MISSION STATEMENT

The San Francisco Dental Society promotes the oral health of the community and is the recognized resource for dental professionals in the City and County of San Francisco.
2012 Executive Committee
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Courtney Fitzpatrick, DDS
President-Elect
Peter Lee, DDS, MS
Immediate Past-President
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Dennis Song, DDS, MD
Katherine Vo, DDS
Allen Wong, DDS
SFDS Staff
Alfonso Estera, Jr. – Membership Administrator
Lisa Tamburrino – Administrative & Advertising Assistant
2012 Committee Chairs
Bylaws - Paul Weller, DDS, MS
Community Dental Health -
Jeff Jang, DDS, Allen Wong, DDS & Benjamin Yount, DDS
Ethics - Mark Wiesen, DDS
Executive - Courtney Fitzpatrick, DDS
Finance - Matthew Young, DDS
Legislative - Claudia Masouredis, DDS MPH
Membership - Dennis Song, DDS MD
New Dentist - Sandy Shih, DDS
Peer Review - Michael Ramsay, DDS
Policy - William Gallagher, DDS
Poster Contest - Dennis D. Shinbori, DDS & Stafford Dubn, DDS
Program - Peter Lee, DDS
Well-Being - Bruce Hiura, DDS, MS
(Confidential assistance to professionals, spouse and staff for drug and alcohol abuse, call (415) 776-5853

- Membership Status Report for period ending April 30, 2012: 1061 members (excludes students), 72.8% market share down from 77% February 29, 2012.

- CE Meeting Financial Recap: Net: -$ 65.18; Speaker rating 9.55 (out of 10 point scale)

- Trustees and Executive Director submitted written reports

- Trustee Election: There being no additional candidates by petition for the office of Trustee, in accordance with SFDS Bylaws, Secretary Weller, by direction of the members, cast the ballot for Irene Hilton DDS, MPH as presented to the membership. President Fitzpatrick declared Irene Hilton, DDS, MPH elected to the position of SFDS Trustee to the CDA

- Committee Member Song reported on feedback received by the Nominating Committee regarding SFDS CE Programs/General Membership Meetings, which President Fitzpatrick referred to the Executive Committee and the Program Committee for further review.

- The Nominating Committee presented a slate for Board consideration, which was approved as presented.

- The Board nominated Dr. William Lee as the Board member to the Nominating Committee for a 3-year term commencing 2013.

- The board reviewed and discussed the importance of Smart Goals (Specific, Measurable, Attainable, Relevant and Timely), particularly in establishing success indicators. Various aspects of the Strategic Plan’s Implementation Plan will be delegated to the respective committees for further discussion about success indicators, with final recommendations to the Board for approval.

- Strategic Discussion- After lengthy discussion, the Executive Committee was charged with identifying the focus and facilitation of future Race For Relevance discussions. The book Race for Relevance, written for today’s association leaders and executives, has garnered much attention in association circles including ADA leadership, challenging boards to look at the realities of today and what it will take for associations to prosper moving forward.
EDITORIAL
Irene V. Hilton, DDS, MPH, Editor

Missing the Message

Those of you that know me, know I am a lifelong fan of the beloved San Francisco Giants, with all the formerly sad stories of “almost made it” and Croix de Candlesticks that go along with that.

While watching the post-All Star Game interviews, after the stellar group performance by the participating Giant players, I saw two interviews with Giant Melky Cabrera, the All Star Game’s Most Valuable Player. He was being interviewed through a Spanish interpreter. In both interviews the English-speaking reporter asked Mr. Cabrera how he felt about his first year playing in San Francisco and the fan welcome. He gave a long, complimentary response, but the interpreter perhaps in the interest of time, completely cut off Mr. Cabrera’s response in the English translation and lost one of the main points Mr. Cabrera was trying to make (although born in San Francisco, I did not learn English until I started elementary school, and am Spanish-English bilingual).

That took me back to two weeks earlier when I attend a meeting of the advisory committee to the US Department of Health and Human Services (HSS) project to develop A Cultural Competency E-learning Continuing Education Program for Oral Health Professionals. This particular effort is part of the larger HSS Oral Health Initiative that has been underway since 2009. The advisory committee for this project includes private practice dentists and it was interesting to hear the dialog between the practical considerations of running a business and the realities of the diverse communities in which we live today, especially in California.

One of the questions that was asked of the private practice providers was: What would motivate you to take this online course when so many other courses are available to you? It is assumed that most providers want to reach the diverse populations in their local communities and attract new patients to their practices.

At the meeting I mulled over what usually happens in a community like San Francisco where new waves of diverse immigrant populations have come in and established themselves for over 225 years. New immigrants come into a community. An established dental practice is fixed in a location. The community changes around the practice. At some point the practice adapts first by employing staff from the community and perhaps later even providers. Later as the immigrant community establishes itself, it will produce its own dentists who will open their own practices and the cycle begins again.

As an employee of SFDPH, I have the benefit of paid translation services available to me at my clinic and I have utilized the service occasionally. It is very time consuming, and results in the schedule backing up for the rest of the day, but I feel so much better from an ethical and a risk management perspective knowing I have provided the best care I could.

Translation services are a difficult issue for the solo practitioner, and certainly organized dentistry could investigate efforts to perhaps make this a member benefit. For something as important as health care information it is prudent not to place family members or friends in the uncomfortable position of translating potentially sensitive information.

Of course language congruency is only one aspect of cultural competency, although probably the most important. As shown in the example above, even a paid translator may sometimes not translate completely!

Cultural competency can be difficult to describe but a patient knows when it is present in their interaction with a dental provider. It is really about the altruistic characteristics that called us to the dental profession. A provider that retains these attributes, even after many years of practice, always feels at ease with patients from diverse populations, and proactively is sensitive to making them comfortable and welcome in the office. Patients can sense this and will express satisfaction to friends and family, making a win-win for everyone.
Rock Your San Francisco Smile was the theme of this year’s poster contest, which was open to all San Francisco public and private kindergarten through 5th grade students. The Dental Poster Contest, held every February during National Children’s Dental Health Month, raises awareness about the importance of oral health through artistic means of expression.

There were plenty of bright smiles as some 60 giggly young artists and their camera-ready parents attended this year’s award ceremony held on Friday, April 27th at the Arthur A. Dugoni School of Dentistry. With over 1,500 entries from 37 public and private elementary schools, the finalists were chosen by a panel of judges composed of Deborah Elam, MS, CAE, SFDS Executive Director; Lisa Tamburrino, SFDS Poster Contest Coordinator; Courtney Fitzpatrick, DDS, SFDS President; Cathy Fuller, RN and Deborah Mansfield, RN, SF Unified School District Nurses and myself.

During the judging, I was in awe at the amazing works of art and was impressed by the multitude of strategies used to make rock stars out of toothbrushes and floss!

After opening remarks from poster contest co-chair and master of ceremony, Dr. Dennis Shinbori, the students, families and teachers received a warm welcome greeting from Dr. Ed Hayashida, Associate Dean of Arthur Dugoni School of Dentistry. Dr. Hayashida shared his hope that these types of contests would “spark interest in dentistry and the dental profession.” Dr. Courtney Fitzpatrick, President of the San Francisco Dental Society, congratulated the pint-sized artists as they “are all winners,” and shared the judging panel sentiment that “it was a difficult decision.” The audience was pleased to hear from special guest, California State Senator, the Honorable Leland Yee who stated, “The future of our community is dependent on our children. My congratulations go to all the students, the participating dentists, and the dental society. Programs like this truly promote oral health.”

This year’s grand prize winner, Jason Preston, a 2nd grader from Zion Lutheran School, was presented with one night weekend accommodations at the Embassy Suites Hotel Santa Clara, passes for two to Great America Theme Park, $50 cash award, and a Sunstar/Butler power brush dental gift kit. Jason’s teacher, Mr. Damian Arellano, was also awarded a $75 Office Max Gift Card and a Sunstar/Butler Pulse Rotapower Brush dental gift kit. His school principal, Ms. Donna Laughlin, received a dental gift kit as well. When asked of his inspiration behind the winning poster, Jason modestly said, “I like to draw. My parents help me with ideas, and I put them on paper.”

Senator Yee presented the first-prize winner, her teacher and principal with Proclamations from the State Senate. All the winning students received Certificates from the State of California Senate. Dr. Fitzpatrick, Deborah Elam, SFDS Executive Director, and I presented the finalists with award prizes with assistance from poster-contest co-chair Dr. Stafford Duhn.

You can view the winning posters at the Main Public Library during the summer or now on the SFDS Facebook Fanpage.

As a member of the SFDS Community Health Committee, I truly enjoy being a part of this annual program. The San Francisco Dental Society promotes dental health and education through numerous programs and volunteer efforts, including those of the SFDS Community Health Committee. If you are interested in serving your community and working on one of the Dental Health Committee’s many programs, please give us a call.

Last but not least, we would like to acknowledge the following donors, who, without their generous donations, this contest would not be able to take place:

Mitchell and Mitchell Insurance Agency
Newton Gordon, DDS
Northern California Practice Sales
Pacific Arthur A. Dugoni School of Dentistry
Patterson Dental
San Francisco Public Library
Sunstar Americas, Inc.–Manufacturer of Butler
TDIC Insurance Solutions ❖

Cover: First Place Poster by Jason Preston, 2nd Grade, Zion Lutheran School; Photo of young Jason with, L-R Dr. Stafford Duhn, Dr. Dennis Shinbori, Dr. Kat Vo, Executive Director Deborah Elam, SFDS President Dr. Courtney Fitzpatrick, California State Senator, Leland Yee, PhD, and Zion Principal, Ms. Donna Laughlin.

Back Page: Second Place Poster by Jamie Liu, 5th Grade, Spring Valley Science School
37th Annual Children’s Poster Contest

San Francisco Dental Society
Looking Back...

I recently had the privilege of attending the graduation banquets at each of the two San Francisco dental schools. I was there on behalf of the San Francisco Dental Society to present the award for Ethics and Professionalism, and I would like to take a moment to congratulate again the recipients, Kjeld Aamodt from UCSF and Ian Marion from UOP. I would also like to congratulate each of the graduating classes. It was a true pleasure to be among them on such a special night and to witness their celebrations.

It was also an occasion to reflect back on my own graduation banquet, as I recalled the words from one of my dental school faculty, who said, “This is the last time you and your dental school classmates will all be together in one place and you should cherish this last time together, because never again will you all be together like you are at this time and have been for the last few years.” Now as it did then, her words caused me to pause and appreciate the moment as I looked throughout the room of graduating dental students and took it all in.

The experience that any professional graduate program class is fortunate to go through together is an experience quite unlike any other. Through thick and thin, forming bonds along the way, each individual and the class as a whole are all integrally and inextricably connected. Looking back on it, whether we all liked it or not, we truly were all one BIG family. To be so close with so many people and to work and study so intimately with such a large group, that somehow made the group become small as we all worked together to become dentists is something so unusual, yet that becomes so natural, that it is hard to appreciate it fully until long after it is over.

Going back as I did this year to relive the experience from a distance for a fleeting moment gave me the chance to recall how fortunate we have been to experience such camaraderie on so many levels. The most inspiring part of these evenings was the enthusiasm these new graduates possess and the energy they are filled with as they enter the profession they have worked so hard to join. Also inspiring was seeing various personalities in each class shine through, whether they were receiving an award or whether they were a vocal part of the cheering section.

There were personal touches as well. A UCSF student duet (guitar and vocals) by two classmates, and the presentation of awards by UOP student leaders to fellow classmates created by the students of this particular class after the formal presentation of the established awards were given. This was a reminder to me as well that while we all may share similar experiences, we are all also unique in what we have to offer to the profession. I imagine for the faculty that it is a wonderful gift to get to know a different group of students each year with a different set of personalities, bringing a unique perspective to a shared experience.

I have often felt the same way about my patients. While there is a shared experience we have with all our patients, working with them and getting to know them as individuals is a wonderful gift that we receive as part of our daily practice.

I feel blessed to have had this opportunity to experience again the freshness of what it feels like at the moment of joining this extremely rewarding profession. I hope this could remind us all to maintain a perspective of appreciation of the hard work it took for us all to be where we are, and of the honor bestowed upon us to deliver the highest standard of care to our patients and to cherish the memories we have made along the way.

Congratulations again to the Class of 2012!
EXECUTIVE PERSPECTIVE
Deborah Elam, MS, CAE
Executive Director

What has changed over the decades?

From board minutes and presidential speeches, I continue my exploration, beginning where I left off, reviewing SFDS documents from 1960 through 2009.

In his speech as outgoing president in 1960, Dr. Cuthbertson’s closing remarks offered, “We should constantly talk in terms of free choice of the dentist by the patient, and free choice of patient by the dentist.” In 1967, Dr. Tippet proffered, “To put it bluntly, the practice of dentistry as we know it today is in for great changes. We do not know whether it will be an evolution or a revolution but we do know that if we are to protect the dental health of our people, we must take action—Congress has stated that under Public Law 89-749 every person—not just the poor—I repeat every person by the year 1975 will be entitled to comprehensive medical care. This is a civil right.”

In 1973, Dr. Frank Brucia offered, “...the patient should always be the most important entity in our professional lives.” He further suggested, “There is a risk in allowing the enthusiasm for innovativeness to overwhelm us in a way that will make the method of care more important than the actual care itself. The risk of treating contracts and agreements instead of patients is very real.” In 1978, Dr. Ennis suggested that “Communication between this component and some of the closed-panel-government-funded programs in San Francisco such as Mission Neighborhood Health Center and Northeast Medical Service”...needed to be addressed and he asked that, “SFDS look into how dental care is being provided to recipients, i.e., open/closed panel with utilization of satellite offices in the area.”

During the 1980s, the focus was on oral health education with particular attention to San Francisco’s underserved. Much was written in SFDS board minutes about infection control regulatory mandates (with the rise of HIV and hepatitis front and center). Additionally, membership was front and center, “...a major crisis in organized dentistry today is the decrease in its membership” and, “An extensive discussion was held on the ways of stimulating memberships at general meetings.”

Throughout the 1990’s, the City began raising concerns about dentistry and “elemental mercury” in the water supply, with a focus on the 450 Sutter Street building and dental waterlines: “If accurate information is available about what the DPH will investigate during their visit to dental offices, a letter containing this information will be sent by SFDS to its members.” Managed care issues continued, as did concerns about providing dental care to the underserved populations.

In early 2000, with the access to care gaining attention, SFDS teamed with SFDPH to launch our Kindergarten School Screening Program and, as Dr. Dal Santo reported, “We have also managed to achieve something that was only a dream several years ago. This past year the SFDS screened nearly 100% of the targeted preschool aged children in our very successful joint SFDPH/SFDS Kindergarten screening program—a feat that is recognized as no less than amazing throughout the great state of California, and constantly has other constituent societies asking us just how it’s done.” San Francisco dentists continued to face regulatory scrutiny, wastewater permits & amalgam separators, HIPAA regulations, and the Sick Leave Ordinance, to name but a few. Additionally, with the advent of newer technologies, communication 24/7 became the norm, and we have endeavored to evolve and embrace accordingly.

The issues of yesteryear are similar to the issues of today: access to care, increased regulation, lowering reimbursement rates, escalating costs of providing care, the importance of a unified voice (membership), rapidly increasing technological advances...and your leaders, with passion, with vision, and using the latest in technologies, continue to work to improve the profession and the oral health of our community, much like those who went before them.

“When someone shares something of value with you and you benefit from it, you have a moral obligation to share it with others.”

- Chinese Proverb
Finally, SFDPH also manages the Child Health & Disability Prevention Program (CHDP). CHDP health workers coordinate dental referrals from medical providers. In 2011 SF CHDP followed up over 4000 children into appropriate referrals.

Tell us about the populations you serve including any special target populations.

Potrero Hill, Southeast, Silver Avenue, and Chinatown Health Centers provide services for children and pregnant women; Potrero Hill and Southeast also provide emergency drop-in care to adults as the schedule permits. Tom Waddell and Tenderloin serve homeless and HIV/AIDS patients. The Youth Guidance Center dental clinic focuses on dental care for incarcerated youth.

Tell us the scope of the clinical dental services you offer. Describe any payer assistance you offer qualifying patients.

The San Francisco Department of Public Health Dental Program offers basic restorative and emergency care services. We do not offer prosthodontics or other specialty care. Patients who need these services are referred to the dental schools, other safety net providers or private practice dentists. Financial assistance varies between each of the seven clinics; however, all public insurance plans are accepted (i.e. Denti-Cal, Healthy Kids, and Healthy Families).

Describe any collaboration with private practice dental providers.

Because the SFDPH Dental Program provides basic restorative and emergency care, there are times when we are required to refer patients out for specialty services – this when we turn to private practice dental providers. We also work with private practice dental providers to staff events and programs coordinated and sponsored by the DPH, such as Project Homeless Connect and the school-based K screening and sealant program.

Describe the challenges of being a safety-net dental provider in SF.

One of the challenges we face being a safety-net dental provider in SF is the limited resources for dental care. There is a much higher demand for services than available resources. In addition, a large part of our patient population is without dental insurance. When our patients need specialty care, it is often difficult to find providers who take public insurance plans. This greatly impacts the care of our patients.

Are there opportunities for collaboration with SFDS members?

Several opportunities to volunteer are available through the SF Department of Health. Please see the Volunteer Corner section on page 19 in this issue of the Bridge. For more information about SFDPH dental programs contract Dr. Avantika Nath at 415-581-2409.

Avantika Nath, DDS, is Director of Dental Services for the San Francisco Department of Public Health. She is a member of the Mid-Peninsula Dental Society.
The newest member of the City and County of San Francisco Board of Supervisors is Christina Olague, (OH LOG EE). She represents District 5, which consists of a variety of neighborhoods including Inner Sunset, Haight Ashbury, Lower Haight, Fillmore, Western Addition, Paranaus Heights, North Panhandle, Anza Vista, Lower Pacific Heights, Japantown, part of Hayes Valley, part of Ashbury Heights and part of UCSF Paranaus Heights. This was Ross Mirkarimi’s supervisiorial district. After Supervisor Mirkarimi won the election for Sheriff, Ms. Olague was appointed by Mayor Ed Lee to fill the vacated position until January 8, 2013. The next general election for District 5 Supervisor will be November 2012.

Christina Rosario Olague was born in Merced, California, 51 years ago. Her father, born in Mexico, was a mechanic who fixed farm equipment in the Central Valley. Her mother stayed home and cared for Christina and her sister. As a child she recalls Mexican laborers working 15-hour days and developed a political awareness of economic injustice at an early age. High school in Fresno saw her first involvement in progressive politics and a desire to promote meaningful change for her community. She moved to the Bay Area in 1982 to attend SF State but eventually dropped out to work full time for stockbrokers in the financial district to support her family back home in Fresno.

An event in 1992 changed her life as her mother was severely injured in a serious car accident. For the next seven years she continued to work while caring for her quadriplegic mother. When her mother died she left her job and became a community organizer at the Mission Anti-displacement Coalition (MAC), fighting for the rights of tenants and immigrants. Her familiarity with the rezoning process and city planning intricacies led to her appointment by former District 5 Supervisor Matt Gonzalez in 2004 to the Planning Commission. For two of her seven years on the Commission, she was President, and served three terms as Vice President. Incidentally, SFDS member Dr. Michael Antonini has served ten years on this same Planning Commission.

Supervisor Olague is the only current Supervisor with extensive planning experience. She is the first woman to represent District 5 as Supervisor, and only the third Latina to serve as a San Francisco Supervisor (the others were Susan Leal and Alicia Becerril). She was a strong advocate for a $10.44 minimum wage in San Francisco, which was approved at the ballot box and passed into law effective January 1, 2012. Prior to her appointment as Supervisor she was a coordinator for three years at the Senior Action Network, an umbrella coalition of more than 150 member organizations representing 30,000 seniors and persons with disabilities.

Christina Olague cites housing justice, public safety, and quality education as some of her driving interests. Already an alum of the Bachelor’s Completion Program at California Institute of Integral Studies (CIIS) she is on track to achieve her Masters at CIIS in Integral Counseling Psychology, graduating November, 2012. Presently, her Committee assignments are Vice Chair, Joint City and School District Committee; Vice Chair, Public Safety Committee; Member, City Operations & Neighborhood Services Committee; and Commissioner-Metropolitan Transportation Commission.

Her office at Room 244 in City Hall welcomes visitors, and can also be accessed by phone, 415-554-7630; FAX, 415-554-7634; or email, christino@sfgov.org.

Christina Olague, Supervisor

A STANDING OVATION…

TO WELCOME OUR NEWEST SFDS MEMBERS:

**Caitlin S. Batchelor**, DDS; VCU 2009; GP; 390 Laurel St, Ste 310

**Safa A. Khaleel**, DDS; GP; USC 2007; Office Address Pending

**Kelie H. J. Kang**, DDS; GP; NYU 2006; Office Address Pending

**Connie S. Oh**, DDS; GP; UOP 2011; Periodontics UCSF 2014

**Alex Pastel**, DDS; GP; UOP 2009; 3026 Geary Blvd

**Chong Pei N. Pung-Yamato**, DDS; Pediatric Dentistry; UOP 2009; Interfaith Medical 2011; 2155 Webster St

**Bradley P. Wilson**, DDS; GP; Colorado 2011; VA San Francisco GPR 2012

San Francisco Dental Society · Page 9
The CDA Board of Trustees held a meeting on June 2, 2012. SFDS members in attendance included CDA President Dan Davidson, DDS and CDA trustees Natasha Lee, DDS and Curtis Raff, DDS.

Highlights of the meeting included an update on CDA’s legislative efforts. The two CDA sponsored dental benefits bills have passed the assembly floor and are now moving on to the state senate. The first bill would require a dental benefits company to comply with a patient’s request to assign benefits to the dentist regardless of network contracts. The second would require dental benefits companies to disclose policy and rule changes to contracted providers on an annual basis. Delta Dental of California has testified in opposition to both bills.

Stakeholders, including SFVDS, SDDS, CALAOMS, AGD, and CDA, met with Senator Padilla, author of SB 394. Senator Padilla says that prevention and oral health literacy are important and will be included in the language of his bill, but that he is not going to let go of workforce as part of the answer to the access to care issue. The language of the bill will be established in the next two to three weeks.

UCSF came up with a cost estimate of $60,000 for design of the workforce study called for as part of SB 394. Pew has told CDA that they are willing to put money toward the study. The board approved a resolution that “the CDA participate with Pew Research and /or other entities to share costs associated with a workforce study cost estimate in an amount up to $60,000 from strategic funds, be provided that the study details are consistent with the direction and definition of the workforce study in Resolution 1S6-2012-SH.”

Jennifer Kent from Health Management Associates gave a presentation on the Future of Government-Sponsored Healthcare in California. She reported that managed care is the preferred model by politicians because the insurer takes on all of the financial risk. Her message is that dentistry needs to better evaluate how care is delivered and really focus on innovative changes rather than just complain about administrative issues and low reimbursement as barriers to dentists participating in government sponsored plans.

The board approved an increase in compensation for the CDA Executive Committee for the first time in many years due to the number of hours and level of commitment that is required of Ex Com members.

A resolution was passed that the 13th District Delegation Chair shall be appointed by the president for a term of one year with tenure of three years instead of the CDA president serving as the delegation chair.

Four representatives from CDA met with Delta Dental of CA vice-presidents several weeks ago in response to the overwhelming number of complaints from members about Delta Dental. Delta reports that their new management information system transition is causing problems, although some providers are having ongoing issues of mishandling of claims and non-responsiveness to contracted provider’s inquiries and complaints. The Department of Managed Care responded “we are aware of the problems that Delta Dental is having and are in the process of assisting Delta Dental with a plan for corrective action.” Complaints regarding issues with dental benefits plans can be e-mailed to the Provider Complaint unit of the California Department of Managed Care at pcu@dmhc.ca.gov

The three-year national dental Ad Council campaign sponsored by the CDA, the ADA and other partners in promoting oral health will launch in the next couple of months. The first four ads are focused on the idea that if your kid has time to play video games, watch You Tube, and watch television shows, that they can make the time to brush their teeth “Two Minutes, Two Times A Day.” The first in the series of ads are directed towards caretakers.
MEMBERSHIP MOMENT
By Vlad Shuster, DDS

Notes on the ADA 26TH New Dentist Conference

My wife, Karin, and I recently had the pleasure of traveling to Washington, D. C. for the ADA 26th New Dentist Conference. The CE courses offered were interesting and insightful, but we decided that our main focus would be to meet folks from around the country and see what’s going on in dentistry outside of San Francisco.

Washington was very hot and humid, so there was no temptation to miss the meeting in exchange for sightseeing. It made me remember our years in Boston and the extreme variations of East Coast weather. Nothing beats our temperate climate in San Francisco.

On our first night we were invited to attend a dinner hosted by 13th (California) District Trustee, Dr. Carol Gomez Summerhays. My wife and I found ourselves sitting next to Dr. Robert Faiella (ADA President-Elect), Dr. Charles Norman (Trustee 16th District), and Dr. Summerhays. It was a delightful night throughout which all of them expressed their continued commitment to organized dentistry. They spoke of the sacrifices over the years and the significant time commitment that participation in the ADA requires. Balancing the practice of dentistry, raising a family, and remaining involved in the ADA was no easy task. But, they also reiterated the rewards of being involved and having a united voice on a national level. At this stage of their careers, ADA was the most important aspect of their professional lives. It was humbling to see their enduring enthusiasm for organized dentistry.

It was fascinating to meet young dentists from around the country and learn about how and where they practice. A number of them were following a traditional path of joining their parent’s private practice. But there was a wide range of working experiences. I met Laura, a recent graduate from University of Tennessee, who moved to Happy Camp, California (pop. 600) to work in an underserved community. In exchange, the federal government would pay a portion of her dental school loans. Laura was enjoying her celebrity status as a new resident of Happy Camp.

A dentist from a small town in Oklahoma shared that she had to quickly become proficient in all aspects of dentistry simply because there were no specialists within an hour and a half driving distance. I asked my wife if she would consider moving, but she declined.

Many new dentists were recruited to join big dental corporations immediately out of dental school. The corporations operate in multiple states including California. The contracts they offer to new dentists vary. They attract new dentists by offering clinical and practice support in exchange for majority stake of the practice. The offer is attractive to those just starting their careers. But, for those of us who value the autonomy of dental practice the trend was alarming.

The lectures were engaging and contained essential material for the new dentist. One lecture was titled, “Employee Embezzlement and Fraud.” A topic surely not taught in dental school. An oral surgeon out of Ohio, who had lost over $100,000 in an embezzlement case, presented it. I can summarize the valuable lesson: check your Day Sheets every day without exception! If you notice multiple (-) signs and reversed charges inquire on what is going on in the office.

Overall, we had a wonderful time at the conference. With all the challenges facing our profession, participation in organized dentistry is more important than ever before. The ADA definition of a new dentist is anyone who graduated after 2003. If you fall into this category, I highly recommend marking your calendar for the 27th New Dentist Conference July 18-20, 2013 in Denver, Colorado. And, don’t forget that the ADA is coming to San Francisco October 18-21. There will be a New Dentist Reception on Friday, October 19 from 5:30 to 7pm at ROE Restaurant. See you there!
CAMPUS NOTES

Pacific’s Dugoni School of Dentistry

Vino de Mayo Auction Raises Nearly $100,000 for Kids in the Klinic Endowment to Support Care for Underserved Children

The Kids in the Klinic Endowment at University of the Pacific, Arthur A. Dugoni School of Dentistry will receive nearly $100,000 thanks to a successful Vino de Mayo wine auction and dinner held on May 5. More than 230 wine and food enthusiasts gathered at the biennial event held at the Ritz-Carlton, San Francisco. The fundraiser supports much-needed dental care, education and oral health prevention to socioeconomically disadvantaged children throughout Northern California at the school’s pediatric dentistry and orthodontics clinics.

UCSF School of Dentistry 2012 Recognition Banquet

Dr. Courtney Fitzpatrick, SFDS President, presented Kjeld Aamodt with the San Francisco Dental Society Ethics & Professionalism award on Friday, June 1, 2012 at the Marine’s Memorial Club and Hotel. Dr. Aamodt is now an Orthodontic Postgraduate Student at UCSF.

ON A PERSONAL NOTE...

By Susan Soderstrom, DDS, MS

With the elimination of Denti-Cal in 2009, many adult patients have nowhere to turn for their dental needs. Therefore, on May 18th and 19th, the first CDA Cares clinic was held at Modesto Centre Plaza. To my amazement, many people started lining up as early as 8 PM the night before, with the doors opening at 6:30 AM. Although most participants were from the Central Valley area, a few families drove from as far away as Portland, Oregon. In the end, approximately 1,650 people had procedures performed, including cleanings, fillings, extractions or denture/partial fabrication. The CDA Foundation’s dental clinic provided an estimated $1.2 million in charitable dental services.

For me personally, it was most gratifying to return to my hometown and work with three generations of my family. My mother, brothers, sister-in-laws and nephews were all present. I’m especially proud of my brothers, Dr. Andrew Soderstrom, CDA Past President, for being Clinic Director and Dr. Peter Soderstrom and his staff for changing the lives of 100 people with the delivery of dentures or partials through the company Larell One Step Denture. The hours were long, 12-hour days, but the reward of “paying forward” was the greatest. I have never participated in an event of this magnitude but would recommend it to any dental professional. To see the smiles on patient’s faces and for all the “thank you’s” given I would do this again in a heartbeat! Volunteer registration is now open for the August 24-25 CDA Cares in Sacramento. Please visit www.cdafoundation.org/cdacares for more information.
Evidence Based Differential Implant Treatment Planning

General Membership Meeting, Thursday, September 13, 2012

2 CE Units, Meets DBC Core Requirements
6:00 PM - 7:00 PM: Registration/Table Clinics
7:00 PM - 9:00 PM: Dinner and Lecture
Location: Marines’ Memorial Club, 609 Sutter St, San Francisco, CA 94102
To Pre-Register: Call the SFDS at (415) 928-7337, or go to sfds.org and register online!
Pre-Registration Fees: $74 ADA/CDA Member DDS • $114 Non-Member DDS

Featuring Steven J. Sadowsky, DDS
Make contacts and learn from your colleagues...spend an evening with your peers while listening to experts in your profession.

Despite relatively high implant survival rates, patients are not always completely satisfied with restorative results. We’ll:

• Review evidence-based differential implant treatment planning
• Identify/address various clinician and patient-based concerns
• Cover benefit/risk calculus of alternative prosthetic designs
• Discuss conventional rehabilitation as a basis for a comprehensive informed consent.

CATASTROPHE STRIKES AGAIN

The SFDS recently sustained structural and water damage when a tree-trimming truck plowed into the building, breaking through the exterior wall, damaging water-pipes, flooding the first floor of the building and knocking beams off the foundation. It may be several weeks before we see any reconstruction progress. Stay tuned...we’ll keep you posted.
Considering renting space in an established office? Define terms to avoid complications

The Risk Management department recently discussed leasing operatory space from an owner’s or lessor’s point of view. This month we look at the flip side of that situation. What if you are a dentist considering renting space in an established practice?

Leasing space in another dentist’s office may sound like an ideal arrangement for new dentists looking to get started, other dentists seeking to work part-time or specialists who want to work within a general practice. While this type of office-sharing situation can be a short-term solution for some, legal experts caution these are complex arrangements requiring a well-defined and specific contract.

“I would look at someone you are considering sharing office space with much like a partnership, even though technically it is not a partnership,” said Steven Barrabee, a San Francisco area attorney specializing in professional liability and business law including lease issues. “The most important thing is to have a contract that explicitly defines the shared-office relationship. Unless you do this, you are a partnership in everyone else’s eyes and it is difficult to disentangle.”

“The first and most basic questions begin with the background of the other dentist. Make sure there are no Dental Board, licensing or insurance audits that could spill over to your reputation,” Barrabee said. “Spend some serious time with the person you are considering sharing space with.” He pointed out that if dentists don’t discover these issues upfront they can end up having to report the other dentist or be liable for failing to report illegal or unethical practices.

In renting space in another office, the most likely arrangement is office-sharing, according to Barrabee. “If services are provided such as reception, telephone, shared office staff, shared supplies and shared equipment, then additional items are being leased and a shared-office agreement is an appropriate description of the agreement,” he said. A sublease situation, in which a dentist agrees to lease space in an existing office without sharing any equipment or staff, is unlikely.

Essential considerations include:

- An office-sharing agreement in writing that has been reviewed by an attorney, definition of terms, description and measurements of space leased, specification of shared equipment and services, signage, insurance, indemnity, joint use of employees, need for signage and forms to avoid “ostensible agency,” ownership of patients records and handling of emergencies. Additional details include notice provisions and events for termination or “exit strategy.”

Identify the practices as separate on signs, business cards, billings, letterhead and phone greetings. Have patients sign an acknowledgement that the two doctors’ practices are separate practices and each dentist is independently responsible for his or her own treatment.

Sharing employees is one aspect to give careful attention to in a shared-office agreement. Both dentists can be liable if an issue arises. Barrabee said it is critical to have essential practices in place, such as an employee manual and established policies for meals and breaks. Be clear on selection as well as the hiring and firing of joint employees and who will pay the employees, including overtime, vacation and providing pay stubs.

Employment Practices Liability Insurance is advised for both doctors in a shared-practice arrangement.

Make sure contracts contain indemnity language establishing each dentist’s responsibility for his or her own actions.

Ensure each dentist maintains his or her own insurance for professional liability and property liability and require proof of such insurance as part of the contract.

Consider incorporation to limit liability for the actions of the other dentist.

Call TDIC’s Risk Management Advice Line at 800.733.0634 with any questions about renting operatory space in your office.
NEW DENTIST SEMINAR

On May 15, 2012, Brad Beck, Senior Vice President for Business Development at Bank of America Practice Solutions, provided members useful and current information about “The Pitfalls of Starting a Practice from Scratch or Buying an Existing Practice” as part of our New Dentist Seminar Series. Speaking to a full-house, Brad, who has been lecturing on finance and practice management to dental professional for the last 20 years, provided attendees:

- Cash flow metrics
- Tools to make economically smart choices when working with a contractor and building out a practice
- Information about how to find the right team.

We look forward to seeing everyone August 7th for our next seminar on Retirement Planning presented by John W. Brooker & Co. It’s never too early to learn what you don’t yet know!

Congratulations to Morvarid Khatibian, UCSF Class of 2013, who won the evening’s door prize raffle, Face to Face: A Leadership Guide for Health Care Professionals and Entrepreneurs by Endodontist Dr. Joel C. Small.

SFDS YEAR-END 2011 FINANCIAL STATEMENT

By Matt Young, DDS, Treasurer

<table>
<thead>
<tr>
<th>Current Assets</th>
<th>Dec 2011</th>
<th>Dec 2010</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Checking/Savings/CDs</td>
<td>485,614.56</td>
<td>458,659.23</td>
<td>5.88%</td>
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</table>

<table>
<thead>
<tr>
<th>Fixed Assets</th>
<th></th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Property &amp; Equipment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Computers</td>
<td>28,729.00</td>
<td>28,729.00</td>
<td>0.0%</td>
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<tr>
<td>Building &amp; Land</td>
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<td>582,483.35</td>
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<tr>
<td>Furniture &amp; Equipment</td>
<td>47,641.08</td>
<td>47,641.08</td>
<td>0.0%</td>
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<tr>
<td>Accumulated Depreciation</td>
<td>210,612.04</td>
<td>196,986.96</td>
<td>6.92%</td>
</tr>
<tr>
<td>Total Property and Equipment</td>
<td>448,241.39</td>
<td>461,866.47</td>
<td>-2.95%</td>
</tr>
</tbody>
</table>

| TOTAL ASSETS                       | 933,855.95 | 920,525.70 | 1.45%    |

<table>
<thead>
<tr>
<th>Liabilities</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Liabilities</td>
<td>85,688.00</td>
<td>69,612.00</td>
<td>23.09%</td>
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<tr>
<td>Total Accrued Liabilities</td>
<td>5,896.57</td>
<td>6,519.09</td>
<td>-9.55%</td>
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<tr>
<td>Payroll Liabilities</td>
<td>42.00</td>
<td>0.00</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

| TOTAL LIABILITIES                  | 102,379.79 | 76,641.54  | 33.58%   |

<table>
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<tr>
<th>Equity</th>
<th></th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Fund Balance</td>
<td>831,980.33</td>
<td>722,859.05</td>
<td>7.76%</td>
</tr>
<tr>
<td>Retained Earnings</td>
<td>11,903.83</td>
<td>63,882.95</td>
<td>-83.37%</td>
</tr>
<tr>
<td>Net Income</td>
<td>-12,408.00</td>
<td>7,142.16</td>
<td>-273.73%</td>
</tr>
</tbody>
</table>

| TOTAL EQUITY                       | 831,476.16 | 843,884.16 | -1.47%   |

| TOTAL LIABILITIES & EQUITY         | 933,855.95 | 920,525.70 | 1.45%    |
This Month’s Top Ten Reasons for Being an ADA Member

Reason #23: ADA CE Online – earn CE when and where it’s convenient for you
Reason #60: Scholarships for students of diverse racial and ethnic backgrounds
Reason #95: Endorsed providers make it easier to manage your practice
Reason #125: The ADA Principles of Ethics and Code of Professional Conduct helps us live up to our obligations as dental professionals
Reason #134: Support for the Indian Health Service to promote volunteerism in clinics and develop educational tools
Reason #138: A staff of experts to help you understand more than 6,000 pages of health care reform legislation
Reason #141: Effective Infection Control DVD and workbook available through the ADA Catalog
Reason #108: Huge member discounts of registration fee to the country’s largest dental meeting, ADA Annual Session (in San Francisco, October 2012!)
Reason #118: EBD Champions, promoting the practice of evidence-based dentistry
Reason #150: Displaying the ADA member logo enhances your reputation as a dentist who cares about the public’s oral health

SFDS JOB Bank – A FREE SFDS Member Service

SFDS has contracted with an on-line job search firm to help you find able candidates for your open positions: dental assistants, hygienists, office managers, receptionists, and associate dentists. A database of resumes is at your disposal. In the last 12 months we responded to 288 member requests, providing 586 candidate resumes for consideration. To take advantage of this free service, pick up the phone and give Lisa a call or send her an email at info@sfds.org. Tell her what you’re looking for and she will send you a list of potential candidates and resumes. We ask that you let us know if you hire one of the candidates so that we can 1) remove the person from our candidate database and 2) determine if this program is a value-add for our members.

CDA Practice Support Center – CDA Compass

Have a burning question about employment practices, regulatory compliance, dental benefit plans, marketing your practice? The CDA Compass is the on-line spot to explore with forums, resources, tips and checklists, this one stop resource is worth checking out: http://www.cdacompass.com

Emergency Care Reminder

If you have experienced problems and delays in receiving payments from Delta and other plan providers, CDA wants to hear from you. It is important that every dentist who has contacted CDA about their recent problems to also communicate those issues to Department of Managed Health Care (DMHC).

The CDA Code of Ethics, and SFDS Policy, states that dentists have a responsibility to make reasonable arrangements for the emergency care of their patients of record. This includes either a way to reach you or an on-call dental colleague who has agreed to see your patients. A message on your answering machine or with your answering service referring patients to a dentist covering your emergencies should be provided. The treating dentist may charge a reasonable fee for after hours’ visits, in addition to the treatment provided and must return the patient to the dentist of record. Providing the SFDS after-hours referral number does not meet this obligation to your patients of record. This referral number is for patients without a current dental home.

Do We Have Your Correct Contact Information?

Don’t miss out on important information for the SFDS, the CDA and the ADA. You can update your records by dropping us an email at info@sfds.org or calling (415) 928-7337. There has never been a more critical time for oral healthcare and the SFDS wants to ensure that you have the information you need. Increasingly, we will be sending important information as quickly as possible through e-mail. If we don’t have your email address, or you’ve selected to “opt-out” you may miss out on important, time-sensitive regulatory updates and courses, too. The SFDS does not share its members’ email addresses. Also, be sure that you are getting important meeting and event information by visiting the SFDS calendar of events and signing up for the RSS feed at www.sfds.org.
You’ve built a practice as exceptional as you are. Now choose the optimum insurance to protect it.

**TDIC Optimum**

Anything but ordinary, Optimum is a professional bundle of products that combines TDIC’s singular focus in dentistry, thirty years of experience and generous multipolicy discounts. Creating the ultimate coverage to protect your practice, perfectly. And you wouldn’t have it any other way.

**TDIC Optimum Bundle**
- Professional Liability
- Building and Business Personal Property
- Workers’ Compensation
- Employment Practices Liability

Endorsed by San Francisco Dental Society

Protecting dentists. It’s all we do.
800.733.0633
tdicsolutions.com

Eligible multipolicy discounts apply to Professional Liability, Building and Business Personal Property and Workers’ Compensation.
### MARK YOUR CALENDARS -
#### UPCOMING MEETINGS AND EVENTS

<table>
<thead>
<tr>
<th>Month</th>
<th>Date</th>
<th>Meeting/Event</th>
<th>Location</th>
<th>Time</th>
<th>CE</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>26</td>
<td>Board of Directors</td>
<td>UOP, 2155 Webster St</td>
<td>6:00 PM</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>27</td>
<td>Project Family Connect</td>
<td>Southeast Health Center</td>
<td>7:30 AM - 4 PM</td>
<td>N/A</td>
</tr>
<tr>
<td>Aug</td>
<td>7</td>
<td>New Dentist Seminar</td>
<td>Mayan Room, 450 Sutter St</td>
<td>6:00 - 6:30 PM Dinner</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>16</td>
<td>General Membership CE Meeting</td>
<td>Marine's Memorial, 609 Sutter St, SF</td>
<td>6:00 - 7:00 PM Table Clinic 6:00 PM Seminar</td>
<td>2 CE</td>
</tr>
<tr>
<td></td>
<td>23</td>
<td>Executive Committee</td>
<td>SFDS, 2143 Lombard St</td>
<td>6:30 PM</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>24</td>
<td>Infection Control/ Bloodborne Pathogens/ HazCom Refresers</td>
<td>Mayan Room, 450 Sutter St Suite 310</td>
<td>8:00 AM - Noon 2 CE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>24</td>
<td>California Dental Practice Act</td>
<td>Mayan Room, 450 Sutter St Suite 310</td>
<td>1:00 PM - 3:00 PM 2 CE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>29</td>
<td>CPR Renewal</td>
<td>Mayan Room, 450 Sutter St Suite 310</td>
<td>6:00 PM - 9:30 PM 4 CE</td>
<td></td>
</tr>
<tr>
<td>Sept</td>
<td>3</td>
<td>Labor Day</td>
<td>SFDS Office Closed</td>
<td>N/A</td>
<td>N/A</td>
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<tr>
<td></td>
<td>5</td>
<td>Baseball Night</td>
<td>AT&amp;T Park, 24 Willie Mays Pl</td>
<td>7:15 PM</td>
<td>N/A</td>
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<tr>
<td></td>
<td>10</td>
<td>Community Dental Health</td>
<td>SFDS, 2143 Lombard St</td>
<td>6:30 PM</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>13</td>
<td>General Membership CE Meeting</td>
<td>Marine's Memorial, 609 Sutter St, SF</td>
<td>6:00 PM 2 CE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>22</td>
<td>CPR Basic Life Saving</td>
<td>SFDS, 2143 Lombard St</td>
<td>8:30 AM - 3:30 PM 4 CE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>27</td>
<td>Board of Directors</td>
<td>SFDS, 2143 Lombard St</td>
<td>6:30 PM</td>
<td>N/A</td>
</tr>
<tr>
<td>Oct</td>
<td>4</td>
<td>Social Hour</td>
<td>1300 Fillmore St</td>
<td>6:00 PM</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>9</td>
<td>New Dentist Seminar</td>
<td>SFDS, 2143 Lombard St</td>
<td>6:00 - 6:30 PM Dinner</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>10</td>
<td>Legislative Committee</td>
<td>33 Robinhood Dr.</td>
<td>6:30 PM</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>11</td>
<td>Membership Committee</td>
<td>SFDS, 2143 Lombard St</td>
<td>6:30 PM</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>18-21</td>
<td>ADA Annual Session</td>
<td>Moscone Center, 747 Howard St</td>
<td>Varies</td>
<td>Varies</td>
</tr>
<tr>
<td></td>
<td>25</td>
<td>Executive Committee</td>
<td>SFDS, 2143 Lombard St</td>
<td>6:30 PM</td>
<td>N/A</td>
</tr>
</tbody>
</table>

### CLASSIFIEDS

**Group Practice Opportunity:**
Ronald Leong D.D.S. Space for a specialist in new office in downtown San Francisco. Great Location. Practice alongside other dentists; operate your own practice. rleong157@yahoo.com 415-278-5777
## COMMUNITY CORNER - VOLUNTEER OPPORTUNITIES

<table>
<thead>
<tr>
<th>Program/Agency</th>
<th>What is it?</th>
<th>Date/Time/Loc.</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>K School Screening</td>
<td>Partnership with SFDPH &amp; school district screens Kindergarteners</td>
<td>Morning, 2-3 hours SF Public Elementary Schools</td>
<td>Lisa Tamburrino <a href="mailto:info@sfds.org">info@sfds.org</a> 415-928-7337</td>
</tr>
<tr>
<td>Clinic by the Bay</td>
<td>Partnership with Volunteers in Medicine will provide care to indigent adults in Excelsior district clinic</td>
<td>Thursday evening 5-8 PM 4877 Mission Street SF</td>
<td>Lisa Tamburrino <a href="mailto:info@sfds.org">info@sfds.org</a> 415-928-7337</td>
</tr>
<tr>
<td>Project Homeless Connect</td>
<td>Partnership with SFDPH provides dental care to homeless individuals and families</td>
<td>Half or full day. July 27, October 17, December 5</td>
<td>Dr. Jeff Jang, Chair SFDS Community Dental Health Committee <a href="mailto:info@sfds.org">info@sfds.org</a> 415-928-7337</td>
</tr>
<tr>
<td>Give Kids a Smile Day</td>
<td></td>
<td>February Citywide events</td>
<td></td>
</tr>
<tr>
<td>Delancey Street</td>
<td>Arranges for program clients to receive care in dentists’ offices. Dentist determines number of clients and services</td>
<td>Ongoing. Dentist’s office.</td>
<td>Delancey Street Foundation Rebecca Jackson, Dental Liaison (415) 512-5160</td>
</tr>
<tr>
<td>Salvation Army</td>
<td>Arranges for program clients to receive care in dentists’ offices. Dentist determines number of clients and services</td>
<td>Ongoing. Dentist’s office.</td>
<td>Jaime Smith Volunteer Coordinator (415) 503-2720</td>
</tr>
<tr>
<td>SF DPH</td>
<td>Provides dental services to underserved populations</td>
<td>Ongoing Wed afternoon. Southeast Health Center, 2401 Keith Street</td>
<td>Lisa Tamburrino <a href="mailto:info@sfds.org">info@sfds.org</a> 415-928-7337</td>
</tr>
<tr>
<td>Stepping Stone Adult Day Health Care</td>
<td>Adult day health center seeks mobile services: screenings, basic cleanings</td>
<td>Ongoing. Mission Creek Day Health, 930 Fourth Street, San Francisco, CA 94158</td>
<td>Roxie Kellam Stepping Stone (415) 974-6784 Ext 12.</td>
</tr>
</tbody>
</table>