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.
CHIU HEALTH FAIR

On Saturday, January 30, State Assemblymember David Chiu hosted a Health and Enrollment Fair in San Francisco. Drs. Dennis Song, Sandy Shih, Kenneth Bianchi, Joseph Gabany, Kat Vo, Kenneth Ng, and Executive Director Deborah Elam teamed up with UCSF dental students to provide oral health evaluations to San Francisco residents. In his note to the Society, Assemblymember Chiu wrote, “Because of your help, we were able to serve nearly two hundred residents. Thank you for the ongoing work that the San Francisco Dental Society does to provide access to quality dental care.”
PRESIDENT’S MESSAGE
Joseph Gabany, DMD, MS

2016 President’s Installation Speech

Good evening everyone; on behalf of the board of the San Francisco Dental Society I would like to welcome all of you.

I would first like to thank a few people, starting with my fellow board members and President Dennis Song and Dr. William Carpenter for being our “master of ceremony” tonight. I also want to recognize the hard work of the dental society performed by our great executive director Deborah Elam and her staff. Finally, I want to thank my wife Dalene who is my greatest supporter, and my parents.

I have served on the board of the San Francisco Dental Society for over 13 years. I would like to ask everyone to recognize how hard your dental society volunteers work to make the SFDS function. The committee chairs, volunteers, and board members are the gears of our society and as incoming president I look forward to working with all of them.

Those of you who know me may not realize that I am fascinated with history. Our dental society was founded in 1869, over 147 years ago. We were the founding component of what became the California Dental Association. At the time, California had only been a state for 10 years; there were 3 dental schools in the US: Baltimore founded in 1840, Harvard in 1867 and Tufts in 1868. Most dentists learned by apprenticeship. SFDS predates G.V. Black’s teaching career by almost 30 years: 1895.

Among some of our more colorful members were Painless Parker, who practiced on Market Street and who would make a point of the importance of hygiene by placing a bucket of extracted teeth on stage when he spoke. And Doc Holliday, who as a dentist never practiced dentistry in SF, but was known to frequent our bars and gambling dens and was reported to have been a guest at the SF county jail. We do not know if he attended to the dental needs of his fellow cellmates.

As I look at the past, I see that the legacy of SFDS rests on 3 great pillars. Those are service to our profession, service to our members and service to the public. With the exception of Doc Holliday, I think we have done a great job.

I am a firm believer in the statement “many hands make light work” so I ask all of you to just do one thing. You can volunteer for a committee, to treat patients at CDA cares or to screen children at one of our kindergarten screenings.

What we are doing is “paying it forward” for the next generation of dentists. They will carry our legacy and standards of our practices into the future. I have enjoyed all my volunteer experiences with the SFDS and urge all of you to participate in any capacity you can.

In closing, I would like to thank you all for the great honor to serve you as the president of the San Francisco Dental Society in 2016. I look forward to a great year. Thank you very much. ❖
EDITORIAL
Craig Yarborough, DDS, Interim Editor
Speaker of the CDA HOD

We’re #1, #2, #10, #30, #32 and #72!

Two years ago, I wrote an editorial titled “We’re Still the One” referring to how the profession of dentistry was ranked #1 among health professions in the US News and World Report (USN&WR) Best Jobs of 2014. Overall, we ranked #3 behind only #2 Computer Systems Analyst and #1 Software Developer. Dental Hygienists ranked #10 among health professions, then also.

Last year found both of us moving up. Dentistry was #1 atop the overall rankings with dental hygienists #5 in the USN&WR 25 Best Jobs of 2015.

Well, 2016 finds us ranked #1, #2, #10, #30, #32 and #72! The USN&WR has listed the 100 Best Jobs of 2016 and placed Orthodontists at the top, Dentists immediately following, Oral Surgeons tied for #10, Prosthodontists #30, Dental Hygienists two spots behind them and Dental Assistants #72! Sorry Endodontists, Public Health Dentists, Oral and Maxillofacial Pathologists, Pediatric Dentists, Oral and Maxillofacial Radiologists and Periodontists but apparently you did not make the cut. Or perhaps they just aren’t aware you exist or are specialties.

USN&WR recognizes it is very subjective to determine the “best job” overall but offers their own weighted system factoring in salary, the number of expected openings, advancement opportunities and career fulfillment. The table below is a compilation of some of the factors that contributed to dentistry’s impressive showing. Rank is based on the Overall Scorecard with can be used to give a relativity to the rankings. The salary of $187,199 appears to be an upper limit to all jobs since I could not find a median salary higher for any occupation. My sense is they lumped dentists and specialists at the same unemployment rate of 0.2%, with assistants and hygienists listed at 3.5% and 3.1%, respectively. The number of jobs opening over the next decade is fairly interesting, noting the United States only needs 100 prosthodontists to enter the specialty. Under the three areas of lifestyle, dental assistants had a high level of upward mobility, hygienists below and the dentists and specialists average. Under the stress column, everybody wants to be an orthodontist, where the prosthodontist and OMFS have a little higher blood pressure at above average. Hygienists enjoy the most flexibility in their jobs, kudos!

<table>
<thead>
<tr>
<th>Rank</th>
<th>Overall Scorecard</th>
<th>Median Salary</th>
<th>Unemployment %</th>
<th># of Jobs Next Decade</th>
<th>Upward Mobility</th>
<th>Stress Level</th>
<th>Flexibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orthodontist</td>
<td>1</td>
<td>8.1</td>
<td>$187,199</td>
<td>0.2</td>
<td>1,500</td>
<td>Average</td>
<td>Below Ave.</td>
</tr>
<tr>
<td>Dentist</td>
<td>2</td>
<td>7.9</td>
<td>$149,540</td>
<td>0.2</td>
<td>23,300</td>
<td>Average</td>
<td>Average</td>
</tr>
<tr>
<td>OMFS</td>
<td>10</td>
<td>7.7</td>
<td>$187,199</td>
<td>0.2</td>
<td>1,200</td>
<td>Average</td>
<td>Above Ave.</td>
</tr>
<tr>
<td>Prosthodontist</td>
<td>30</td>
<td>7.1</td>
<td>$100,280</td>
<td>0.2</td>
<td>100</td>
<td>Average</td>
<td>Above Ave.</td>
</tr>
<tr>
<td>Dental Hygienist</td>
<td>32</td>
<td>7.0</td>
<td>$71,520</td>
<td>3.1</td>
<td>37,400</td>
<td>Below Ave.</td>
<td>Average</td>
</tr>
<tr>
<td>Dental Assistant</td>
<td>72</td>
<td>6.4</td>
<td>$35,390</td>
<td>3.5</td>
<td>58,600</td>
<td>High</td>
<td>Average</td>
</tr>
</tbody>
</table>

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EXECUTIVE PERSPECTIVE
Deborah Elam, MS, CAE, Executive Director

Reflections...

The year 2016 started off with the SFDS Board of Directors and Committee Chairs setting the course for 2016 during our planning session on January 23. Through discussions, several areas were identified for Society leaders and staff to re-focus resources and the 2013-2015 plan goals/strategies will continue to drive our 2016 activities. In setting the stage for these discussions, the board reviewed what we’ve accomplished so far:

Membership: In support of providing outstanding and relevant benefits and services that support retention and recruitment, with a 76% market share goal (we’re at 74%), the board directed that SFDS welcome and encourage participation of new members. New members are invited to attend evening and general membership meetings, provided a “welcome” package of information & resources, and a welcome gift. We hosted ten Table of 5 Lunches for non-engaged members and recently dropped members. SFDS hosted a “Job Fair” to help newer dentists secure employment and established members find associates and employees. The board appointed a Dental Staffing Task Force to address staffing concerns of members. SFDS strives to offer quality education, delivered in a variety of formats, for a variety of member constituencies. The Professional Development Committee continually evaluates feedback from members and endeavors to provide a varied selection of speakers & program formats for our diverse membership. To increase event/meeting attendance by 10% above the previous 5-year running average – a work in progress—yet to be achieved—the SFDS is offering a free “voucher” for 2016 active dues-paid members.

Communication & Marketing: SFDS launched a “referral” campaign using Facebook to encourage patients to use our SFDS Find-a-Dentist. The first week-long campaign generated 3745 clicks to the SFDS website, a 77.35% increase in new visitors (1774) and 176 Find-a-Dentist clicks, compared to the week before with only 31 Find-a-Dentist clicks. The second week-long campaign generated 1588 sessions, with 762 new visitors and 286 Find-a-Dentist clicks, compared to the week before with only 48 Find-a-Dentist clicks. If you saw an uptick in new patient calls, we’d like to hear from you. Our updated Communication Plan was approved by the board. The SFDS continued to use various social media and the SFDS website to increase visibility of the SFDS and its member dentists within the community. SFDS designed a summary graphic as part of our SFDS website’s slide show to highlight volunteer/community outreach activities with the goal of increasing public awareness of all that the Society and our members do for the community.

Advocacy: We added Advocacy and San Francisco PAC pages to the SFDS Website to inform members about developing legislative activities, in addition to continuing our ADA and CDA calls to action through articles in The Bridge and through emails/Bridging the Gaps. The SF Dental Society PAC is working closely with the SFDS Board of Directors and the SFDS continues to develop and maintain relationships with strategic dental and non-dental organizations in support of our organizational and advocacy efforts, such as CAPP, CDA, ADA, SF Medical Society, local supervisors and state legislators.

Community Oral Health: The board identified promoting and supporting efforts to improve access to oral healthcare across all sectors of the community as an ongoing initiative and we continue to recruit and participate in Project Homeless Connect, Project Family Connect, and the SFDS/SFUSD Kindergarten School Screening Program. In 2015 we began fundraising for City Smiles Connect, a denture project benefitting Project Homeless Connect and to date we’ve raised a little over $10,000 and provided dentures to 5 patients. Thank you to all who have contributed in time, talent and dollars. We could not achieve the success we’ve had without your support. The SFDS Children’s Poster Contest is entering its 41st year, and we continue to distribute toothbrushes, toothpaste and oral health brochures to various agencies and groups throughout San Francisco.

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TRUSTEE REPORT
By Irene Hilton, DDS, MPH and Gail Duffala, DDS

Board of Trustees Summary

The CDA Board of Trustees (BOT) held a meeting February 12-13, 2016 in Sacramento. SFDS members in attendance included CDA Speaker Craig Yarborough, DDS, Secretary Natasha Lee DDS and Trustee Gail Duffala DDS.

Presidential appointees to various councils and committees were ratified; primarily new dentist members to serve as guests/liaisons throughout the organization.

The board voted to support and participate in the American College of Dentistry Gies Ethics project. Dr Dave Chambers will be visiting our state, contacting and interviewing the public (patients), and interviewing dentists. He will be asking open-ended questions about what is good in the profession and what might need to be improved. The results should provide valuable insight about our profession.

Modifications were made to the strategic plan, mainly consisting of improving metrics to track goals, noting which activities were completed in 2015, adding new activities and descriptions to align with the executive director’s management by objectives for 2016. It is important to keep CDA’s action plan current and relevant.

Aptify, the new association management software, will be rolled out to all 32 components. SFDS, as part of the core team deployment group, will be in one of the first two groups to implement Aptify, which is an integrated system designed to provide a high degree of communication and standardization.

Our executive director, Deborah Elam, was involved in the evaluation and modification process of this system. The board approved $918,000 to complete the implementation phase, which includes expenses such as data conversion, testing, and staff training.

The Board approved the official call for a Special Session of the House of Delegates to be held March 4-5, and approved funding of up to $375,000 to cover travel and housing costs for the allocated number of delegates, component executive directors, trustees, officers and committee and council chairs. There was discussion as to whether alternate delegates would be included. After lengthy discussion it was determined that since all components handle their support for alternate delegates differently, there was no way to equitably fund the components in this category. Three new resolutions were submitted to the Special House. Resolution 41:Trustee Vote Accountability, 42:Special House Changed to a Continued Meeting, and 43: Creation of a Special House Committee for Governance.

During council and committee reports information was presented regarding developing criteria to evaluate member programs and services. TDIC is exploring and evaluating opportunities for expansion of their products beyond California. It was reported that Soda Tax Initiatives are generating revenues (Berkeley $120,000), but proceeds have not been realized yet. San Francisco’s sugar-sweetened-beverage initiative has been changed to a simple majority rather than a 2/3 vote with no formalized designation of proceeds in contrast to the measure placed before the voters in 2015. CDA Cares continues to be successful and has garnished the attention of the public, media, and politicians.

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Leadership: To ensure a strong and continuing leadership in the dental community, the SFDS re-evaluated its volunteer leadership structure and re-defined roles and responsibilities for committees, committee chairs, and vice chairs, and developed a Board Operating Manual. Efforts are ongoing to recruit newer members into the leadership path. Policies are reviewed annually and revised or rescinded based on current needs and best practices.

Financial: Stability and growth is crucial to any association that wishes to provide excellence in member services & programs. Thus, the board committed to an ongoing monitoring of SFDS financials, to examining the dues structure and exploring alternatives to the current reliance on dues as a primary source of income.

Have Fun: The 2015 Crab Feed with music and photo booth as well as our quarterly Happy Hours were the places to be.

So what is on the horizon for 2016? In a nutshell: review and broaden our income sources; launch our new “responsive designed” SFDS website; encourage SFDS leaders to serve at ADA and CDA; offer relevant and quality programming for new and seasoned members; identify activities that help us realize our mission to “promote the improvement of the health of the public” and remember to “have fun”. Come, join in the fun!

And while you are at it, I hope you will join me in congratulating Alfonso, and his wife Rebekah, on the birth of their first child, son Ianto Liel Hays Estera. Congratulations!
FEBRUARY NEW DENTIST SEMINAR

Managing Patients with Challenging Behaviors & Special Needs

On February 9, Dr. Linda Centore of the UCSF School of Dentistry spoke about ways to manage patients with challenging behaviors and special needs. Dr. Centore covered how to identify behavioral red flags that may signify a high risk of challenging behavior and special needs, ways to assess a patient’s ability to form a 'good faith' relationship with the dentist, and how to best intervene when facing specific behaviors.

Dr. Centore provided attendees “communication” scripts and tips for handling awkward in and out of office situations.
ON YOUR BEHALF

By Norm Plotkin, DDS, Member, Legislative Committee

Elected Officials–Terms
City & County of San Francisco & State of California

Mayor:
- Four year term limit, limit of two consecutive terms
- Next election for Mayor of San Francisco is 2019
- Current Mayor – Edwin M. Lee: Due to term limits, cannot run for re-election 2019

Board of Supervisors:
- Four year term, limit two consecutive terms
- Half the board is up for election every two years
- Next election for Board of Supervisors is 2017 (Districts 1, 3, 5, 7, 9 and 11)
- Districts 2, 4, 6, 8 and 10 are up for election in 2019
- Board of Supervisors
  - District 1 – Eric Mar: Termed out of office, cannot run for re-election in 2017
  - District 2 – Mark Farrell: Termed out of office, cannot run for re-election in 2019
  - District 3 – Aaron Peskin: Elected Nov 2015 for term Jan 2016-Jan 2017; up for re-election 2017
  - District 4 – Katy Tang: Up for re-election 2019
  - District 5 – London Breed: Up for re-election 2017
  - District 6 – Jane Kim: Termed out of office, cannot run for re-election in 2019
  - District 7 – Norman Yee: Termed out of office, cannot be re-elected in 2017
  - District 8 – Scott Wiener: Termed out of office, cannot be re-elected in 2019
  - District 9 – David Campos: Termed out of office, cannot be re-elected in 2017
  - District 10 – Malia Cohen: Termed out of office, cannot be re-elected in 2019
  - District 11 – John Avalos: Termed out of office, cannot be re-elected in 2017

State of California Legislature

State Assembly
- Two year term, limit of six consecutive terms after 2012
- Next election for State Assembly is 2016
- San Francisco Representative to the State Assembly:
  - 17th District – David Chiu: Up for re-election 2016
  - 19th District – Phil Ting: Up for re-election 2016

State Senate
- Four year terms, limit of three consecutive terms after 2012
- San Francisco Representative to the State Senate:
  - Mark Leno: Terms Out 2016 (Supervisors Wiener and Kim declared candidates to fill vacancy)

San Francisco Representatives to US Congress

House of Representatives:
- Two year term, no term limits
- Next election for the House of Representatives is 2016
- Two House of Representatives Representing San Francisco
  - California’s 8th Congressional District – Nancy Pelosi: Up for re-election in 2016
  - California’s 12th Congressional District – Jackie Speier: Up for re-election 2016

US Senate:
- Six year term, no term limits
- Two Senators for California:
  - Barbara Boxer: Up for re-election in 2016 but will not run (Attorney General Kamala Harris a candidate to fill vacancy)
  - Dianne Feinstein: Up for re-election in 2018
A STANDING OVATION...
TO WELCOME OUR NEWEST SFDS MEMBERS:

Ann-Catherine P. Bautista, DMD; GP; Rutgers 2015; 9 Silliman St, Ste 1

Shadi F. Boutros, DDS, MD; Oral and Maxillofacial Surgery; UCSF 2006; USC 2014; 490 Post St, Ste 1022

Steven J. Brattesani, DDS; GP; UOP 1986; 3309 Fillmore St

Seung Yon Cho, DDS; GP; UOP 2014; 2001 Union St, Ste 385

Donald Jonker, DDS; GP; UCSF 2014; Office Address Pending

Nikita Kuppanda, DDS; GP; UOP 2015; Office Address Pending

Annie Mach, DMD; GP; Temple University 2012; Office Address Pending

Nina A. Mohazzab, DDS; GP; UCSF 2016; AEGD VA Med-Palo Alto 2016

Kelley Nguyen, DDS; GP; UCSF 2015; GPR UCSF 2016

Nicole Olivares, DDS; Periodontics; UCLA 2011, OHSU 2014; 450 Sutter St, Rm 1314

Mudhga Patwardhan, DDS; Oral and Maxillofacial Surgery; USC 2004; NY Presbyterian Hospital 2010; 99 W Portal Ave

Ralph L. Raya, DDS; GP; UCSF 1980; 707 Parnassus Ave

Stephanie M. Settimi, DDS; GP; UOP 2005; Office Address Pending

Ankita Shah, DDS; GP Indiana 2009; 369 Pine St, Ste 200

Aneesha Sharma, DDS; GP; UOP 2015; 1 Daniel Burnham Ct, Ste 305C

George Young, DDS; GP; UCSF 1985; 595 Buckingham Way, Ste 538

BOARD HIGHLIGHTS

January 2016

• Ratified Presidential appointments of Drs. James Han, William Lee and Wayne Del Carlo to the Nominating Committee; Drs. Carolyn Brown (chair), Susan Soderstrom, Clint Taura, Paul Weller and Dennis Song to the Dental Staffing Shortage Task Force

• Approved outcomes for the Dental Staffing Shortage Task Force:
  o Identify the situations/factors contributing to the lack of available dental staff
  o Identify options to improve the situation
  o Report to the board within six months

• Ratified “tag lines” for new SFDS responsive website design and for member communications

• Approved ExCom recommendations regarding the CDA Special HOD on March 4-5

• Executive Director Elam provided information in numerical and graphic presentation for the board as an overview of the status of the Society that included:
  o Dues to Non-dues Trends for periods 2006-2015
  o % Non-Dues Income to Total Income 2006-2015
  o Market Share Trend Analysis from 2006-2015
  o Membership Trends – Year End from 2000-2015
  o Financial Trend Profit and Loss 2000-2014
  o Membership trends 2000-2015, Dues, Reduced Dues, Zero Dues Comparison
  o Member Engagement – by Event/Meeting Type, 2014/2015
  o SFDS Member Demographics by Years in Practice as of Year-End 2015
Previously Worked Overtime Can’t Be Counted as Makeup Time

Can an employee use makeup time if he or she misses a day of work and submits a written request to use overtime previously worked in that workweek to pay for the missed day?

No! Section 513 was added to the California Labor Code in 1999. That code section provides: “If an employer approves a written request of an employee to make up work time that is or would be lost as a result of a personal obligation of the employee, the hours of that makeup work time, if performed in the same workweek in which the work time was lost, may not be counted towards computing the total number of hours worked in a day for purposes of the overtime requirements....”

Conditions:

- Requires that an employee shall provide a signed written request for each occasion that the employee asks to make up work pursuant to this section.
- An employer is prohibited from encouraging or otherwise soliciting an employee to request makeup time.
- Employer is not obligated to grant the written request.
- The granted written request precludes the employer from overtime liability for up to 11 hours in a day and 40 hours in the workweek.
- Even though the statute does not specifically require the request in advance, that appears to be the intention of the law.

Source: CalChamber, Labor Law Corner.

In Memory

Our condolences to family and colleagues...

Dr. Paul E. Crudo (1924-2015)
Member 1949-2015
SFDS Life Retired Member, Dr. Paul Crudo graduated from the College of Physicians and Surgeons, Class of 1948. Dr. Crudo practiced dentistry both in San Francisco and Daly City before retiring in 2001.

Dr. Daniel D. Barry (1923-2016)
Member 1948-2016
SFDS Life Retired Member and 1966 SFDS President, Dr. Daniel Barry graduated from the University of Iowa College of Dentistry, Class of 1947. Dr. Barry practiced for years at 450 Sutter, working alongside his sons before retiring in 1990.
CITY SMILES CONNECT

Partnering with Project Homeless Connect (PHC), SFDS members and Community Dental Health Committee members, Drs. Allen Wong, Jeffery Jang, Kenneth Bianchi, Russell Taylor, Norman Choy, Roy Kim and Katherine Vo gathered at Dr. Sandy Shih’s office on Saturday, January 9, to provide four PHC clients with dentures using the Larell Denture system. Launched as City Smiles Connect, members are learning and testing the efficacy of this product while PHC clients enjoy the benefits: affordable dentures and a healthy-looking smiles that may lead to new opportunities for these clients. A huge shout out of thanks to our participating members, and a special thank you to Jesse Potenciano, owner of Phoenix Dental Lab in Union City, who has graciously volunteered to do the lab work needed. And, we are appreciative of our PHC partners for helping to make City Smiles Connect a success.
Three important points:
1. Dentists are being welcomed as full ATS members, and I encourage you to join today.
2. The 2016 program is the beginning for us. The goal of the Dental Interest Group is to make new members welcome and understand the many benefits of membership.
3. Don’t forget to use the Promo Code “DENTAL” when registering for the Special Sunday Session.
REALITY CHECK...

SFDS Officers, Directors and Committee Chairs spent Saturday, January 23, finessing our strategic plan, assessing what we’ve accomplished and what yet needs to be done. The SFDS was fortunate to have Mr. Anders Bjork from CDA to share CDA’s Member Relationship Studies data that helped to set the stage for the board’s afternoon activities. Following Mr. Bjork’s presentation, Drs. Irene Hilton and Dennis Song led the leadership team through discussions, looking at all current programs to establish principle strategic initiatives to accomplish this year. ❖
A common misconception in the dental community is that waiving co-payments is always forbidden. The truth is that waiving co-payments, like many things, is dependent on the circumstances. There are several questions to consider before a dentist determines if waiving a co-payment is appropriate. For example, is the dentist a contracted provider with the patient’s insurance plan? Is the dentist waiving co-payments for a federally funded program? Finally, are there any other legal prohibitions regarding waiving co-payments?

If the dentist is a contracted provider with the patient’s insurance plan, the prohibition of waiving co-payments really lies with the insurance carrier and it’s up to the carrier to prohibit it. Under the law, insurance contracts are considered adhesion contracts, which means that ambiguities in a contract are held against the insurance carrier. Therefore, depending on how clearly the contract is written, not collecting co-payments may be viewed as overbilling in accordance to that contract, as one fee is being charged and another is being submitted for reimbursement.

One clear example of when not to waive co-payments is if the dentist is a provider of a federally funded benefit plan like Medicare and Medi-Cal. A dentist cannot waive co-payments unless an extreme financial hardship exists and the co-payment is a barrier to care. In these circumstances, the ethical principles of fairness and justice come into play when determining who gets the discount (senior citizens, students, new parents, etc.).

Another consideration before waiving co-payments is the Health Insurance Portability and Accountability Act (HIPAA). Among its many provisions, HIPAA makes it a crime for anyone, in a matter involving a health care benefit program, to knowingly and willfully make or use any materially false, fictitious or fraudulent statements or representations in connection with the delivery of or payment for health care benefits, items or services.” Hence, a dentist who knowingly waives co-payments involving a private dental plan may be at a risk of violating this statute if the government interprets such waivers as being misstatements of the dentist’s charges to the plan.

This concept of deception is at the heart of CDA’s Code of Ethics section on waiver of co-payments. Section 7.A.2. of the CDA Code of Ethics states, “A dentist who accepts a third-party payment under a co-payment plan as payment in full, without disclosing to the third-party payer that the patient’s payment portion will not be collected, may be engaged in overbilling. The essence of this ethical impropriety is deception and misrepresentation; an overbilling dentist makes it appear to the third-party payer that the charge to the patient for the services rendered is higher than it actually is.”

In summary, waiver of co-payments raises legal concerns, particularly with respect to breach of contract or a federally funded benefit plan like Medicare and Medi-Cal. Waiver of co-payments on an individualized basis in cases of financial hardship is likely permitted, provided the dentist is acting in good faith and exercising the ethical principles of honesty, integrity and justice.

Additional resources about waiving co-payments are available on cda.org. For further guidance, contact a member of your local ethics committee or Britney Ryan, CDA judicial council manager, at 800.232.7645.
Dr. Joseph Gabany was installed as the 147th SFDS President by Dr. William Carpenter during this year’s Annual Meeting at the Marines’ Memorial Club and Hotel, together with the SFDS Officers and Board of Directors for 2016.

Recognized for their contributions to the SFDS and Organized Dentistry, outgoing 2015 President Dr. Dennis Song presented Dr. Dennis Shinbori the Society’s “Award of Merit for Exemplary Service” for his dedication to the Society, the profession, and his many years at the helm of the SFDS Children’s Poster Contest. Dr. Song also recognized Dr. Michael Ramsay as “Committee Person of the Year” for his service to the SFDS Peer Review Committee, and presented an award to SFDS Executive Director Deborah Elam, MS, CAE, for her 15 years of service with the Society. Dr. Song thanked outgoing officers, directors and committee chairs and bestowed Life Memberships to Drs. Kenneth Bianchi, Alan Budenz, John Fong, Eddie Hayashida, and Dennis Shinbori. Dr. Song additionally thanked outgoing volunteer leaders and committee chairs: Drs. William Lee (NomCom Chair), Michael Antonini (SF Dental PAC), Paul Weller (Immediate Past-President), Clint Taura (Director), and Earl Capuli (Director).

Dr. Warden Noble, professor at the Pacific Dugoni School of Dentistry, spoke on ‘Erosive Tooth Wear - Dentistry's Hidden Enemy’, focusing on the effects of dental-wear-associated lesions. He focused on understanding the mechanisms for acid erosion, abrasion and attrition, and best methods for managing erosive tooth wear.

The evening’s big winners were: Dr. Karen Jacobs, a bottle of Casa de Fruita Wine courtesy of Top Hand Media; Dr. Maria Majda, a Philips Sonicare toothbrush courtesy of Philips Sonicare & Zoom Whitening; Dr. Marisa Colas, a $100 gift certificate to Original Joe’s; Dr. Doris Lin-Song, $20 cash; and the ever-lucky Dr. Peter Rengstorff, who won both a $100 gift certificate to Wayfare Tavern courtesy of Blende Dental Group and $50 cash.
SFDS is presently looking for general dentists and specialists to join our Peer Review committee. Peer Review is one of the most valuable CDA membership benefits. The purpose of the peer review system is to resolve doctor/patient disputes that may arise in the delivery of dentistry. It is a wonderful alternative to traditional litigation.

In a typical case review, the committee interviews patients and dentists, reviews records and examines patients. After weighing the evidence, we recommend resolutions on issues like quality of care and appropriateness of treatment.

Each general and specialty peer review committee member must have practiced for a minimum of five years. Specialists must have practiced in their specialty areas for a minimum of five years.

New committee members are required to attend a training workshop prior to participating on a case review, and existing committee members must attend a training workshop every two calendar years. There will be a training workshop on September 10th in San Francisco at the Fall CDA Presents.

Your time commitment as a committee member would be a few evening meetings per year plus time spent reviewing records. In return, you would be gaining greater knowledge about good record-keeping and communication practices, as well as experience a greater sense of camaraderie amongst your colleagues.

If you are interested in joining or want to learn more about Peer Review, please contact me at stephaniejee@earthlink.net or Deborah Elam at exec@sfds.org or (415) 928-7337.
Keeping in Touch with SFDS... Got Some News to Share?

Put it in The Bridge. Make it short and newsy...
Use this form to mail in your news or FAX your news to (415) 928-5297

News from SFDS Member
(please print) ________________________________

Recently been elected to a community, service club, or professional organization leadership role? Let us know so we can share your success...
(please print)

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Opened a New Practice or Moved Your Practice?
Name ________________________________
Type ________________________________
Address ________________________________
Phone No. ________________________________
Fax No. ________________________________
E-mail ________________________________

Share your office successes with others…
Have a practice management tip? Have a staff relations tip? (please print)

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Anything Goes!
Have a question you want the Board of Directors to answer in the Newsletter?

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New Member in Your Family?
Baby: _______ Girl _______ Boy

Name: ________________________________
Date Born: ________________________________
1st _____ 2nd _____ 3rd _____ Other ________
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.

<table>
<thead>
<tr>
<th>Category</th>
<th>Discount Details</th>
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<tbody>
<tr>
<td>Good</td>
<td>10% discount on Professional Liability when combined with Workers’ Compensation</td>
</tr>
<tr>
<td>Better</td>
<td>10% discount on both Professional Liability + Commercial Property when combined</td>
</tr>
<tr>
<td>Optimum</td>
<td>20% discount on Professional Liability</td>
</tr>
<tr>
<td></td>
<td>10% discount on Commercial Property</td>
</tr>
<tr>
<td></td>
<td>5% discount on Workers’ Compensation</td>
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**Bonus**

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

**Protecting dentists. It’s all we do.**

800.733.0633 | tdicsolutions.com | CA Insurance Lic. #0652783
SFDS Calendar of Events

March 2016
14 SFDS Legislative Com Meeting
6:30 PM/2143 Lombard St.

16 SFDS CPR Renewal
6:30 PM/2143 Lombard St.

24 SFDS Board of Directors Meeting
6:30 PM/2143 Lombard St.

April 2016
5 SFDS Membership/NDC Committee Meeting
6:30 PM/2143 Lombard St.

6 SFDS PAC Board
6:30 PM/2143 Lombard St.

13 SFDS CPR Renewal
6:30 PM/2143 Lombard St.

14 Happy Hour
TBA
16-17 CDA Cares
Ventura, CA

27 SFDS Spring 2016 CE Meeting
6PM/SFDS 2143 Lombard St.

28 SFDS Executive Committee Meeting
6:30 PM/SFDS, 2143 Lombard St.

May 2016
7 SFDS Job Fair
6:00 PM/Fort Mason Firehouse
2 Marina Blvd.

17 SFDS CDHC Meeting
6:00 PM/SFDS, 2143 Lombard St.

18 Infection Control & Dental Practice Act
1:00-5PM/SFDS, 2143 Lombard St.

24 SFDS New Dentist Seminar Series
6:00 PM/SFDS, 2143 Lombard St.

26 SFDS Board of Directors Meeting
6 PM/SFDS, 2143 Lombard St.

30 SFDS Office Closure
Memorial Day
SFDS Office Will Reopen on May 31st

June 2016
15 CPR BLS Renewal
6 PM/SFDS, 2143 Lombard St.

23 SFDS Executive Committee Meeting
6 PM/SFDS, 2143 Lombard St.
April 1 Compliance Alert - Mandatory Changes to California's PDL Notice: If you are an employer with five or more full- or part-time employees, you’re required to post the updated Pregnancy Disability Leave notice effective April 1, 2016, in each business location.

BreEZe - New online CA Dental License renewal system: The new online license renewal system, known as BreEZe, launched Jan. 19. The Department of Consumer Affairs (DCA) is urging dental professionals to use the new system, which replaces the existing online licensure renewal system. BreEZe allows dental professionals to apply for or renew their licenses online, pay with a credit card, track the status of an application or licensing request, submit address changes and obtain proof of license status. For more information on BreEZe, visit dca.ca.gov or check cda.org for updates.

$200 for New Member Referral: Dentists referring a new tripartite member to CDA can receive a $100 check from CDA and a $100 American Express gift card from the ADA. The CDA/ADA combined campaign lasts through September 30. To receive credit for a referral, applicants, on the CDA membership application, must include the name of the member who referred them to join the tripartite (local/state/national). There are some restrictions. Visit cda.org/mgm for more information.
ADA: New ADA.org page exclusively for new dentists goes live:

ADA.org now has a dynamic area for new dentists at ADA.org/newdentist, which houses the most useful and relevant resources for new dentists in one place. Have feedback? Share it with the New Dentist Committee office at newdentist@ada.org

The CDA Foundation offers financial support to dental professionals and community-based organizations statewide that provide dental care to underserved communities. In this way, funding reaches local communities where it is needed most. Grants and scholarships are available throughout the year with various deadlines and submission periods. The CDA Foundation encourages applications/nominations for the following programs:

- **Dental Materials and Supplies Grant** works in partnership with Henry Schein Cares to support nonprofit organizations with the donation of dental supplies and materials necessary for dental operations and oral health services. Open application period is Jan 1-March 31.
- **Crowns for Kids Grant** provides financial awards to CDA component dental societies, or local nonprofit organizations who partner with the local CDA component dental society, to implement oral health projects that address preventive care, consumer education, restorative care, fluoridation or other programs that increase access to care for children 0-18 years. Open application period is Jan 1-April 1.
- **Dr. Arthur A. Dugoni Faculty Award** acknowledges and supports eligible faculty affiliated with one of the state’s six dental schools for their exceptional leadership, innovation, collaboration, compassion, philanthropic spirit and integrity in dental education. Open application period is Jan 1-March 31.
- **Humanitarian Award** recognizes California dentists who have distinguished themselves through a lifetime of outstanding leadership and contributions to others in the field of dentistry. Nomination period is open April 1-June 30.

For more information on any of these opportunities, visit cdafoundation.org/receive

SFDS... With passage of the Healthy Workplaces, Healthy Families Act of 2014 (California AB 1522), new state requirements for offering paid sick leave are now in effect. Along with San Francisco’s Paid Sick Leave Ordinance, both laws create an overlapping set of regulations regarding paid sick leave. OLSE has released a new FAQs on the San Francisco PSLO and the State paid sick leave law (PDF) – available at: www.sfgov.org/olse/paid-sick-leave-ordinance-pslo.

SFDS City Smiles Connect: We would like to thank those who contributed to our City Smiles Connect fundraiser, as we raised over $10,000! With the money raised, we are able to provide denture services to many who would not otherwise receive them. We are so inspired by the generosity of our members—all that you give and do. Kudos to our fundraising teams: Drs. Michael Chan, Sandi Shih, Jeff Jang, Dennis Song and Allen Wong and to the entire team at Project Homeless Connect.
Dr. Troy Schmedding, who has been a practicing cosmetic and restorative dentist for the last 20 years, will be joining the SFDS to share his knowledge about new advances in restorative and aesthetic dentistry. With his vast experience and accomplishments, Dr. Schmedding readily spreads his knowledge by speaking and teaching, nationally, on esthetic and restorative dentistry. Learning outcomes for this course:

- Understanding the newest generation of bonding materials
- Proper protocol for all ceramic cementation
- Bulk Fill Composites

Earn 2 CE Credit • Light meal will be provided
Wednesday, April 27, 2016
6-6:30 PM - Social/Table Clinic 6:30-8:00 PM - Lecture
San Francisco Dental Society, 2143 Lombard Street
SF Limited Space Available
Registration Fees: Member Dentists/Staff- $54, Non Member Dentists - $74
To register, go to sfds.org or call 415-928-7337