

Spring 2015
Volume XXIII Issue 2

SGVDS Explorer

The Official Publication of the San Gabriel Valley Dental Society



Patient Care and Trust

- Patients Rights and Providers Obligations
- Data Security Tips

UPCOMING SGVDS EVENTS!

General Meetings

Save The Date

Meet & Greet

'38 Degrees'

Wed. June 3rd

7:00 pm

CDA Member Benefit

*Keeping Your Office
Compliant!*

An updated HR Poster Set will be
mailed to your office in May.



CPR Renewal Courses

Wednesday, May 6, 2015

Wed., June 10, 2015

Wed., September 21, 2015

5:30-8:30, 4 CEU

Society Office



Santa Anita Day at the Races

**Sunday, May 31st
Infield BBQ Picnic**



12:00 pm

\$15/person

Family & Staff Welcome

Save the Date

'2016 Installation of Officers'

*Friday Dec. 4th
Brookside Country Club
Pasadena*



CDA Presents: April 30 - May 2, 2015 • Anaheim, CA

CONTENTS

Upcoming Events	2
President's Message	4
Message from the Executive Director and Editor	5
Tax Corner	6
SGVDS 2014 Officers & Directors	6
Patient's Rights and Provider's Obligations	7
Data Security Tips to Help Avert Breach of Patient Information	10
2015 CDA Life Members	13
CDA Leadership Education Conference	14-16
New Members	19
Calendar	BC



SGVDS Explorer

The Official Publication of the San Gabriel Valley Dental Society

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

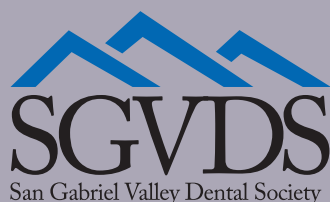
Managing Editor: Lee Adishian, RDH
Executive Director

Design and Production:

Mike Serrano for Casa Graphics Inc.

Printing: Mike Serrano - 626.437.0248

The opinions expressed in this newsletter are those of the author(s) and are not regarded as expressing the view of the San Gabriel Valley Dental Society unless such statements or opinions have been otherwise decided upon by special resolution of the Board of Directors. All editorial contributions are subject to space and/or content editing at the Editor's discretion. Acceptance of advertising in no way constitutes professional approval or endorsement.



SAN GABRIEL VALLEY DENTAL SOCIETY

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

2015 PREMIER SEASON SPONSORS

MANN, URRITIA AND NELSON CPAs & ASSOCIATES, LLP
TDIC INSURANCE SOLUTIONS

2015 SEASON SPONSORS

BERGMAN DENTAL SUPPLY
BURBANK DENTAL LABORATORY
CARE CREDIT
CARESTREAM DENTAL
CORONA HANDPIECE SALES & REPAIR, INC.
D & M PRACTICE SALES AND LEASING
DENTSPLY TULSA SPECIALTIES
GARFIELD REFINERY
GC AMERICA
IPAYMENT MERCHANT CARD SERVICES
JMW DENTAL LAB INC.

LBW INSURANCE FINANCIAL SERVICES
MCNEELY FINANCIAL STRATEGIES
MODERN DENTAL LABORATORY
ONE STOP TAX ACCOUNTANCY
PATTERSON
PINHOLE ACADEMY
PROCTER & GAMBLE/CREST & ORAL B
REMEDY DENTAL STUDIO
SOLUTIONREACH
VAN BEURDEN INSURANCE SERVICES

PRESIDENT'S MESSAGE

Scott Adishian, DDS



Scott Adishian, DDS

An Eye to the Future, and A Look to the Past

When you think about what makes a great dental society, what comes to mind? How has the San Gabriel Valley Dental Society gained its excellent reputation? I believe that it begins with the many years of service by a dedicated leadership for the benefit of its members and the community. Many of our past leaders have gone on to represent us at both the state and national levels. Dr. Gene Sekiguchi, following years of service at SGVDS, became both the CDA and ADA President. Past President Dr. Jack Broussard served SGVDS and went on to become a CDA President. Past SGVDS President, Dr. Stephen Flanders has served on our Board in numerous capacities beginning in the seventies and still continues as our Bylaws Chair today. Dozens of others have served the tripartite as delegates, on boards and committees and then quietly stepped aside to allow the next generation of leaders to emerge. I thank all of you for your service past and present. These volunteers along with all of our members have made SGVDS something we can be proud of.

However, in the ever changing climate of dentistry, we cannot become complacent with our excellent reputation. Practice modalities and insurance changes are forcing us to re-think how we practice. Now more than ever we must remain a relevant force of organized dentistry to our SGVDS members. Our CE courses are one of the most well attended in the state. We should be proud that our members have engaged each other on a monthly basis, and at the same time there remains a challenge before our leadership to continue this success and build a CE program that remains relevant and competitive.

One thing we know for sure...there is always change. In January of 1970, the Northern and Southern California Dental Societies were considering a merger. Then, SGVDS President, Dr. Maurice Smith wrote in his editorial in the 'SGVDS Bulletin', 'Would the merger go far enough'? The problems of coordinating two societies and the ability to present a 'unified voice' to the state legislature was becoming unmanageable. At that time the California Dental Practice Act did not prohibit advertising by dentists, and in effect, created two classes of dentists: the unethical advertiser and the ethical (dental society member) non-advertiser. It was the societies that made the distinction. Dr. Smith wrote, 'The problem of advertisers is going to grow with the advent of new concepts in the delivery of dental care, such as group practices, closed panels, capitation etc.' I am

sure that Dr. Smith would be surprised at how well he would predict the future. It is apparent today that it is acceptable for most practices to advertise in some manner, technology is revolutionizing the way we practice, group and corporate owned practices have flourished and insurance is a powerful influence for most practitioners. My how things continue to change!

But some things remain the same. In a 1972 letter to the then Governor Ronald Reagan, SGVDS President, Dr. Bill Snaer expressed his concerns regarding the 10% decrease in Dental spending. Today, CDA and our component members are fighting similar concerns in an attempt to treat the underserved. CDA Cares free clinics have been successful in treating thousands of patients who would not been able to receive care otherwise. Not only is it successful in helping these patients, but also illustrates the compassion that dentistry has for those less fortunate. Our communities and our legislators have noticed. We are and must continue to be an influence in the decision making process which will shape the future of our profession.

As we look to our future, many of you have become aware that CDA is considering a major new endeavor. The Member Service Organization another entity similar to TDIC, should it come to fruition, is poised to become a significant benefit to our membership. While the details have not yet been released to the general membership, it will be considered at a Special House of Delegates on June 19th, and more information will be provided as it becomes available. It potentially will help our member dentists continue to be competitive in an ever-changing practice environment, and position them for success in the future.

Scott R. Adishian, DDS
President



Join your fellow members for a
'DAY AT THE RACES'

at Santa Anita Park on Sunday, May 31st.

This is a family event! The kids love watching the horses run,
and a few of the adults might be successful predicting the
winners. For the rest of us, it will be a great day
for lunch and camaraderie.

Message from the Executive Director



Lee Adishian

What's happening at SGVDS...

As I write this it is officially spring, do I dare say where did winter go? It has been a busy few months at SGVDS. Our programs and events are well underway. We had 162 attendees at our continuing education meeting in March in which we honored our Life Members and staff. The energy in the room was contagious! Life Members remarked that it was great to see old friends and reconnect. We also had 27 exhibitors! That is a record for SGVDS. This year alone we have 22 exhibitor Season Sponsors. I am grateful for our partnership and support. **Our sponsors allow us to thrive and to offer quality continuing education programs to our members.** My hope is that our sponsors find our partnership mutually beneficial. While they bring their products and services to you each month, we trust they are making new contacts and are able to share their knowledge and expertise with you our member.

Our New Dentist Committee has hosted two Meet & Greets this year. While these events are mainly attended by our young professionals, everyone is welcome. If you are a veteran dentist looking for an associate or planning on selling your practice a Meet & Greet social might be the place to begin your search. **On April 19th, the New Dentist Committee hosted 'Riding the Endodontic Wave', a lecture and hands-on course. It was well attended and we wish to thank Dentsply-Tulsa Dental Specialties for sponsoring this course.** Watch our calendar for more events to come.

Our Membership Committee has been discussing ways to ensure that SGVDS remains relevant to our members. While we can't predict the future, the committee is exploring what is working and what we can do better to serve our members. What will the landscape for our dentists and the society present in the next 5-10 years is the topic of conversation?

We will award our Allied Dental Health Professional scholarships in April. Scholarship monies are awarded from the Foundation of SGVDS. These scholarships help future dental team members with the rising costs of education and personal expenses.

Lastly, while taking our SGVDS survey last year, our members said they would welcome a social event that was open to staff and family. **On Sunday, May 31st, please join us for our 'Santa Anita Day at the Races'.** (flier page 16) Fun, BBQ and raffle gifts will round out this great day with your colleagues.

I hope you will meet me at the races!

Lee

Message from the Editor



Sunjay Lad, DDS

"Doctor, What Would You Do?"

It's a simple question ... and one that many of our patients ask with genuine sincerity. "Doctor, what would you do if this were your tooth?" Implants, sinus lifts, and connective tissue grafts are not procedures that most of our patients intuitively understand. Therefore, they trust us to educate them and help them make the correct healthcare decisions.

Trust. It is truly the cornerstone of the doctor-patient relationship. It is said that trust is the easiest thing to lose and the hardest thing to gain back. Nowhere, in my opinion, is this truer than in our profession. The minute a patient steps into our office, they are putting a certain amount of trust into our abilities and us. They are trusting us to "do no harm." They are trusting us to be ethical. And in the era of digital records and paperless offices, they are trusting us to keep their personal privacy data secure. In this issue of the *SGVDS Explorer*, we highlight a number of these issues as they pertain to patient care and trust. In the traditional dental model of a private solo practitioner, trust has always been an important element that kept patients coming back to our offices. With the rapid growth and expansion of corporate dental practices in recent

years, it will be interesting to see how these issues of trust and accountability are handled in the future. Will doctors who view themselves as 'employees' as opposed to 'owners' of their practice have the same motivation to build a trust-based relationship with their patients? Will patients have the same need to trust their dentists, or are we moving toward a society that values cost and economics above all? These are just a few of the many questions I find myself pondering as I think about the future of our profession.

So going back to the question I asked at the beginning, "Doctor, what would you do if this were your tooth?" I truly believe that if we make an effort to answer this question in an honest and sincere manner, it gives us the best chance to preserve that trust we have worked so hard to build with our patients. It's hard to tell what the future will hold for our profession, but I'd like to hope our patients will continue to trust in our professional expertise to guide them in their decisions, and that this trust will be a significant factor in who they choose to care for them and their families.



For More Than Just a Tax Return!

Specializing in **Year-long Tax Planning**-no surprises come April 15th

LET US ASSIST YOU WITH

- Tax planning
- Proper business structure (Incorporation)
- QuickBooks setup and training
- Review and maintenance of accounting
- Retirement & estate planning
- Business valuations

CALL NOW

FREE one-hour tax & financial review of your business

Offer only for new clients

Call Jerome French at: (818) 956-1681 www.muncpas.com

SGVDS 2015 Officers and Directors

BOARD OF DIRECTORS

PRESIDENT
PRESIDENT-ELECT/ Treasurer
VICE PRESIDENT/PROGRAMS
SECRETARY/PROGRAMS
PAST PRESIDENT

Scott Adishian, DDS
John Khalaf, DDS
Sunjay Lad, DDS
Amy Tran, DDS
Donna Klauser, DDS DABP

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

Saleh Kholaki, DDS
Stephen Lojeski, DDS
Kimberly Wu, DDS
Danny Tran, DDS
Ted Tanabe, DDS
Craig Cheung, DDS
Arminda Robles, DDS
Sunjay Lad, DDS

2015 STANDING COMMITTEE CHAIRS

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

Monica Munoz, DDS
Stephen Flanders, DDS
Craig Cheng, DDS
Donna Arase, DDS
Donna Klauser, DDS, DABP
Marvin Carnow, DDS
Ashish Vashi, DDS
Michael Tanaka, DDS
Enrique Garcia, DDS
Sunjay Lad, 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)

John Khalaf, DDS
Sunjay Lad, DDS

Continuing Terms

Scott Adishian, DDS
Craig Cheung, DDS
Patricia Donnelly, DDS
Paula Elmi, DMD
Donna Klauser, DDS, DABP
Amy Tran, DDS

Alternate Delegates

Emad Ammar, DDS
Donna Arase, DDS
Andy Kau, DDS
Monica Munoz, DDS
Arminda Robles, DDS
R. Jerry Smith, DDS
Ashish Vashi, DDS

Perhaps this personal story might be of interest to you. Our office has been treating a family of four for over 25 years. The father is legally deaf and blind, the mother is legally deaf, and the two daughters have normal sight and hearing.

When the father comes in, there is always a family member or close friend who digitally signs into the dad's hand in order for us to communicate with him. The dad then signs a response and that is communicated to us through the third person.

When the mom comes in, I use a writing pad to communicate my message to her, she reads the message, and she writes a response. During the course of an appointment there may be several pages of messages generated. The messages are always dated and kept in her permanent file.

When they come in together we use a combination of the above. They are a delightful and unique couple and this arrangement has always worked well.

When phone messages were necessary we would either call one of the daughters or 'speak' to them using a phone company intermediary device which was accessed by a special code.

We recently had occasion to refer the wife to a specialist. I was surprised to get a call from the specialist following the referral visit. I was told that an interpreter had been requested by the patient for communications during the appointment. The specialist complied and a certified digital sign 'interpreter' was brought in. When I asked how the cost of the 'interpreter's' services were handled I was told that the office was required to bear the entire cost of said service as part of the 'Americans with Disabilities Act' – sort of like providing wheel chair access in doorways, counters, bathrooms, and operatories. The specialist sent me a copy of a memorandum from CDA regarding the rights of those with special needs and the obligations we as providers have when we care for them.

I know I should have been aware of this particular area of the law, but honestly, I was clueless. I have since called the patient regarding her specialty appointment. She said it went well and was grateful for the interpreter's services when unfamiliar terms were used and unfamiliar procedures explained. She is due for a maintenance visit next month and she said our old system of communicating via yellow pad messages is fine. But she did reserve the right to have a sign interpreter present if we need to "talk" about complex issues.

We are treating an increasing number of patients with special needs, and sharing this story might help my colleagues stay informed about patient rights and provider's obligations.

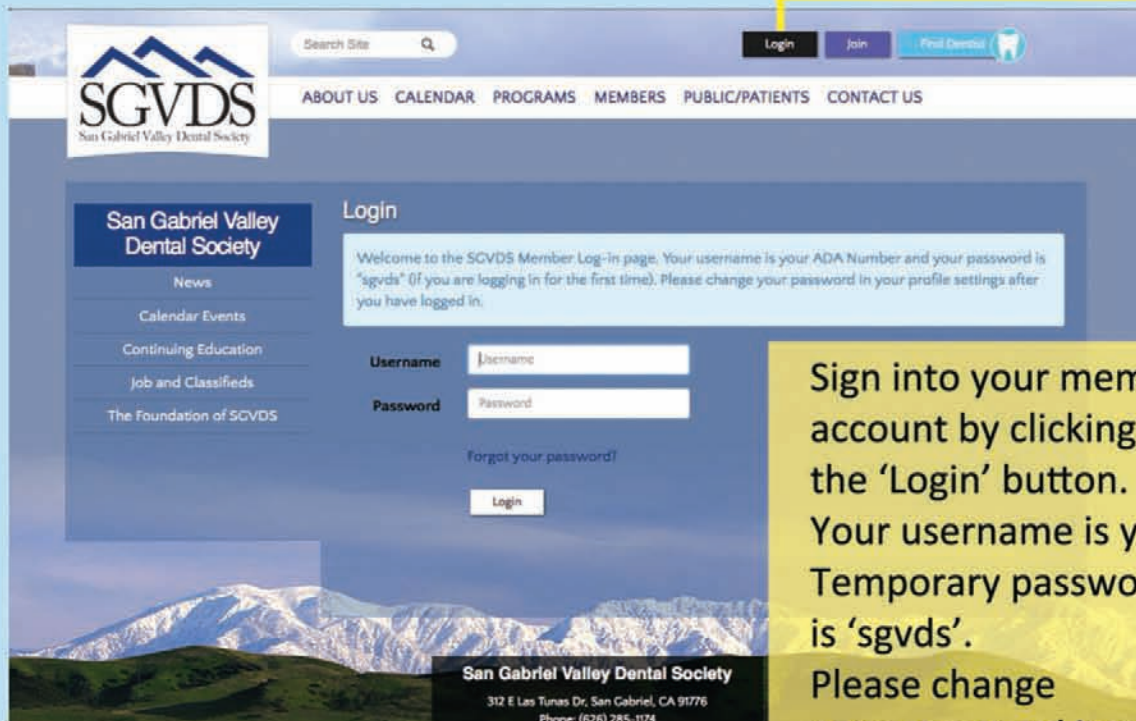
Americans with Disabilities Act and Disability Rights Laws

The Americans with Disabilities Act (AwDA) became law in July 1990. The AwDA and related state and federal laws prohibit discrimination on the basis of disability in employment, government, public accommodations, education, commercial facilities, telecommunications, and transportation. The law also helps guarantee access to places of public accommodation for persons with disabilities. Dental offices are viewed as places of public accommodation. Therefore, compliance with these laws in dental practices can take several forms, including:

- Removal of barriers which may impair patient or employee access when it is "readily achievable."
- Proper design of office spaces to accommodate the needs of employees and patients in the case of new offices and some remodeling projects.
- Communication being offered in forms which are readily understood by employees and patients. This may include the obligation to provide sign language interpreters at no cost to the patient.
- Application of patient management and financial policies that are not discriminatory.
- Responsible hiring practices which prohibit discrimination against those with physical or mental impairment coupled with reasonable accommodations for employees.

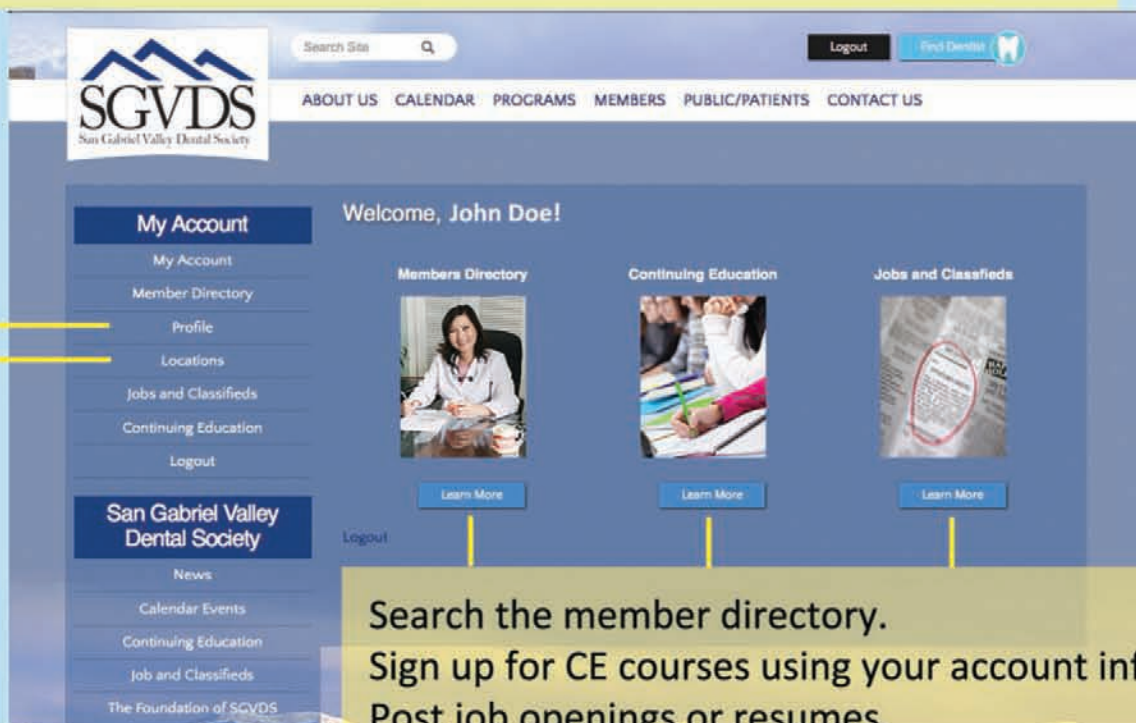
Who is considered disabled under the AwDA?

In general, the group includes those with a physical or mental impairment that substantially limits one or more of life's major activities, those who have a record of such an impairment, and those who are regarded as being disabled. Some disabilities are obvious, others are not. In the time since the AwDA became law, the courts have deliberated on cases where the questions revolve on whether a particular "disability" is indeed a disability under the law. When dealing with someone who claims a disability, it is best to act in compliance with the law even if you are uncertain about the law's applicability in the individual case.



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.

Click to 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**

Details

Degree: DDS
Bio:

Websites

www.johndoe.com **Remove**

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

- 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

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	11:00 AM	11:00 PM

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

Data Security Tips to Help Avert Breach of Patient Information

By TDIC Risk Management Staff

Dental practices hold a considerable amount of patient data, including names, birthdates, Social Security numbers, health histories and credit cards numbers. The Dentists Insurance Company advises practice owners to think broadly about the security of patient data and take steps to minimize both external and internal risks such as theft, hacking and misappropriation by staff.

Data security measures include computer fortification and back up, strong passwords, office policy addressing the security of patient data, staff training and proper notification in the event of a security breach. Encryption is another way to ensure your patients' information remains private. The U.S. Department of Health and Human Services (HHS) has clarified that unencrypted email may be sent to patients who have been advised of the risks and have consented to receive unencrypted email. Be sure to retain patient consent to communicate via unencrypted email. Go to thedentists.com for a copy of this form

A breach in data security occurs when an unauthorized party views, copies, transmits, uses or steals confidential or protected information, according to TDIC risk management analysts. Data breaches may involve financial information, personal health information or personal identification information such as a Social Security number, birth date or phone number.

While computer hacking is a problem in the health care field, recent reports show that theft of computer and electronic devices is also a source of trouble. According to the HHS's database of major breach reports (those affecting 500 or more people), the health records of approximately 30.1 million people have been compromised since 2009. An analysis earlier this year of the HHS database by the Washington Post showed that a majority of the record breaches were related to theft (17.4 million), followed by data loss (7.2 million), hacking (3.6 million) and unauthorized access to accounts (1.9 million people). HHS also reported smaller-scale breaches of records affecting more than 165,000 people in 2012.

In the event of computer theft, a data backup is critical to getting your practice back up and running. The best plan for a backup data system is to store it offsite in a secure location, and test it regularly to ensure it is working and saving usable data. TDIC and all other insurers have policy limits if computer data is not backed up. Portable devices such as smart phones have separate limits in the event of data loss, and risk management analysts advise against relying on portable devices for storing significant practice-related information.

Another key consideration in the event of computer theft or other data security breach is patient notification, which is required by both federal and state law. HIPAA's breach notification rule, which also applies to nonelectronic data, requires covered entities, including dentists, to submit to the HHS an electronic notification form within 60 days of a breach. There are two forms, one for breaches affecting 500 or more people and one for breaches affecting fewer than 500 people. The forms are available online at hhs.gov/ocr/privacy/hipaa/administrative/breachnotificationrule/brinstruction.html.

Security breach notification laws have been enacted in most states, as well. In California, businesses are required to send consumers a letter if an unauthorized user has acquired their data. If letters are sent to more than 500 individuals, businesses must notify the California Attorney General's office at oag.ca.gov/ecrime/databreach/report-a-breach.

Regulations vary state to state regarding data security breaches, but most states require notification of affected individuals. State attorney general offices have state-specific information. TDIC has a form letter for dentists to use in this situation, and it includes specific recommendations for individuals to secure their credit and prevent identity theft.

Cyber security is a concern for all businesses, and patient data is particularly vulnerable. The Identity Theft Resource Center reported that 43 percent of major breaches in 2013 were health care related, and the FBI notes on its website that the health sector is a common target for cyber criminals. The FBI has launched a "Stop. Think. Connect." campaign to increase the understanding of cyber threats and encourages reporting of suspicious activity to local FBI field offices.

The following data security measures are a combination of information from the FBI, HHS and TDIC:

- Place computer monitors in areas where screens are not visible to patients and visitors. Consider purchasing a privacy screen for monitors in high-traffic areas.
- Keep portable electronics in a secure location and out of reach of unauthorized parties.
- Protect access to computers with strong passwords using at least 10 characters and a mix of upper- and lowercase letters, symbols and punctuation.
- Consider encryption of servers and back-up media.
- Avoid using the same passwords repeatedly.
- Keep passwords in a secure place.

- Have an office policy that includes steps for safeguarding patient data (HIPAA requirement).
- Train staff on the importance of maintaining the privacy of patient health information, using good judgment and following security policy (HIPAA requirement).
- Limit Internet access to a case-by-case basis, and allow as few staff members as possible online access.
- Prohibit checking personal email or texting while on duty.
- Do not open suspicious email.
- Use a firewall to prevent malware and other Internet hacker attacks and keep operating systems updated.
- Install antivirus software and update and check it regularly.
- Unless doing nightly remote back ups, shut down computers at the end of the day.
- Make sure wireless networks are locked.
- Use caution if accessing office data remotely and use only trust Wi-Fi hotspots.
- Back up all computer files and data on a separate hard drive and keep back up in a separate location. Consider using cloud services as a back up.
- Use only secure methods of transmitting data to other providers, labs and third parties.
- Shred all hard copies containing patient information.
- Keep all hard copies of patient charts and information secure and inaccessible to unauthorized individuals.

Taking the ethical path in challenging times

Robert D. Stevenson, DDS
Member, CDA Judicial Council

It can be particularly disconcerting to receive a certified letter from CDA's Council on Peer Review or Judicial Council. You may have an uneasy feeling as you sit down to open the letter. Thoughts of, "What did I do?" turn quickly to, "What do I do now?" You sit down, take a deep breath, and open the letter, then scan it to determine what they want. You may even wonder what would happen if you don't do anything.

As you consider your options, you know that you cannot ignore an unpleasant situation and hope it goes away. Perhaps your competence is being questioned by someone who is seeking justice. You may feel your integrity is at stake as you determine whether or not to respond. You want to act ethically, so you turn to the CDA Code of Ethics for guidance.

Section 3 of the CDA Code of Ethics states, "A dentist has the obligation to comply with the reasonable requests of a duly constituted committee, council or other body of the component society or of this association necessary or convenient to enable such a body to perform its functions and to abide by the decisions of such body."

When you signed your membership application, and each year when you pay your dues, you agree to abide by the CDA and ADA codes of ethics, including complying with the requests of duly constituted committees and councils. What does that mean? A duly constituted committee or council is a committee or council that has been legitimately established by the governing body (CDA or your local component), with members elected or appointed in accordance with the organization's bylaws. Occasionally these committees and coun-

cils will request information to help them in their mandated roles.

The CDA Judicial Council is the only body that has the right to discipline our members for violations of our Code of Ethics. When a member does not comply with the request of any of CDA's councils or committees, the matter may be referred to the Judicial Council, where our Investigative Panel reviews the case and, if warranted, makes recommendations for discipline, and establishes the conditions for once again becoming a member in good standing. The Judicial Council may seek the penalties of expulsion, suspension, or censure, or may offer the option of settling the matter, often through probationary membership.

Focus on your professionalism if you receive that letter. In the Ethical Principles section of the CDA Code of Ethics, we read that "self-governance is a hallmark of a profession and dentistry will thrive as long as its members are committed to actively support and promote the profession and its service to the public." Through peer review and ethics reviews, CDA members demonstrate the ability to be self-governing; and through compliance with duly constituted committees and councils, we demonstrate our commitment to the profession.

As a member of CDA, you have committed to take these requests seriously. Ignoring them may have serious consequences. For further information, contact your local Ethics Committee.



MEET AND GREET CARMINES



Save The Date
Meet & Greet
'38 Degrees'
Wed. June 3rd
7:00 pm

2015 CDA Life Members

Life member status is granted to an active or retired member who has been a member for 30 consecutive years or a total of 35 years (if a break in membership), having attained 65 years of age, and is a member in good standing with ADA, CDA, and SGVDS. SGVDS honored the 2015 Life Members on March 17th. Congratulations Life Members and thank you for your continued support of SGVDS!



Front Row: Drs: Krishna Reddy, Vance Okamoto, Marvin Carnow, Christine Choi, Dale Wagner
Back Row: Drs: Edison Der, Jack Broussard, James Hodge, Chiman Lad

Jack Broussard, DDS - Member of organized dentistry 35 yrs.
General Practitioner, 1976 UCLA graduate; practices in Pasadena

Marvin Carnow, DDS - Member of organized dentistry 38 yrs.
General Practitioner, 1974 UOP graduate; practices in Los Angeles

Christine Choi, DDS - Member of organized dentistry 30 yrs.
General Practitioner, 1984 Loma Linda graduate; practices in Pasadena

Edison Der, DDS - Member of organized dentistry 35 yrs.
General Practitioner, 1975 USC graduate; practices in West Covina

Thomas Gaffaney, DDS - Member of organized dentistry 35 yrs.
Periodontist, 1979 USC, 1977 Emory U graduate; practices in Whittier

William Hentosz, DDS - Member of organized dentistry 40 yrs.
Orthodontist, 1981, 1974 USC graduate; practices in Alhambra

James Hodge, DDS - Member of organized dentistry 39 yrs.
General Practitioner, 1976 USC graduate; practices in South Pasadena

Timothy Hung, DDS - Member of organized dentistry 37 yrs.
General Practitioner, 1973 Taipei Med College graduate; practices in Temple City

Chiman Lad, DDS - Member of organized dentistry 37 yrs.
General Practitioner, 1977 USC graduate; practices in Temple City

Robert Ling, DDS - Member of organized dentistry 37 yrs.
General Practitioner, 1976 Harvard School of Dental Medicine graduate; practices in Arcadia

Vance Okamoto, DDS - Member of organized dentistry 35 yrs.
Orthodontist, 1978 UCSF, 1973 UCLA graduate; practices in Glendora

Krishna Reddy, DDS - Member of organized dentistry 31 yrs.
General Practitioner, 1973 Govt Dntl College and Hosp Bangalore graduate; practices in Whittier

Jess Saenz, DDS - Member of organized dentistry 31 yrs.
General Practitioner, 1979 USC graduate; practices in Arcadia

Larry Villarreal, DDS - Member of organized dentistry 37 yrs. (Tentatively)
General Practitioner, 1975 USC graduate; practices in Pasadena

Dale Wagner, DDS - Member of organized dentistry 38 yrs.
General Practitioner, 1975 Case Western Reserve University graduate; practices in Whittier

CDA LEADERSHIP EDUCATION CONFERENCE

SGVDS leadership participated in the two day Leadership Education Conference hosted by CDA in Irvine on March 13-14th. Principles of Leadership: Reasons, Roles and Relationships was this year's theme. Dentistry trends and leadership responsibilities and performance were discussed.



Drs: Craig Cheung, Danny Tran, Sunjay Lad, Eugene Sekiguchi, Stephen Lojeski, John Khalaf and Saleh Kholaki

MEET & GREET 'CLUBHOUSE 66'



SGVDS Members Volunteer at CDA Cares Sacramento



**SAN GABRIEL VALLEY DENTAL SOCIETY
PRESENTS:
SANTA ANITA DAY AT THE RACES**

**BRING YOUR FAMILY, STAFF & FRIENDS FOR A DAY OF FUN
AT THE SANTA ANITA RACE TRACK**



SUNDAY, MAY 31ST

COST: \$15/PERSON

BBQ BUFFET PICNIC, PARKING AND ADMISSION INCLUDED

GATES OPEN AT 10:30 AM

FIRST RACE AT 12:30 PM/LAST RACE AT 5:15 PM

PICNIC BUFFET SERVED 12:00-2:00 PM

MEET AT THE SGVDS RESERVED AREA

INFIELD-PICNIC AREA CIRCLE 6 & 7

GATE 6 ON COLORADO PLACE IS THE CLOSEST PARKING ENTRANCE TO THE INFIELD

NAME OF ALL ATTENDEES _____

PHONE _____ EMAIL _____

CARD NUMBER _____ VISA _____ MC _____

EXPIRATION DATE _____ TOTAL AMOUNT _____

RSVP TO: THE SOCIETY OFFICE AT 626-285-1174 OR MARTHA@SGVDS.ORG

FAX TO: 626-285-4873 OR MAIL TO : SGVDS-312 E. LAS TUNAS, SAN GABRIEL 91776

Everyone likes to have choices. Especially dentists.



VanBeurden
INSURANCE SERVICES, INC.

Since 1934

**With more coverage choices, you can get more and pay less:
bundling your policies can result in more savings!**

- Entity Coverage – owner and business
- Shared Limits -- higher limits and lower premiums
- General Liability not on same Policy Form with Professional Liability
- Control of Settlements – you choose when to settle a claim

Other coverage advantages:

- Sexual Misconduct Coverage
- Disability or Leave of Absence Discounts
- Medicare/Medicaid Billing Fraud Coverage
- Multi Dentists Discounts

CORPORATE LICENSE NO. 0376731

To apply, visit Van Beurden online, and you'll see we're the best choice for your practice.

vanbeurden.com

BLAST FROM THE PAST (article from SGVDS Bulletin February 1971)

SGVDS MEMBER CITED FOR BRUSHING TEETH

The trip home from Tahoe after the holidays proved to be an unusual . . . and costly . . . one for Louis Sell, SGVDS prosthodontist. After having pulled to the side of a mountain road to check a rattling tire chain, Dr. Sell decided that an additional few minutes during this early morning stop could conveniently be used

for brushing his teeth. The California Highway Patrol felt otherwise. An officer appeared on the scene and cited Dr. Sell for "stopping on the road to brush teeth." Moral: Practice what you preach—but not on a mountain road, unless at an intersection.

ADA COUNCIL ON DENTAL EDUCATION MAY DROP CHALK TEST

The ADA Council on Dental Education, meeting at ADA Headquarters, Dec. 7-11, agreed to drop the chalk carving test from the Dental Admissions Test by October 1971 if studies continue to show

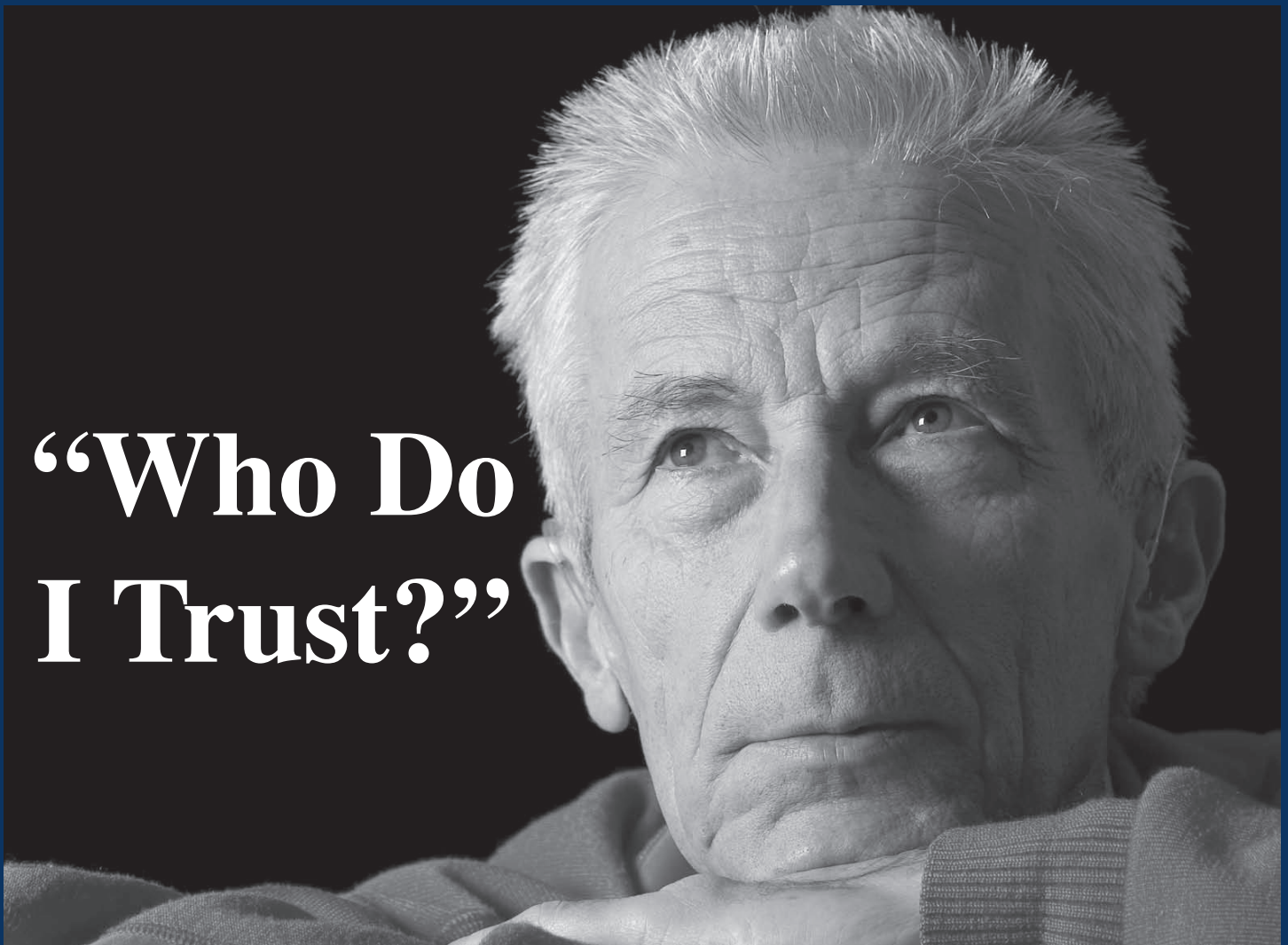
the Perceptual-Motor Ability Test is more reliable than the chalk test for determining manual dexterity. The Council noted that it had been conducting studies of the perceptual-motor test for three years and that it appears to be highly effective for determining a potential dental student's motor and perception abilities.

SAN GABRIEL VALLEY DENTAL SOCIETY BULLETIN

FEBRUARY 1971
19

CALIFORNIA HIGHWAY PATROL			
NOTICE TO APPEAR		H 659630	
DATE 7-28-70	TIME 7:00 A M	DAY OF WEEK MON	
NAME (FIRST, MIDDLE, LAST) LOUIS SELL DOB			
RESIDENCE ADDRESS (ST. OR ROAD) 1957 S YOKERWOOD AV Fullerton		CITY Fullerton	ZIP CODE
BUSINESS ADDRESS 3555 LYINGTON EL MONTE		CITY El Monte	ZIP CODE 91733
DRIVER'S LICENSE NO. 7762538	STATE CAL	BIRTHDATE 8-7-33	
SEX M	HAIR BLK	EYES BLU	HEIGHT 5-11
VEHICLE LICENSE NO. 1354656		TEMP	STATE CAL
YEAR OF VEH. 77	MAKE Dodge	BODY STYLE Van	COLOR Blk
REGISTERED OWNER OR LESSEE DRIVER			
RESIDENCE ADDRESS (ST. OR ROAD)		CITY	ZIP CODE
VIOLATION(S) 22504A VC			
STOPPING ON THE ROAD TO BRUSH TEETH			

“Who Do I Trust?”



**Trust Your Practice
Purchase or Sale to:**



The Most Trusted Name In Dental Practice Sales!

Call today

818.591.1401

or

866.425.1877

outside So. CA

www.dmpractice.com

CA Representative for The National Association
of Practice Brokers (NAPB)



CA Broker License #01172430

01.13

NEW MEMBERS

Nandita Chandarana, D.D.S.

GP- U De La Salle 2014
Interviewing

Omar Faridi, D.D.S.

GP- USC 2010
518 W Badillo Street
Covina 91722
(626) 966-8518

Omid Kashani, D.D.S.

GP- USC 2000
148 W Foothill Blvd
Monrovia 91016
(626) 358-1833

Seran Ng, D.M.D.

Pediatrics-U of Nevada 2013;
Temple U 2009
Interviewing

Rushi Panchai, D.D.S.

GP- De La Salle 2014
Interviewing

Scott Santoro, D.M.D.

GP- U of Pittsburg 2013
837 S. Fair Oaks Ave
Pasadena 91105
(626) 793-2107

Rachel Thambunan, D.D.S.

GP- Loma Linda U 2013
Interviewing

REINSTATED MEMBERS**Lidya Acevedo, D.D.S.**

GP- St. Thomas U 1989
Dropped 2013; reinstated 2014
709 W. Beverly Blvd., Ste. 201
Montebello 90640
(323) 724-1017

Felix Yip, D.D.S.

Oral Surgery- USC 2016/UCLA 2010
Interviewing/Student

TRANSFERRED MEMBERS**Tracy Ha, D.D.S.**

GP- UCLA 2013
Transfer from WLADS
1315 Fair Oaks Ave., Ste. 103
South Pasadena 91030
(626) 799-8068

Craig Jeong, D.D.S.

GP- U of Pacific 2013
Transfer from SFDS
Interviewing

Harry Nigoghhsian, D.D.S.

GP- Tufts U 2014
Transfer from LADS
Interviewing

Jennifer Vitez, D.M.D.

GP- Boston U 2009
Transfer from HDS
1845 N. Fair Oaks Ave., Ste. 1101
Pasadena 91103
(626) 744-6350

NEWLY RETIRED MEMBERS**James Copeland, DDS**

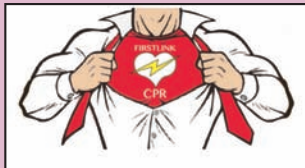
166 W. College Street, Ste. C
Covina, CA 91723

Elmer Chatterton, DDS

Dr. Elmer Chatterton passed away on October 8, 2015. Dr. Chatterton was a graduate of Ostrow School of Dentistry of USC class of 1960. He practiced in Whittier until retiring in 2008.

*In honor of each deceased member, SGVDS donates
\$100 to the Foundation of SGVDS*

2015 CPR Courses (All Wednesdays)



Time to renew your license and need a CPR refresher course? Earn 4 CE credits! Take CPR at the Society office with Danny and Susanne Dean are loyal CPR instructors for over a decade. All classes begin promptly at 5:30 PM. Register online at sgvds.org or call the office at 626.285.1174

May 6th • June 10th • September 2nd
October 7th • November 4th

International Academy of GNATHOLOGY AMERICAN SECTION

CONGRESS XXVII

SEPTEMBER 17-19, 2015

THE LANGHAM HUNTINGTON HOTEL
PASADENA, CALIFORNIA

PRESENTERS:

McHorris, Haney, Cruz, Faulkner, Blatz
Okeson, Guichet, Simon & Simon
Gremillion, Hargreaves, Gunson, Burgess

TOPICS:

Gnathology, Occlusion, Treatment Planning,
Ceramics, Esthetics, Implants, Technology,
TMD, Airway, Bruxism, Pain Management,
Orthognathic Surgery-TMJ Considerations

★ 20 hours of continuing education ★



Visit the IAG at
www.gnathologyusa.org

Approved PACE Program Provider FAGD/MAGD credit.
Approval does not imply acceptance by a state or
provincial board of dentistry or AGD endorsement.
9/11/2013 to 8/31/2016. Provider ID# 218796.

CLASSIFIED ADS

Part time associate needed to work in high quality dental office with a team of prosthodontist and lab technician, great opportunity for the right candidate . email us at dr@implantasmile.com

Office Rent For Specialist - Freestanding building in San Gabriel. Prime area. Four fully equipped operatories. Computerized office. Rent \$350 per day. William (626) 288-5777.

San Marino-Pasadena Dental Office to Share. Large dental office in a unique and serene setting. Free standing building with 4 operatories, each with a beautiful garden view. Large parking lot with free parking. Principle practices only. Perfect for a dental specialist, start-up, existing or retiring practice. Flexible terms available. Call (213) 509-5423 for further details or email enquiries to info@sanmarinoendodontics.com.

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

INSURANCE

(TDIC) (The) Dentists Insurance Company

www.thedentists.com

Sales Reps for SGVDS:

Commercial: (Prof. Liability):

Samson Landeros: (800)-733-0633 ext. 5994

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

Giving Dentists More Reasons to Smile

**More time to
build your skills.**

HIRING QUALIFIED DENTISTS IN THE INLAND EMPIRE

Bright Now! Dental, a Smile Brands affiliated practice, invites you to make your next career move with us as a practice leader in the Inland Empire. Well recognized in California and other locations throughout the United States for being the preferred place for providers to **practice, prosper & grow**.

BENEFITS AT A GLANCE

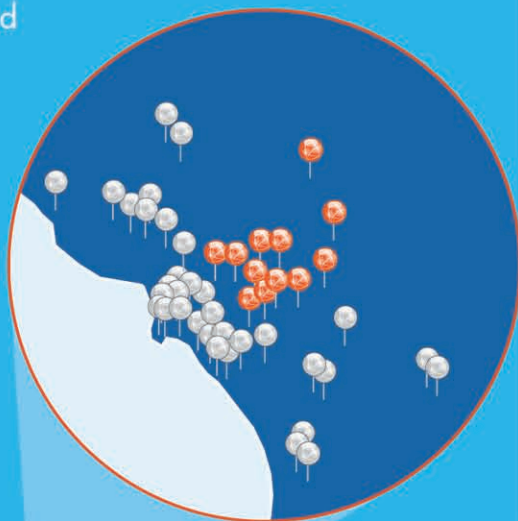
- Office growth based bonuses
- Beginning compensation guarantee
- Wealth building retirement benefits
- Mentor/Mentee opportunities
- Friendly & caring support staff
- Established offices w/existing patient base

jobs.smilebrands.com/california

Join the team delivering *Smiles for Everyone!*

Chris Ressler - Doctor Recruiter

857.300.4357 | chris.ressler@smilebrands.com



CONNECT WITH
SMILE BRANDS CAREERS



Smile Brands Inc.
Bright Now! Dental • Castle Dental • Monarch Dental

**You are not a
market segment.**



You are also not a sales goal or a policy number. You are a dentist. One who deserves superior protection, exceptional service and a fair price. That's something we understand at TDIC. Case in point, the Optimum Bundle.

TDIC Optimum Bundle

Professional Liability
Commercial Property
Workers' Compensation

Discounts apply to individual policies and are not cumulative. To obtain the Professional Liability premium five (5) percent, two-year discount, California dentists must complete the current TDIC Risk Management seminar. Call 800.733.0634 for current deadlines and seminar details.

Good

10% discount on Professional Liability when combined with Workers' Compensation

Better

10% discount on both Professional Liability + Commercial Property when combined

Optimum

20% discount on Professional Liability

10% discount on Commercial Property

5% discount on Workers' Compensation

Bonus

Additional 5% discount on Professional Liability when you take the current TDIC Risk Management seminar.

Endorsed by the
San Gabriel Valley
Dental Society

Protecting dentists. It's all we do.®

800.733.0633 | tdicsolutions.com | CA Insurance Lic. #0652783



You Can Do This!

Chair-side Cadaver Training with Dr. Chao



Pinhole® Surgical Technique

**Scalpel-free, Suture-free, Graft-free*

PinholeAcademy.com / (888) 804-2731



Chair-side cadaver training with Dr. Chao.

Pinhole Seminar Cadaver/Donor Training Highlights:

- 2 action packed days of hands-on workshop. (instrument training the first hour of the course)
- Day 1: **Instrumentation on Typodont and pig jaws.**
- Day 2: **Chair-side training on cadavers. (full head)** Also covering chair-side positions, hand positions and stereo kinesis training.
- Viewing of a **live surgery** in the coliseum surgical center.
- **24 hour post-op** viewing of Fridays surgery and viewing of additional long term post-op patients.
- Lecture by Dr. John Chao on all facets of the Pinhole procedure.
- Deluxe full buffet breakfast and lunch both days.
- Pinhole Academy support after the course for each doctor and his staff.

PinholeAcademy.com
Call (888) 804-2731

(Chao J. Int J Periodontics Restorative Dent 2012; 32: 521-531. a retrospective study)
Patented by John Chao, D.D.S., J.D.

<input type="checkbox"/> April	10-11,	2015	<input type="checkbox"/> June	12-13,	2015
<input type="checkbox"/> April	24-25,	2015	<input type="checkbox"/> July	24-25,	2015
<input type="checkbox"/> May	15-16,	2015	<input type="checkbox"/> August	7-8,	2015
<input type="checkbox"/> May	29-30,	2015	<input type="checkbox"/> August	21-22,	2015

All seminars are held on Friday & Saturday

Course Fee: \$5,000 • 14 CE Units for CA Licensees • 100 S. First Street, Alhambra, CA 91801 (Los Angeles)
There are 13 patented PST instruments per cassette. Each cassette sold separately at the seminar for \$4,000.



Instrumentation on cadaver



***Method Patent No. US 8,202,092 B2**
****Instrument Patent No. US 8,007,278 B2**

San Gabriel Valley Dental Society

A component of the California and American Dental Associations

312 E. Las Tunas Drive
San Gabriel, CA 91776
626/285-1174
director@sgvds.org
www.sgvds.org

PRESORTED STANDARD
U.S. Postage
PAID

dated material

change service requested

SGVDS 2015 CALENDAR

APRIL 2015

Thurs. 30-May 2 **"CDA Presents"**
Anaheim

Wed., 10 CPR Certification, SGVDS office
5:30-9:30 p.m.

Fri., 19 **Special House of Delegates**
Sacramento, Ca.

MAY 2015

Wed., 6 CPR Certification, SGVDS office
5:30-9:30 p.m.

Sat., 16 **CDA Foundation Event**
Targeting Smiles
South El Monte

Mon., 25 **Memorial Day**
SGVDS office closed

Sat., 31 **Santa Anita Day At The Races**
(see flier page 18)

JULY 2015

Fri., 3 SGVDS Office Closed

Sat., 4 **Happy Fourth of July**

JUNE 2015

Wed., 3 **Meet & Greet**
'38 Degrees'
7:00 pm
Alhambra

