to the estate for tax purposes.

The 529 account can continue under a new account owner. It is advisable to name a successor owner otherwise it will be designated through probate.

As the costs of a college education continue to climb, a comparison and evaluation of different plans are needed.

Cuong Le, EA, CPA, CSA is a practitioner located in Santa Monica providing tax, financial advisory and due diligence to healthcare professionals, a selected number of nonprofit organizations and the entertainment community.

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Success Through Diligence

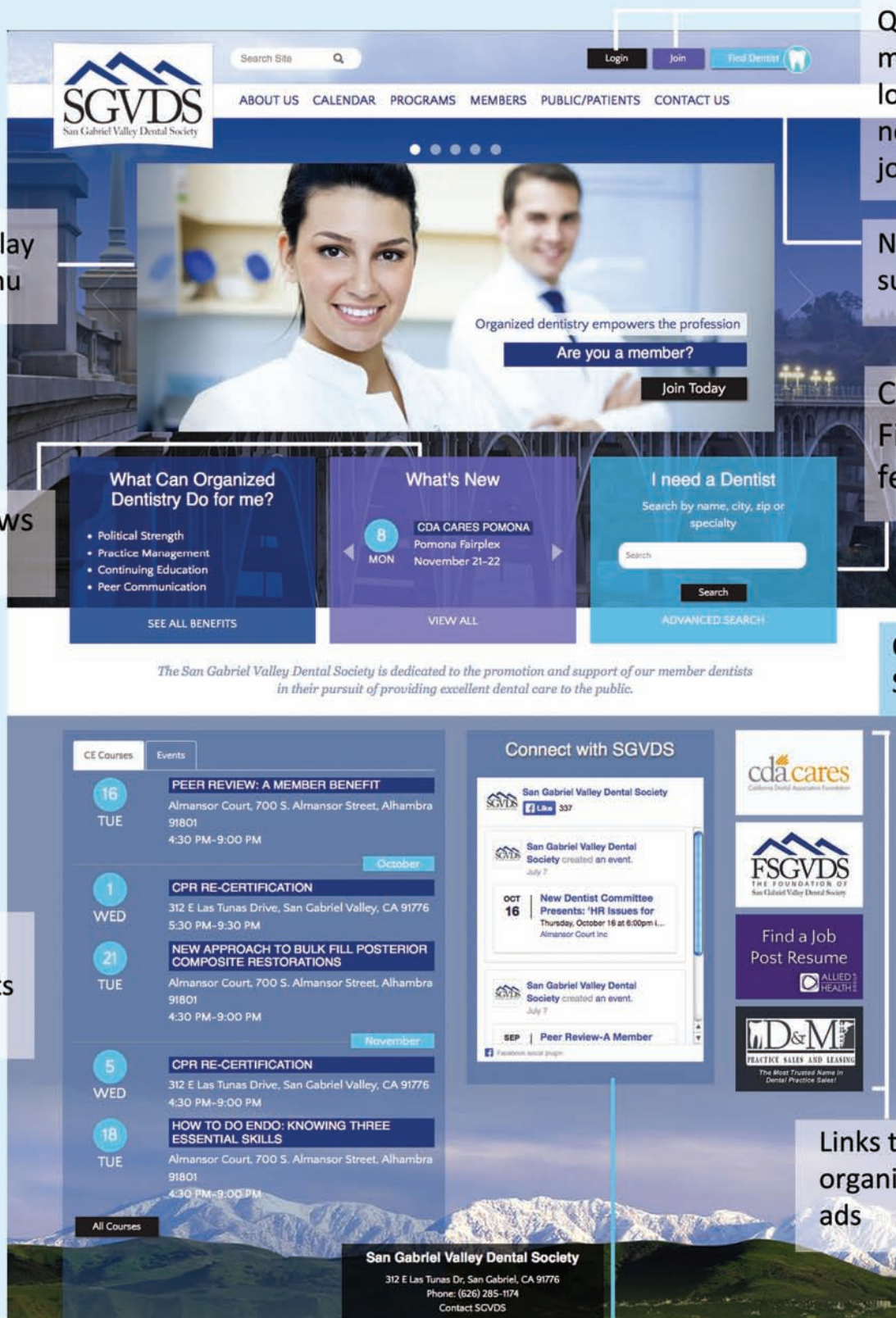
SGVDS Launches New Website

Dear Members of SGVDS,

I am happy to announce the upcoming launch of our updated society website! The executive board, through the leadership of Dr. Jerry Smith and Dr. Donna Klausner, decided it was time to give our site a fresh look and seek ways to make it more useful for our members. In the upcoming pages, you will find highlights of some of the new features and capabilities of our new website. To increase accessibility, members will be able to register for their CE courses online as well as post job openings or resumes in the 'Classifieds' section. The goal was to make the site useful and interactive for incoming and existing members. We hope you will take it for a test drive and give us feedback on how you like it!

Many thanks to the website committee (Dr. Leshin Chen, Dr. Craig Cheung, Dr. Monica Munoz, Dr. Michael Yung, Dr. Sunjay Lad) for working tirelessly to see the project to its completion. Additional thanks go to the Executive Board and to our dear Executive Director, Lee Adishian, for their tremendous support and inspiration.

Sincerely,
Amy Tran, DDS
Website Committee, Chair



Quick links for members to log-in and for non-members to join

New menu and submenus

Convenient Find a dentist feature

Our Mission Statement

Links to our sister organizations and ads

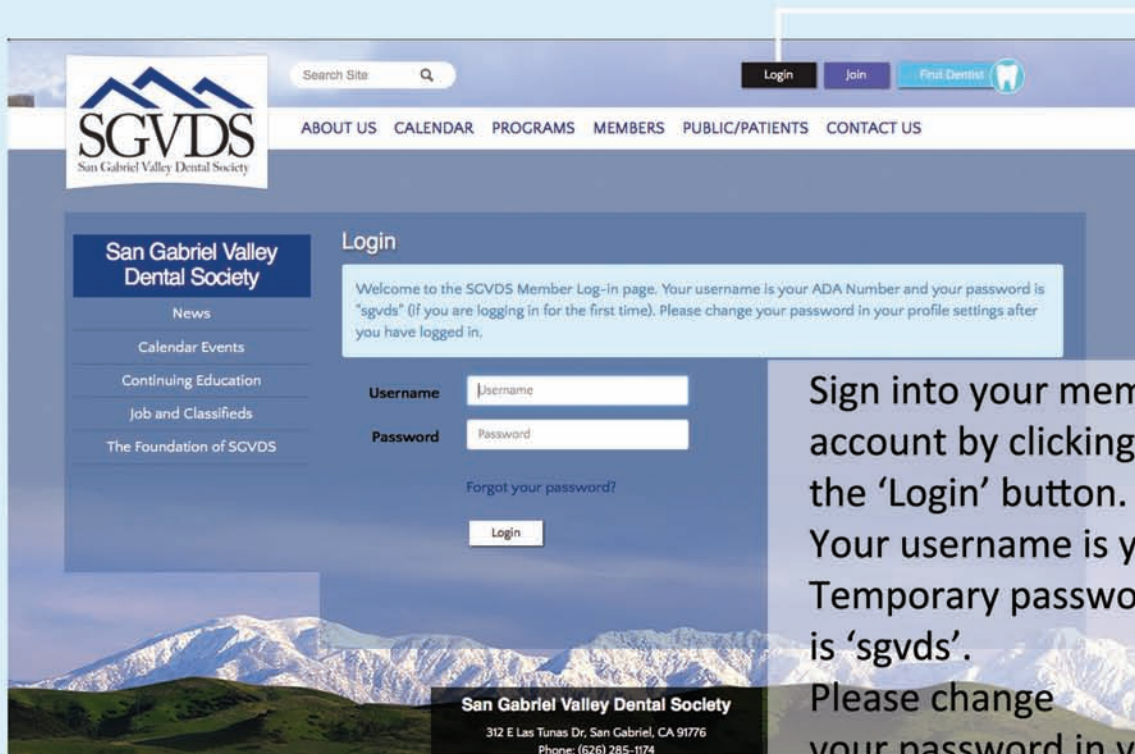
Vendors and sponsors section

Dynamic display and links menu

Monthly News Updates

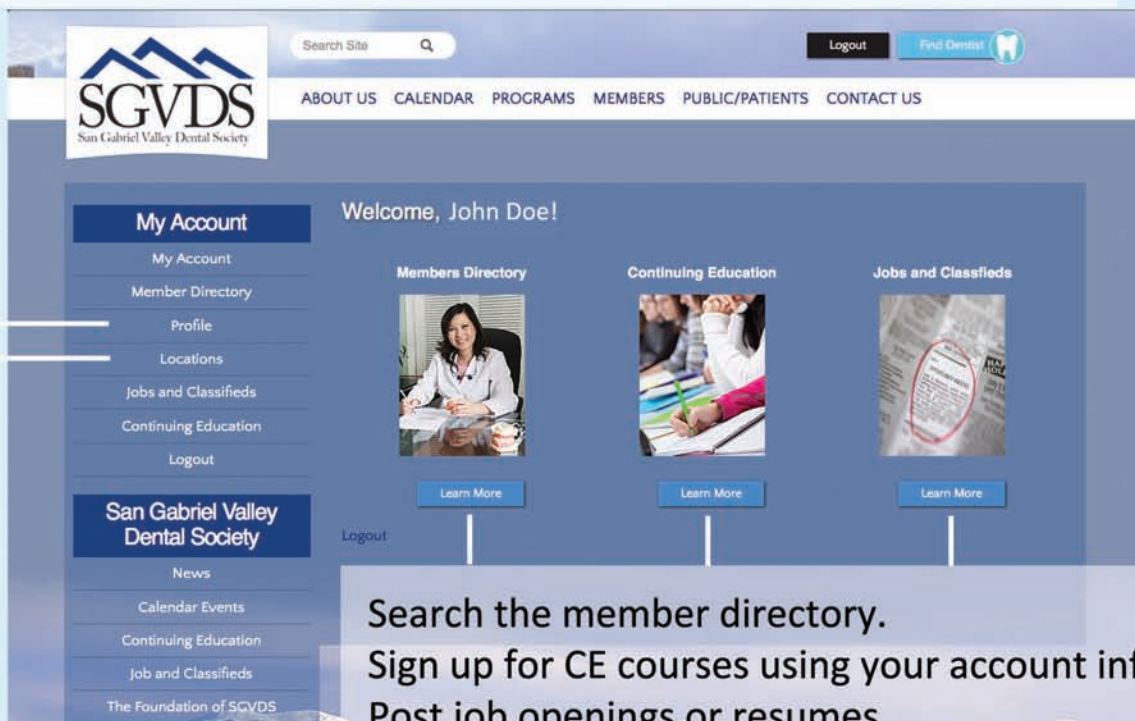
Quickview CE and Events Calendar

Social media module and links



Sign into your member account by clicking on the 'Login' button. Your username is your ADA #. Temporary password is 'sgvds'. Please change your password in your account information.

After logging in, access your Profile information on the left hand navigation menu to change your password. Edit your office location and office hours.



Search the member directory. Sign up for CE courses using your account information. Post job openings or resumes.

Add a profile picture which will populate in the member directory

My Account

- My Account
- Member Directory
- Profile
- Locations
- Jobs and Classifieds
- Continuing Education
- Logout

San Gabriel Valley Dental Society

- News
- Calendar Events
- Continuing Education
- Job and Classifieds
- The Foundation of SGVDS

Profile

Below you can update your Display Name, Bio, Contact Info, Photo, or Change your Password. If you are experiencing any problems or if you would like to update any additional contact information, please contact SGVDS at director@sgvds.org, or call (626) 285-1174.

Add Profile Picture

General

First Name: John
Middle Name:
Last Name: Doe
Display Name:

Contact

Email: johndoe@sgvds.org **Remove**

Websites

www.johndoe@sgvds.org **Remove**

Details

Degree: DDS
Bio:

Change Password

Current Password:
New Password:
Confirm Password:

Ensure that your contact information is correct in our database

Update your email address to make sure you are able to receive important communications from the dental society and from CDA

Enter 'sgvds' as your current password and enter your new password twice to confirm

My Account

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San Gabriel Valley Dental Society

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- The Foundation of SGVDS

Locations

Add Location

Location Name: Office
Address: 123 Street
City: San Gabriel
State: California
Zip: 91776

☒ Show Location
☒ Show Map

Contacts

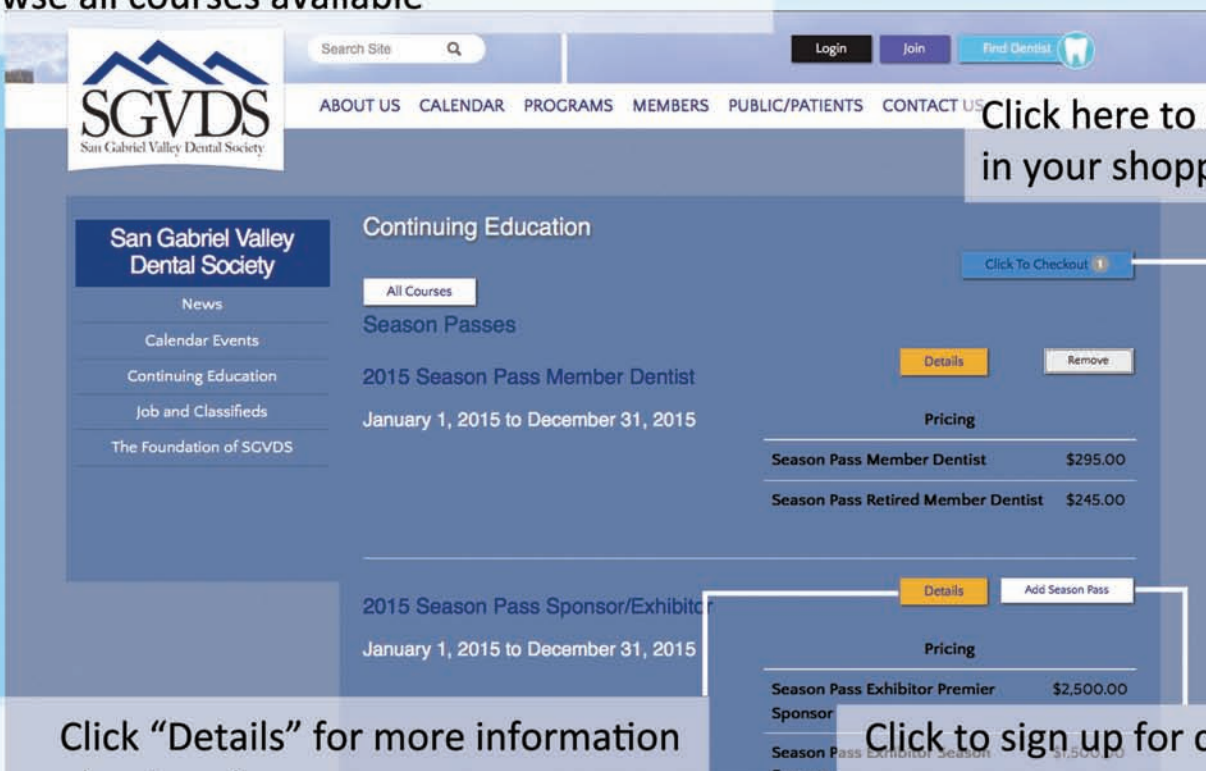
Add Contact

Location Hours

Day	Open	Close
Sunday	8:00 AM	5:00 PM

Edit your practice location and office hours.
Have the ability to add multiple practice locations.

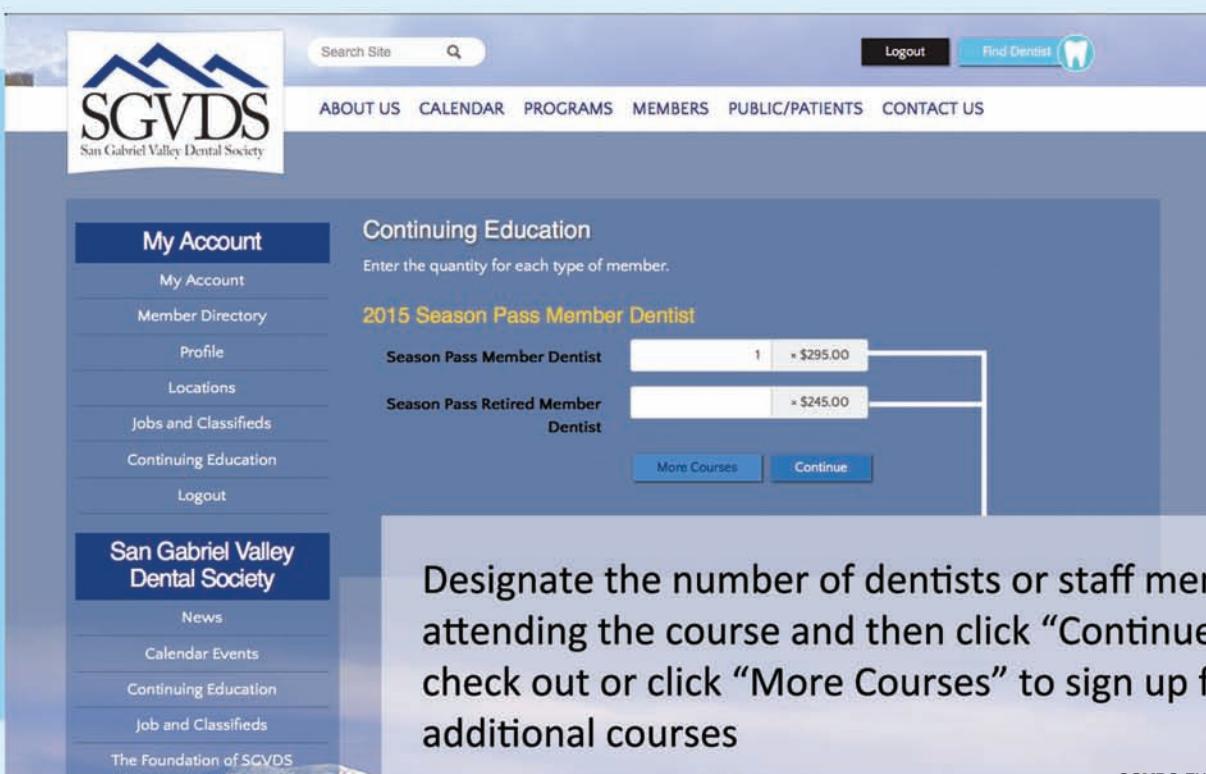
Access the CE module under the “Programs” menu and browse all courses available



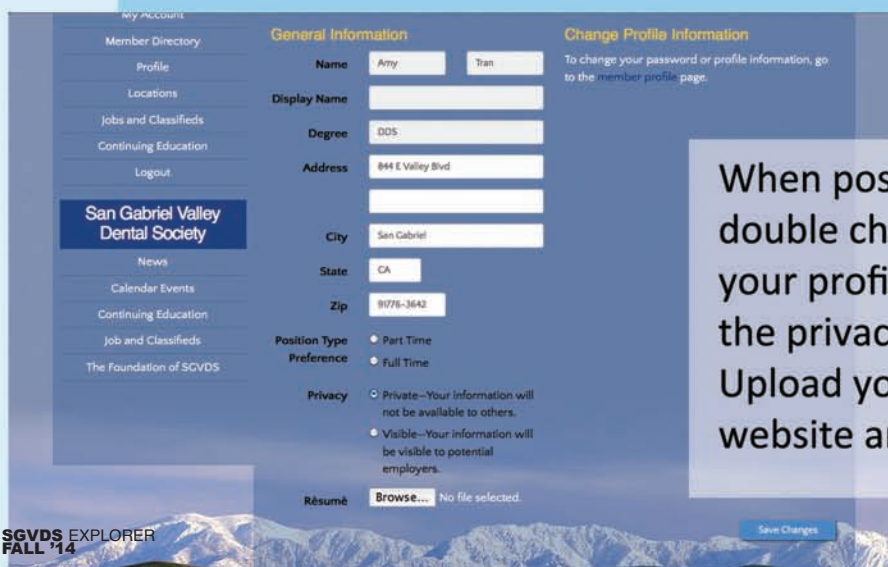
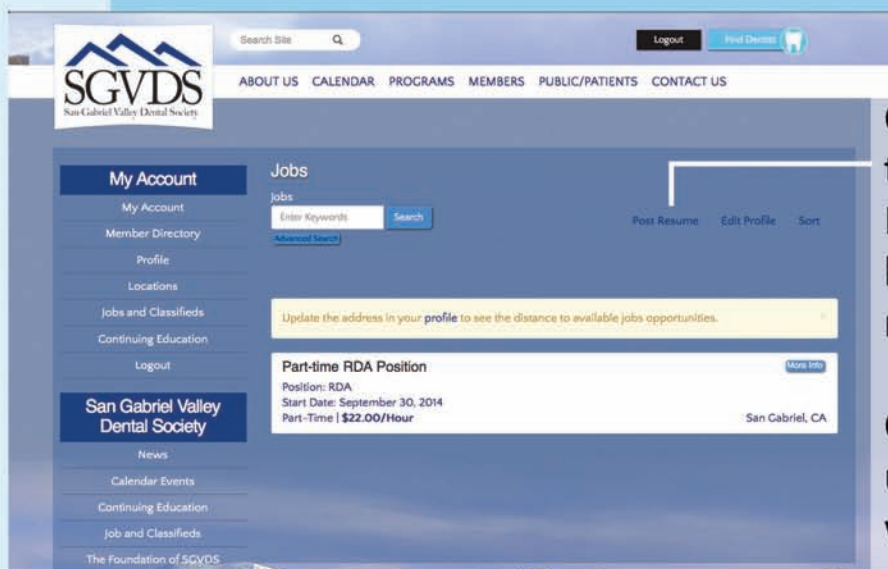
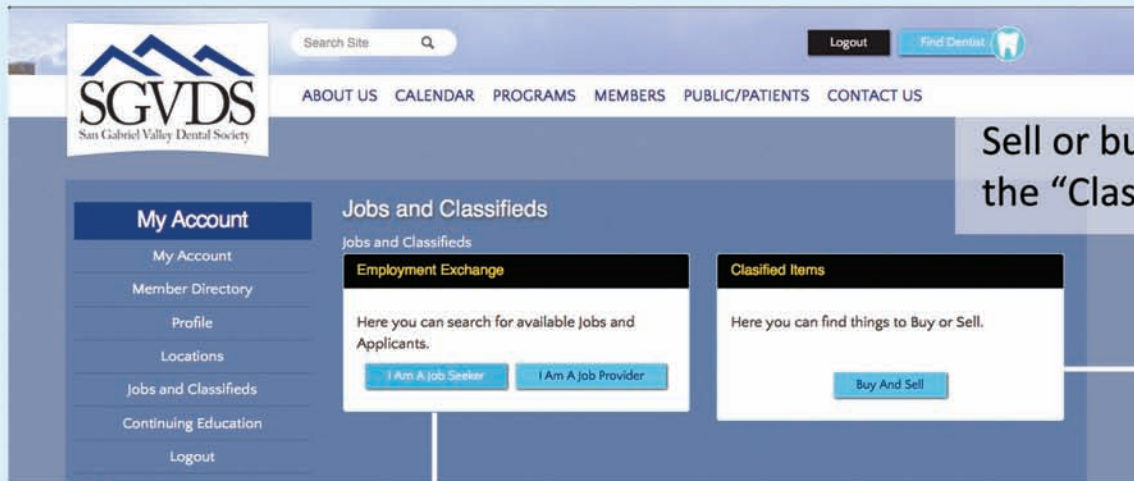
Click here to see items in your shopping cart

Click “Details” for more information about each course

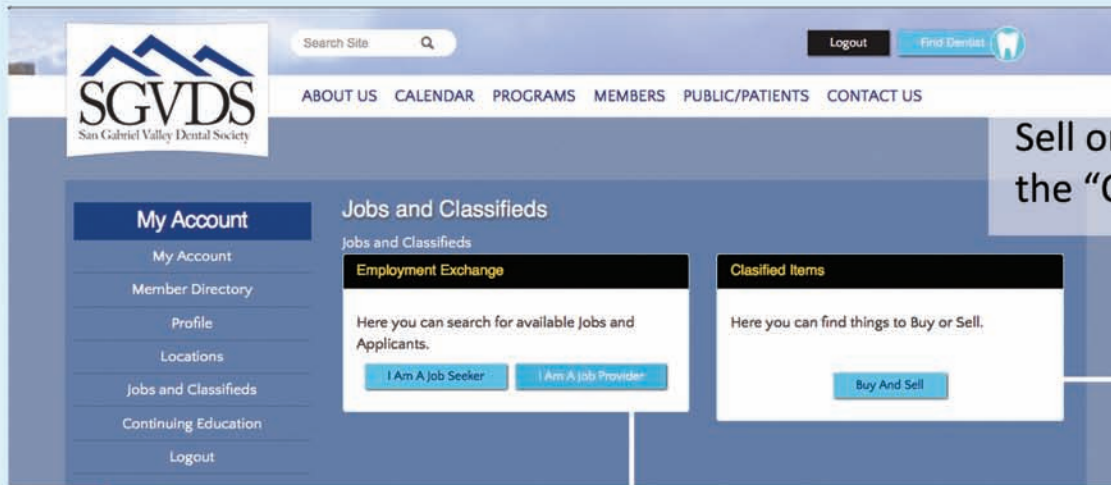
Click to sign up for courses or season pass



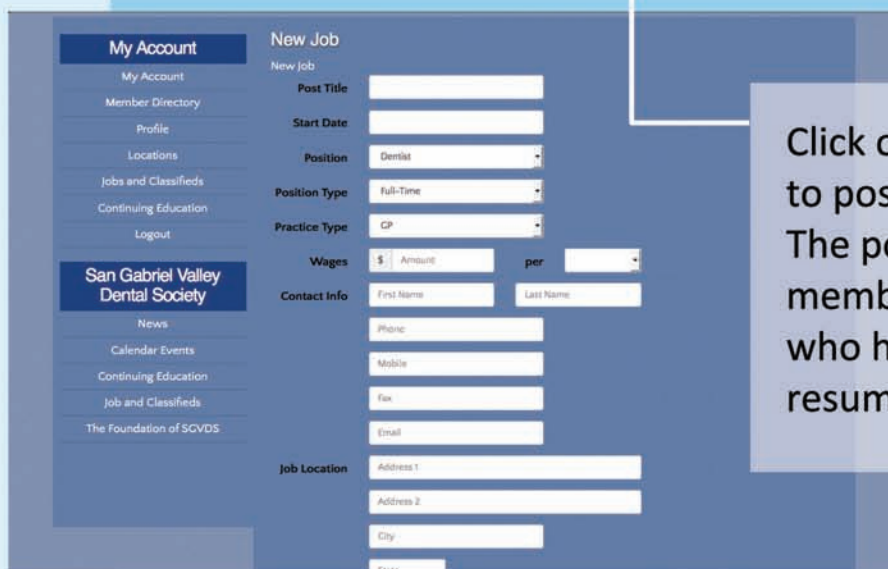
Designate the number of dentists or staff members attending the course and then click “Continue” to check out or click “More Courses” to sign up for additional courses



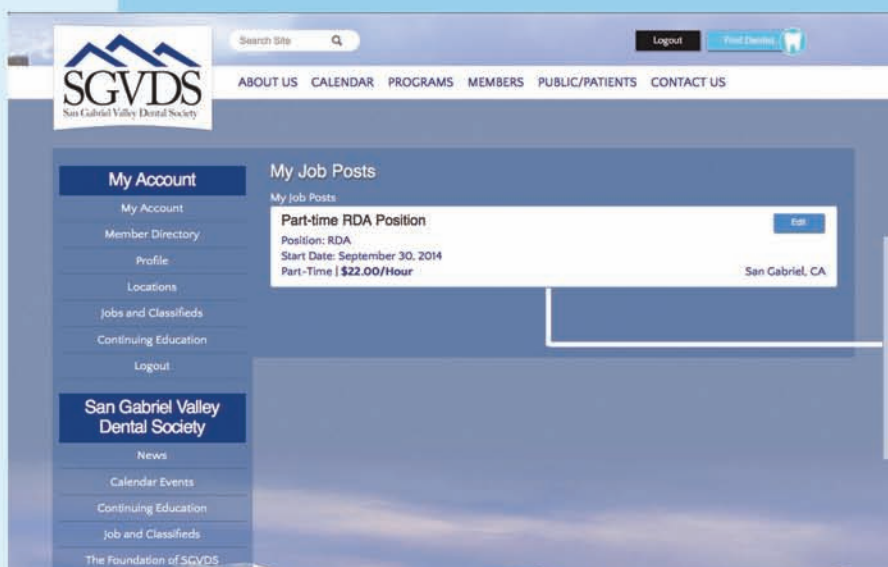
When posting your resume, double check and if needed, edit your profile information. Designate the privacy settings for your posting. Upload your resume directly onto the website and 'save changes'.



Sell or buy items through the "Classifieds" section



Click on "I am a Job Provider" to post a new job listing. The posting will be visible to members and job seekers who have registered and posted resumes onto the site.



Your job post can be edited and will show up under "My Job Posts"

When checking out, your name and credentials auto-populate in the following fields

My Account

- My Account
- Member Directory
- Profile
- Locations
- Jobs and Classifieds
- Continuing Education
- Logout

San Gabriel Valley Dental Society

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Continuing Education

2015 Season Pass Member Dentist

Season Pass Member Dentist: John Doe DDS

Go Back

Item	Quantity	Price	Amount
2015 Season Pass Member Dentist	1	\$295.00	\$295.00
Season Pass Member Dentist			
Total			\$295.00

Billing Address

First Name: John
Last Name: Doe
Address:
City:
State:
Zip:
Email: johndoedds@gmail.com
Phone:

Payment Information

Card Number:
Expiration Date: MM/YY
Security Code:
Submit

VISA MasterCard

Confirm the CE courses you are signing up for

Pay for your CE courses through secure encryption

SGVDS
San Gabriel Valley Dental Society

Search Site

Logout Find Dentist

ABOUT US CALENDAR PROGRAMS MEMBERS PUBLIC/PATIENTS CONTACT US

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Continuing Education

Available Courses My Courses Invoices

Print

Course Name	Date	Details
Medicine for Dentistry	March 18, 2014	Details
CPR Re-Certification Course	April 9, 2014	Details
Navigating the Murky Waters of Clear Aligner Therapy	April 15, 2014	Details
CPR Re-Certification	October 1, 2014	Details

View your invoices here

View a list of the courses you signed up for under the "My Courses" tab. Click on "Details" for more information on date of completion and CE units earned. Use the "Print function" to print out a schedule of your courses.

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**More time to
build your skills.**

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BENEFITS AT A GLANCE

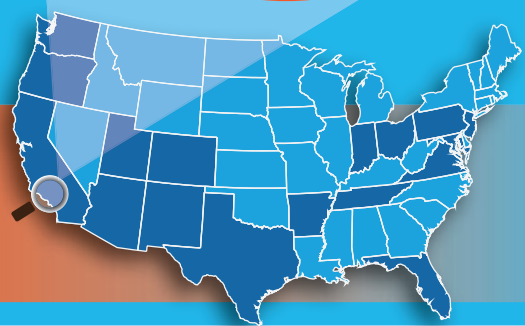
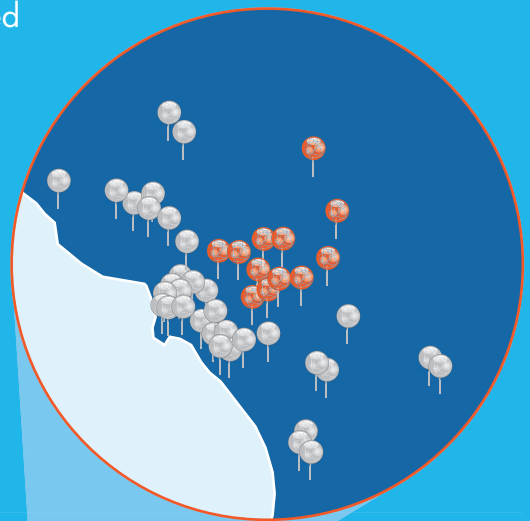
- Office growth based bonuses
- Beginning compensation guarantee
- Wealth building retirement benefits
- Mentor/Mentee opportunities
- Friendly & caring support staff
- Established offices w/existing patient base

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Meet & Greet 'Paco's

September 10, 2014



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- Cyber Liability
- Medical
- Dental
- Life
- Disability

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Hydrocodone drugs reclassified

Despite concerns expressed by the ADA and other stakeholders, the Drug Enforcement Agency (DEA) has finalized a rule to classify hydrocodone combination products such as Vicodin and Norco as Schedule II drugs instead of Schedule III.

The reclassification, effective Oct. 6, will impact dentists with a Schedule III DEA registration because they will have to reregister with the DEA for Schedule II authority to continue prescribing/refilling certain pain-relieving medications for their patients. The DEA is permitting hydrocodone combination products prescriptions issued before Oct. 6 to be refilled until April 8, 2015, if the prescription authorizes refills.

The DEA's ruling stems from a U.S. Food and Drug Administration (FDA) recommendation that hydrocodone combination products be put into a more restrictive classification and schedule, with the goal being to boost control over prescriptions from dentists and physicians.

"... in recent years, the FDA has become increasingly concerned about the abuse and misuse of opioid products, which have sadly reached epidemic proportions in certain parts of the United States. While the value of and access to these drugs has been a consistent source of public debate, the FDA has been challenged with determining how to balance the need to ensure continued access to those patients who rely on continuous pain relief while addressing the ongoing concerns about abuse and misuse," the FDA said in a statement. In California, more than 1 billion dosage units of hydrocodone combination products were dispensed last fiscal year, according to CURES.

For more information or to change your DEA registration, visit the [DEA's website](#) and look under "Registration Support." If you have additional questions, contact CDA Practice Analyst Teresa Pichay at teresa.pichay@cda.org.

CDA has a "Controlled Substances Prescribing and Dispensing" resource available on cda.org.

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Chuck Carlson, D.D.S.

Orthodontist- UCLA June 2014
Interviewing

Annie Challa, D.D.S.

GP- UCSF 2013
Interviewing

Barry Chiang, D.D.S.

GP- UCLA 2013
Interviewing

Aileen Kim, D.D.S./M.S.

Orthodontist- Temple U 2013;
UCLA 2011
933 S. Sunset Ave., # 208;
West Covina, CA
(626) 600-6080

Paul Lee, D.D.S./M.S.

Orthodontist- Temple U
2013; USC 2011
933 S. Sunset Ave., # 208;
West Covina, CA
(626) 600-6080

Nyunt Nyunt Ma, D.D.S.

GP- USC 2014
11733 E. Valley Blvd., Ste. A
El Monte 91732
(626) 575-7566

Joyce Stein, D.D.S.

GP- LLU 2013
1730 E. Walnut Street
Pasadena 91106
(626) 449-4795

Michael Su, D.M.D

GP- UCONN 2005
100 E Huntington Dr. Ste. 206
Alhambra 91801
(626) 289-1020

Jaime Tobon, D.D.S.

GP- La Salle U 2013
Interviewing

REINSTATED MEMBERS**Danny Lee, D.M.D.**

GP- Tufts U 1999
Transferred 2013; reinstated 2014
346 N. Azusa Ave., West Covina 91791
(626) 859-2439

TRANSFERRED MEMBERS**Armond Sarkisian, D.D.S.**

GP- USC 2011
Transfer from LADS
1024 S Glendora Ave.,
West Covina 91790
(626) 699-1003

Lin Wong, D.M.D.

GP- U of Pittsburg 2013
Transfer from LADS
Interviewing

NEWLY RETIRED MEMBERS**Trevar Lance Windsor, DDS**

841 W Valley Blvd, Ste 105
Alhambra, CA 91803-3251

**DIRECTORY UPDATES
ADDRESS CHANGES****Terry Ogura, D.D.S.**

550 W. Duarte Rd., Ste. 1
Arcadia 91007
(626) 447-8678

CDA launches New Member Database Time to Reset Your Password

CDA has successfully deployed Aptify, the new association management system. This has been a major undertaking for CDA but one that significantly enhances our infrastructure so that we may better serve our members. As you may be aware, as part of deployment, website functionality was temporarily interrupted. It has now been restored. All members are required to create a new cda.org user account, but thankfully, the process is virtually painless. Simply go to <http://cda.org/password> and complete a few fields. Even if you have an existing account, a new one must be created.

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Renting/Selling? Do you have operatory space to rent in your office, looking to retire or would like to sell your practice, we would be happy to post that in our quarterly publication.

Need CPR? CPR is taught at the Society office on the first Wednesday of the months (Jan-June & Sept-Nov) at 5:30 PM. This is a re-certification class only. Cost is \$45 members/\$65 non-members. A current textbook is mandatory, and may be purchased for \$12 at the time of the class.

Change of address and/or email? Keep your office and email address with the Society office up to date. This will ensure that you receive our communication in a timely manner.



CONTACTS AT YOUR FINGERTIPS

American Dental Association

(800) 621-8099 (Members only)

(312) 440-2500; www.ada.org

California Dental Association

(800) 736-8702 (Operator)

(800) 736-7071 (Voicemail)

www.cdacompass.com

(866) 232-6362 (Practice Support Center)

www.cda.org

CDA Peer Review Dept. (Complaints)

(800) 232-7645

Cal/OSHA Consultation

(800) 963-9424

San Fernando Valley Office

(818) 901-5754

California Poison Control System

The Poison Action Line

(800) 876-4766; www.calpoison.org

CEA Hotline – California Employer Assoc.

Mari Bradford: (800) 399-5331

Consumer Hotlines:

Dept. of Insurance (800)-927-4357;

Insurance Commissioner: (616)-445-5544

(DEA)U.S. Drug Enforcement Administration

Los Angeles Office

(213) 621-6700

www.dea.gov

Dental Board of California

Lic Renewals: ext 2304

Complaints (877) 729-7789; www.dbc.ca.gov/

FNP (Fictitious Name Permits): David x2332

Dept of Public Health

Radiologic Health Section

(916) 322-2073 (Equipment Registration)

EPA – Environmental Protection Agency

(800) 618-8942

NPI-National Provider Identifier

1-(800)-465-3203; www.nnppes.cms.hhs.gov

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Personal Life & Health Ins:

Jonathan Ingalls (800)733-0633 ext. 5966

CPR: Recertification/4 CE's via SGVDS

Firstlink CPR Suzanne Dean: (714) 357-0428

CPR: 1st time (8 hr) class: (888) 244-9921-Ultimate CPR

X-ray certification + coronal polishing and RDA

prep courses: Hacienda/La Puente: (626) 934-2890

When Is Too Much Really Too Much?

By Robert D. Stevenson, DDS
Member, CDA Judicial Council

The practicing dentist is under pressure from a variety of sources. Among these, financial pressures can be unrelenting, compelling a dentist to look for ways to increase revenue. Despite these pressures however, it is critical that treatment planning always be in the best interest of the patient.

In these situations, it is helpful to look at our codes of ethics for guidance. Section 1 of the CDA Code of Ethics states *"Service to the public is the primary obligation of the dentist as a professional person. Service to the public includes the delivery of quality, competent, and timely care within the bounds of the clinical circumstances presented by the patient."* The ADA Principles of Ethics and Code of Professional Conduct (ADA Code) also offers assistance in resolving this dilemma. The Preamble to the ADA Code states that the ADA *"calls upon dentists to follow high ethical standards which have the benefit of the patient as their primary goal."*

We see in addition, in Section 5.B.6 of the ADA Code, that *"A dentist who performs unnecessary dental services or procedures is engaged in unethical conduct."* Of course, one of the challenges lies in how we define unnecessary or excessive treatment. An effective litmus test may be to ask *"Who will benefit more from the proposed treatment: the patient or me?"*

It is also important to consider the ethical principles involved. Autonomy is paramount in our dealings with patients. Obtaining informed consent from your patient shows respect for their autonomy. This must be balanced with our paternalistic tendencies (trust me, I'm the doctor). Ethically, our authority as the doctor should not be used to achieve selfish ends.

Beneficence and its corollary principle non-maleficence are also important principles to consider. *"Will the proposed treatment irreparably damage healthy tooth structure?"* is a question that could be asked. Justice and integrity also come into play. We should affirm doing the right thing even when outside interests are in conflict with our values and conscience.

Dentists should avoid recommending treatment "upgrades" in order to maximize profits that may be limited because of third party restrictions. Employee dentists should be wary of compulsion to meet high production quotas by performing treatment that may not be in the patient's best interest. Ultimately, it is your license on the line. You must determine what is right.

Additional resources about overtreatment are available at cda.org by clicking on the Practice Support tab. For further guidance, consult with a member of your component ethics committee.

CDA legal action against Delta: Next steps



In an effort to keep members informed about the legal action against Delta Dental, CDA is providing an update on the next steps. Hearings have been scheduled in the coming months related to the case pending before arbitrators and a separate action filed in Superior Court. For more information on the legal action against Delta, visit cda.org/deltafeecut (available through Quick Links and the News & Events menu).



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SGVDS 2014 CALENDAR

OCTOBER 2014

- Wed., 1 CPR Certification, SGVDS office
5:30-9:30 p.m.
- Thurs.-Sun., 9-12 **ADA Annual Sessions**
San Antonio, Texas
All Day
- Thurs., 16 **New Dentist Committee
Presents "Top Ten Ways To Stay
Out of Court"**
Mari Bradford, CEA
6:00 p.m.
Almansor Court, Alhambra
- Tues., 21 **"New Approach to Bulk Fill
Posterior Composite
Restorations"**
4:30-8:45 p.m.
David Hornbrook, DDS, FAACD
Almansor Court, Alhambra

NOVEMBER 2014

- Wed., 5 CPR Certification, SGVDS office
5:30-9:30 p.m.
- Tues., 18 **"How to do Endo: Knowing
the Three Essential Skills"**
John West, DDS, MSD
4:30- 8:45 p.m.
Almansor Court, Alhambra

Fri.-Sat., 21-22 **CDA Cares**
Pomona Fairgrounds

Thurs.-Fri., 27-28 **Thanksgiving Holidays**
SGVDS office closed

DECEMBER 2014

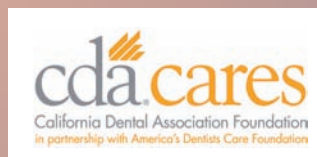
Wed.-Thurs., 24-25 **Christmas Holiday**
SGVDS office closed

JANUARY 2014

Thurs., 1 **New Years Day**
SGVDS office closed

Wed., 7 CPR Certification, SGVDS office
5:30-9:30 p.m.

Tues., 20 **"Infection Control &
California Dental
Practice Act."**
3:30-8:45 p.m.
Almansor Court, Alhambra



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