

NEWSLETTER



Fall 2012 Vol 2 No 3

Letter from the President



Dr. Jerome Groopman, in How Doctor's Think, asks us to "imagine watching a train go by. You are looking for one face in a window. Car after car goes by. If you become distracted or inattentive you risk missing the person. Or if the train picks up too

much speed, the faces begin to blur and you can't see the one you are seeking". The practice of dentistry can be like that. We have demands for our time and attention from multiple sources including our patients, staffs, families, professional associations, continuing education requirements, mandated courses and the list continues.

Dr. Groopman goes on to say "delivering high – quality care day after day... is no easy feat". He also suggests "that to fully function as a primary care provider in today's environment requires super human powers found only in comic book heroes.... Doc's of steel. Faster than a speeding bullet, yet with no stone left unturned. Paperwork? Bring it on!...as we draw our capes around us and prepare to plunge into the next part of human suffering, we pause only to check schedules, to ensure that productivity remains on target". We juggle iphones, ipads, pagers, beepers, prescriptions, lab cases, referrals and "we forge on" as we care for our patients. With all of these

distractions and demands on our time and focus, how are we to ensure quality patient care and practice success?

Mr. George Zimmer, CEO of Men's Warehouse gave several suggestions in his address at the recent convocation of the American College of Dentists. Mr. Zimmer states that organizational success is dependent on employee morale and confidence; staff members must trust each other and their Doctors. Trust, Mr. Zimmer reminded, must be built over time but can be lost in an instant. Mr. Zimmer suggested that we should "treat our patients as if they are always right even though they are not always right and that doing the right thing, the ethical thing is not that expensive and can pay huge dividends".

Mr. Zimmer concluded his remarks by suggesting that we follow the one rule that he has followed throughout his life and career. A rule which he reports has served him well, "to treat others the way we want to be treated", the Golden Rule. As Mr. Zimmer stated, "Try it. You're going to like the way it feels. I guarantee it".

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Annual Fall Meeting

This year the Annual Fall Meeting was hosted by President Wayne Harrison at the Washington Inn in Saratoga. The day started with a continuing education course given by Dr. Fred Marra on Implant Placement in the Esthetic Zone followed by another course presented by Dr. Gary DiSanto-Rose on Interceptive Orthodontics. The afternoon was a family friendly event at the Strike Zone in Saratoga for some bowling and bumper cars. The evening finished with a wine tasting, an excellent dinner and entertainment by Mr. Brad Zupp with The Feats of Memory show.



Speakers Dr. DiSanto-Rose and Dr. Marra, Dr. Harrison



Nancy Hess, Dr. Sandmann, and Dr. Schutze enjoying the bumper cars



Dr. Schutze's and Dr. Merryman's children with Mr. Zupp



Dr. Boone, Dr. Shin and family at the arcade



Mr. Brad Zupp entertaining the crowd.

News Updates

Women Dentist Meeting-NEW DATE

The previously scheduled Women Dentist Meeting was cancelled due to a problem at the venue. The meeting has been rescheduled for **Thursday, December 6** at the Gideon Putnum Resort in Saratoga Springs. Both Dr. Deborah Weisfuse and Dr. Maria Maranga will be in attendance. Dr. Weisfuse is the current and first female President of NYSDA and Dr. Maranga is the immediate Past President of Suffolk County Dental Society and has various other leadership positions within organized dentistry. Please look for registration information which was emailed to you the week of October 29th.

Dental Missions of Mercy [MOM]

RECHEDUED to June 13-14, 2014

The Mission of Mercy project, originally slated for next summer, has been rescheduled to June 13-14, 2014. This will allow for adequate training and preparation and will allow the event to be held on a Friday and Saturday at Hudson Valley Community College.

Over 200 Dentist volunteers and up to 1000 other volunteers will be needed to launch this first ever effort in New York State. **Dr. Brian Kennedy** and our own, **Dr. Mark Bauman** will be co-chairing the event which will provide free dental care to anyone in need. We expect to have one hundred dental

chairs open for treatment. The NYS Dental Foundation will act as administrator, which will give us the ability to accept grants and provide a conduit for corporate donations. Please mark your calendars and spread the word to your colleagues and staff. We will keep you updated as more information becomes available.

Fourth District Website

The Fourth District has updated its website to make it easier to navigate and be more user friendly. There is a Member's Only section that will need a password for access. Currently this section contains the member directory, but it has the capability to contain additional information in the future. There is now a separate tab entitled, District Events, that will announce information about different events taking place in the state. The new site will go live on October 30th. Nancy Hess will be sending out log-in information to all members soon.

Saratoga Dental Congress 2013

Please save the date for this year's Saratoga Dental Congress, which will take place on **May 23rd and 24th**. We have an exciting program planned including the following speakers: Dr. John Cranham, Mr. Timothy Twigg, Ms. Colleen Rutledge, Dr. Gary Bay, and The Madow Brothers. Please watch for more information to come.

ADA Annual Session in San Francisco

Twenty two members of the Fourth District and Executive Director, Nancy Hess were at the ADA Annual Meeting October 18-22. Drs. Bauman and Wetzel were our Fourth District Delegates and Dr. Sandmann was the Alternate Delegate, while Drs. Harrison, Breault, Gleason, McCambly, Parsons, and Nancy Hess participated in the House and other government affairs. Also, thank you to Dr. Galati, who serves on the ADA Council on Annual Sessions which is responsible for organizing the whole event.

There were three main topics that garnered a lot of debate. The first was the budget, which eventually resulted in a small \$10 increase in dues. The second topic was an attempt to change the structure of the American Dental Association by reducing the size of the House of Delegates. This debate resulted in very few changes. New York may lose one or two Delegates but not the 15 originally proposed. The third topic was an attempt to add Dental Anesthesia as an official specialty. This was defeated for the third time in 20 years.

Another meeting highlight: Congratulations to Dr. David Parsons. He was inducted into the American College of Dentists at this year's meeting.

The ADA Meeting is always a great way to get excellent continuing education and meet dentists from all over the world. Everyone enjoyed the exhibits, courses, and the city of San Francisco. Next year, please consider spending Halloween with the ADA in New Orleans!

Membership Update - by Dr. Mark Bauman

Currently, the American Dental Association has approximately 130,000 members, representing a market share of approximately 67% of all licensed dentists in the country. Although the number of members has been steadily increasing, this percentage has actually decreased slightly due to the numbers of new dentists graduating and other dentists who may be eligible for membership.

Large membership numbers are desirable to create a solid foundation to provide its members with strong benefits and value of membership. Likewise, strength in numbers has been desirable to provide the public with the resources to ensure its continued oral health. The Tripartite's efforts in advocacy for its membership depends on this large market share. When developing or challenging governmental policies and regulations, it is important that a large majority of the profession is represented. The ADA has been fortunate in having both large membership numbers and high market share, especially when compared to many other professional organizations.

The ADA, however, recognized that there have been particular challenges to recruitment and retention efforts in terms of specific 'Target Markets' within its ranks. These markets include Women Dentists, New Dentists (those in practice 10 years or less), the Diverse or ethnic dentist, foreign-trained dentists now practicing in the US, dental school faculty and Public Health dentists.

The ADA's Council on Membership has been given special charge to increase membership in those Target Markets. In 2010 Resolution 48 was passed, which approved \$500,000 for expansion of the Tripartite Marketing Collaborative Approach to positively impact membership in those areas, thus the Membership Program for Growth (MPG) was developed. The ADA Council on Membership has worked to develop programs to increase membership overall, with special, though not exclusive, emphasis on these target market groups. The Council has a subcommittee which selects applications for programs deemed worthy of receiving MPG grants to fund various membership programs aimed at recruitment and retention. We have received well over one million dollars in requests each year for the allotted \$500,000. The application process is stringent and all grant recipients, whether a component or constituent, must thoroughly account for its expenses, provide metric analysis of its event and even return any unspent grant funds. If an event will appear to cost more than an available MPG grant, we have helped those groups to develop outside sponsorship for its events.

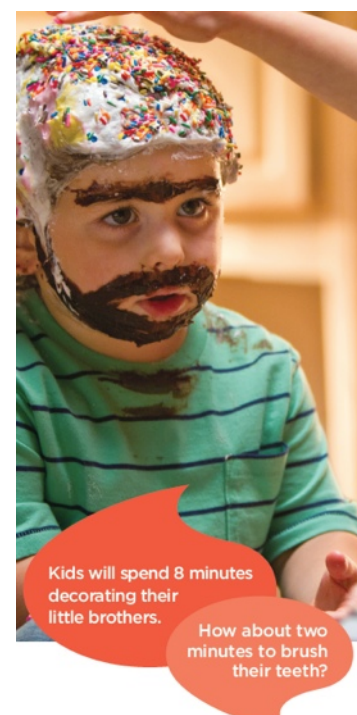
The Fourth District Dental Society has consistently shown membership market share numbers at the top of NYSDA's component percentages. As has been mentioned a number of times over, this has been the result of strong leadership, outstanding

Campaign on Children's Oral Health - adapted from ADA.org

The Ad Council joined The Partnership for Healthy Mouths, Healthy Lives, along with 35 other leading dental health organizations, to support a joint national public service campaign. Created pro bono, by ad agencies Grey Group and Wing in New York, this campaign is aimed at parents and caregivers throughout the U.S., particularly low-income families, and stresses the importance of brushing for 2 minutes twice a day.

The various media formats of the ad campaign all have a common theme; they point out all the things children spend time doing and point out that 2 minutes, twice a day is what is needed to maintain a healthy mouth. All of the public service announcements direct parents to a new website, **2min2x.org**, where kids can watch entertaining videos and listen to music—all 2 minutes in length—while they are brushing their teeth.

This campaign is the first in the Ad Council's 70 year history to address oral health. The Ad Council is distributing the campaign nationwide and the ads will air and run in advertising time and space entirely donated by the media. For more information on the Ad Council see www.adcouncil.org. For more information and members of the Partnership for Healthy Mouths, Healthy Lives see www.healthymouthshealthylives.org.



Annual Continuing Education and Golf Tournament Event

September 14th was our third annual combination Continuing Education Course and Golf Tournament at the Highland Park Country Club in Queensbury. This has proven to be a very popular event for our district each year and a nice way for many members to get together from the far reaches of our district. This location is close to the geographic center of the district, however, some members come from almost two hours away. We welcomed members from the northern limits of our district near the Canadian border as well as from the western border of our district in Schoharie, Fulton, or Montgomery County.

The morning course was Infection Control and was presented by Dr. Howard Edelman. This is his third presentation in the district in the last 20 years and his entertaining style and practical information was once again well received. The room was sold out in advance, as 115 dentists and hygienists attended.

In the afternoon we had 65 participants for the golf tournament which was a scramble format. Dr. Jim Galati organized a fun day with multiple prizes, a nice lunch, and a great dinner. Dr. Mike DeSanti missed the final \$2,500 putt in the putting contest by only inches, so had to settle for the \$100 consolation prize. The course was in beautiful condition with wonderful vistas of the mountains and perfect weather, thus we all hit every ball “straight and far”, but some of the chips and putts went that way as well!



Drs. Kane, DeSanti Sr., Galati, Montag, Guarracino



Drs. Montag, Berls, Schutze, Schutze, Cury, Habeeb, Guarracino



Drs. Vaccaro, DiSanto-Rose, DeSanti Jr., Habeeb, Walsh, Berls, Messing, Dautel, and Spielburger

Letter from the Editor - Medicaid Changes Difficult To Navigate

Medicaid reimbursement through the years, for most members of the Fourth District has been a difficult maze of paperwork, rules, and regulations. Some practices and clinics that depend on Medicaid patients as a large portion of their clients have made it work. Many private practitioners that see smaller numbers of these patients have tried to keep up with the changes. Sometimes they have been successful, sometimes not, and sometimes have simply done the work for free.

As of July 1st, new regulations have gone into effect that have caused many solo practitioners to simply give up on trying to help this population. Other practices that serve a higher percentage of Medicaid patients have encountered severe difficulties that have caused some practices to close, while others have suffered significant financial hardship. Worst of all, this has caused many patients to go without care. Most Medicaid patients now must have their Managed Care Medical Provider also oversee their dental care. Many dentists are not participants with those companies and often cannot join even if they wanted to. New requirements for predeterminations for almost every procedure are

also causing difficulties and adding delays. In addition, with everything going through the Managed Care Companies, the ultimate fees paid to the dentist are sometimes only 60% of the already low Medicaid reimbursement fees.

Medicaid patients are often unaware of the new requirements and may have difficulty figuring out what to do next. Many dentists that have existing patients on Medicaid, are only finding out about the new requirements when they learn that they will not be paid for what they have done because they are either not 'Participating Dentists,' or they have not properly predetermined the procedure. Some practitioners have notified their Medicaid patients that they can no longer see them. This is severing longstanding patient/dentist relationships that have endured for years and have previously served to help many patients that need help the most.

Will some of this be fixed? NYSDA has been meeting with the State Medicaid People to try and find some solutions. For now, please be aware of the changes, inform your patients, and do what is best for both you and them.

-Kirk Gleason

Board Meeting Highlights

September 15 and October 10, 2012

- Board decided not to charge 3rd District Associate Members component dues for the 4th District
- Dr. McCambley explained the voting process for by-law changes. The bylaw change was then approved.
- Dr. Galati reported that the MOM event has been rescheduled for June 2014 at HVCC to allow more time for planning/organization of the event.
- The 4th District has put in an application to hold the New Dentist Conference in Saratoga Springs in 2015. The completed application was reviewed by the Board.
- The District has purchased a new laptop that will have video conferencing capabilities for future meetings, starting on the November 14th Board meeting.
- Dr. Breault will be running in the upcoming ADA 2nd District Trustee Election for 2013 and Dr. Gleason will be his consultant, accompanying him to the various caucus meetings at the upcoming Annual Session.
- Dr. Seth Farren will be taking over for Dr. May Hwang as the representative of the New Dentist committee.
- Dr. Schutze reviewed the discussions at the Ethics Council meeting. One topic discussed was dentists using Groupon as a promotion, as this is regarded as both an ethical and a legal issue.
- Dr. Galati reviewed the discussion at the Council on Dental Practice meeting and briefly discussed I-STOP legislation (e-prescribing opiate drugs). Starting January 1st, 2014 dentists will have to take a one-time only mandatory course regarding this requirement. Dr. Wetzel added that they are allowing 2 years for full implementation.
- Dr. Ida reviewed the discussion at the Council on Dental Education/Licensure meeting regarding PGY-1 and the impact it has on the number of dentists who remain in NY State. Dr. Ida also discussed the support of NYSDA for easing the pathway for dental assistants to achieve certification and temporary licensing for consultations or special events held in NY State.

Membership Update [Continued from page 4]

membership benefits, and strong continuing education programs, meetings, and events. It also would not be possible without the collaborative efforts of our Executive Director, Nancy Hess, our Membership Committee, led by Dr. May Hwang, and our New Dentist program led by Dr. Seth Farren.

Despite these successes, our district has traditionally lagged behind other districts in certain segments of its membership and leadership development, specifically Women Dentists and New Dentists. However, we have experienced tremendous growth in these two market segments in the last few years, which has provided great opportunities as

well as challenges. The District has received MPG grants not only this year, but previously for specific Women Dentist and New Dentist programs. The Membership and New Dentist Committees, along with our Executive Director have put together excellent programs that are aimed at efforts of recruitment and retention of members from these groups.

As mentioned, there are constant challenges to recruit and maintain our membership numbers and market share. Efforts are continuous by your leadership and District office to provide value and benefits from your membership in the Tripartite. We thank you for your continued support.

Welcome New Members:

Dr. Andrea Beanan - *General Dentistry*
SUNY at Buffalo - 2011
High Peaks Dental - Lake Placid

Dr. Rebecca Koehler - *General Dentistry*
Tufts University School of Dental Medicine - 2002
Scotia Glenville Dental - Scotia

Dr. Alexandra Shchipkova - *General Dentistry*
The Ohio State University College of Dentistry - 2011
Private Practice with Dr. Stephen Dautel - Clifton Park

Dr. Vera Salvatore - *General Dentistry*
SUNY at Buffalo - 2011
Salvatore Dental - Malta

Dr. Michael Vuotto - *General Dentistry*
SUNY at Buffalo - 1998
Private Practice with Dr. Tamara Dunlap - Johnstown

Dr. Sonia Yau - *General Dentistry*
University of Toronto - 2010
1st Advantage Dental - Queensbury

Dr. Charles Padula - *General Dentistry*
SUNY at Buffalo - 2004
Private Practice - Schenectady

Dr. Steven Bauman - *General Dentistry*
University of Colorado School of Dental Medicine - 2011
Spa Dental - Ballston Spa

Dr. Jamie Charland - *General Dentistry*
SUNY at Buffalo - 2010
Private Practice with Dr. Gary Zabel - Johnstown

Dr. Vincent Fuschino - *General Dentistry*
SUNY at Stony Brook - 2011
Private Practice - Mechanicville

Dr. David Perrino - *General Dentistry*
Columbia University College of Dental Medicine - 2011
Private Practice with Dr. Michael Perrino - Schenectady

Deceased Members:

Dr. Joseph Farina - May 18, 2012

Dr. Larry Rubin - July 13, 2012

Dr. Charles Canoll - August 16, 2012

****Please contact the 4th District office with any changes to your home or office address, phone number, or email****

Feel free to also contact us with questions or concerns.

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Your Leaders for 2012:

President - Dr. Wayne Harrison

President-Elect - Dr. Doug Sandmann

Vice President - Dr. Loren Baim

Secretary - Dr. Adrienne Korkosz

Treasurer - Dr. H. John Schutze

Executive Director - Mrs. Nancy Hess

Newsletter Co-Editors: Dr. G. Kirk Gleason
and Dr. Michelle Burlingame



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