

THE JOURNAL

A publication of the Harbor Dental Society

“Riding the New Year’s Waves of Change”

**New dentists
must ‘stand out’
to build patient base**

**Dentists, hygienists
required to provide
public notice of
state regulator**

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Harbor Dental Journal
2225 E. 28th Street
Suite 500
Signal Hill, CA 90755-2101

Phone: (562) 595-6302
Fax: (562) 426-4550

E-Mail: kristin@harbordentalsociety.org
www.harbordentalsociety.org

EDITORS

James Blake, D.D.S.
(562) 431-2929

John Blake, D.D.S.
(562) 933-2501

MANAGING EDITOR

Kristin Murphy-Avina



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of Dental Editors**

Harbor Dental Society

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Long Beach	Wilmington
Los Alamitos	

The HDS Journal is published by Harbor Dental Society, a component of the California Dental Association and the American Dental Association. Society office hours are 8:30 to 5:00, Monday thru Friday. The Journal will publish signed articles relating to all phases of dentistry, but assumes no responsibility for opinions expressed by the contributors. The Harbor Dental Society, although formally accepting and publishing reports of various committees and the essays read before or submitted to it, holds itself without responsibility for the opinions, theories or criticisms therein contained, except when otherwise decided by special request. Advertising rates and distribution data are available upon request.

www.harbordentalsociety.org

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January/February/March 2014



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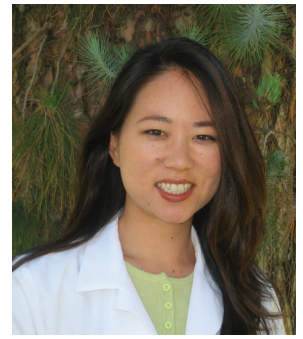
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THE VISION: THE HARBOR DENTAL SOCIETY IS RECOGNIZED AS THE TRUSTED LEADER, RESPECTED BY ITS MEMBERS, PEERS AND THE PUBLIC FOR SUPPORT, ADVOCACY AND EDUCATION.

THE MISSION OF THE HARBOR DENTAL SOCIETY IS TO PROMOTE EXCELLENCE IN DENTISTRY, SERVE ITS MEMBERS, AND LEAD THE DENTAL COMMUNITY IN ITS RESPONSIBILITY TO THE PUBLIC.



Greetings and Happy New Year to each and every one of you!

I humbly and proudly accepted the honor to be your 99th Harbor Dental Society President with the added privilege of having Dr. Max Martinez conduct my presidential installation in addition to the 2014 officers on December 5, 2013.

Dynamic 2014 Board of Directors

I am sincerely looking forward to a productive and fun year with an impressive 2014 Board of Directors ready to go. They are not only my colleagues but good friends, and role models. Each one is an accomplished leader in his/her own right and each brings personality and a unique set of leadership and business skills to the society, allowing us to be very dynamic and effective Board of Directors on behalf of Harbor Dental Society. Our executive director, has in her first year, fulfilled all our expectations and more. We couldn't be here without Kristin and our other key staff - Janis. I'm very proud of our leaders, staff and our members and it's because of our members, loyal dedicated leaders that makes Harbor, I believe, to be the best dental society in the world.

Gratitude towards Past Leaders

The success of Harbor wouldn't have been possible without the leadership of its past presidents. And our most recent Past President Dr. Worden has brought some changes to Harbor, making it a more efficient and sound organization. I extend immense appreciation to Dr. Worden for doing an incredible job and putting Harbor on a solid path that we will continue with an

onward and upward momentum.

Family Values and Balance

I'd also like to take this opportunity to thank my family for inspiring me to be a dentist and believing in me when I started my practice from nothing right out of school. They immigrated here almost 40 years ago with nothing more than the American dream and the "can-do" spirit. As business owners, they taught me the fundamentals of running a business – that is, having a good work ethic, perseverance and optimism.

Staff Appreciation

I'd also like to express my gratitude to my staff – the greatest team I could ever ask for because their dedication and attitude is why our patients come in smiling when they walk through our door.

Being able to Change in a Digital Age

Significance of 99 – I like to consider it not the last chapter of a century but perhaps the prologue to something more exciting, a new era. There are many changes that are happening in our professional environment and are out of our control. We're in a digital age where most of our communication is done on a hand held device. We have an aging workforce and population. Politically and economically we're faced with issues that are changing the way we practice dentistry.

However, we should welcome change, because without change, there's no progress. And without progress, we can't succeed.

New Responsive and Robust HDS Website

This year Harbor will be the unveiling of a new and improved website geared for members, professionals and the public. The new site will be more robust, content-rich, customized to provide relevant information for our members. It will be a gateway for the leadership to communicate, an area for members to track their CE units, and it will streamline the ADA and CDA resources in one place.

Powerhouse CE Programs for 2014

We've made some changes to our Programs structure for next year. We've streamlined the format so you can get the same number of units with fewer courses. Our lineup, if you've had a chance to look, is world class. Every year we manage to bring in amazing speakers on relevant hot topics and this year's is outstanding. We're able to do this by having corporate partners help offset the cost. By partnering with these companies we can set aside our resources for other member benefits.

Pivotal Collaboration at its best

You'll see more collaboration with our dental community. You may see an OCDS member sitting at your table at the next CE. Or events co-hosted with another dental society. We understand that sometimes we need to work together and pool our resources to provide more for our members. We hope that by collaborating we can be a stronger organization.

smart[®]dentist



Now this is smart.

Be it the latest updates on infection control regulation or a reference guide for all things legal as it pertains to dentistry, if it impacts California dentists, you'll find it on CDA's Compass. It's where smart dentists get smarter.

cda.org/compass

Celebrating Harbor Dental Society's 100 Anniversary

Finally, next year, we'll be gearing up for Harbor's 100th year. Dr. Ashok Mehta who is currently in the position of president-elect is conjuring up some great ideas for this gala and we need volunteers and leaders. What a great place to start if you've never been involved.

Become a Volunteer and Leader!

I urge you to consider volunteering and being a leader. Someone once said, "You make a living by what you get, but you make a life by what you give". Consider giving back to your profession. Please reach out to take on a small task to help contribute to making a big impact. These great activities can only take place for you because of YOU!

I had the privilege of attending the House of Delegates in 2013 in Sacramento and had the opportunity to hear the very eloquent Dr. Arthur Dugoni speak on leadership and volunteerism. He basically sums up the meaning of leadership and why we do what we do. He says when you love what you do then you'll never work a day in your life. If you don't love what you do then you'll never work the extra mile or hour. You'll never dream new ideas.

I love what I do. It goes beyond the walls of my office. My involvement with Harbor gives my work greater meaning and

purpose. I started as an ice cream scooper at a Harbor picnic 8 years ago and still haven't learned how to say "no", because here I am your dedicated president. You don't need a special skill because you're all essentially leaders- in your home, in your office.

Dr. Dugoni quoted Winston Churchill...



"To each there comes in their lifetime a special moment when they are figuratively tapped on the shoulder and offered the chance to do a very special thing, unique to them and fitted to their talents. What a tragedy if that moment finds them unprepared or unqualified for that which could have been their finest hour."

Always be prepared, be excellent at what you do. But also, recognize the tap on the shoulder.

I will end with a quote by a leader that inspired the world and left us in awe: the late Nelson Mandela: He said, "What counts in life is not the mere fact that we have lived. It is what difference we have made to the lives of others that will determine the significance of the life we lead."

Here's to wishing you, your family and dental team a fantastic 2014! 🚩

Dentists, hygienists required to provide public notice of state regulator

As a result of a recent announcement from the Dental Hygiene Committee of California (DHCC), licensed dentists and registered dental hygienists are each now required to provide specified public notification that they are licensed and regulated by the Dental Board of California and the DHCC, respectively.

State law calls for each professional licensing board to adopt regulations requiring its licentiates "to provide notice to their clients or customers that the practitioner is licensed by the state." The intent of the law was to assure that individuals who obtain services from licensed professionals are made aware of where to seek redress of grievances. In addition, a separate section of the Dental Practice Act requires the Dental Board to require dentists to post the notice "in a conspicuous location accessible to public view," and to require the notice to include the telephone number and web address of the Dental Board.

The Dental Board's rules for complying with this law were released in December 2012. The regulations are very specific, requiring dentists to post the following notice in at least 48-point type font:

NOTICE
Dentists are licensed and regulated
by the Dental Board of California
(877) 729-7789
www.dbc.ca.gov

A printable version of the required notice is available at dbc.ca.gov/formspubs/ntcsign.pdf

Recently, the DHCC began informing its licentiates that registered dental hygienists also should be in compliance with the notice requirement, since they are licensed separately by the committee. On its website, the DHCC provides several compliance options for registered dental hygienists and recommends consulting with their supervising dentist about the best option if the hygienist works in a dental office:

1. Post a written notice similar to the one required above for dentists, with equivalent contact information for the DHCC;
2. Provide the notice in a written statement, signed and dated by the patient and placed in the patient's record;
3. Include the notice in another document, such as care instructions, where the notice is placed directly above the signature line.

The notice information for registered dental hygienists can be found by searching for "Important Notification for Licensees" at dhcc.ca.gov.

The new notice requirement for dentists was a topic of discussion at the CDA House of Delegates in Sacramento on Nov. 15-17 in Sacramento, stemming from concerns that the current regulation is inappropriately restrictive by requiring dentists to refer to their patients as "consumers."

As a result, the House adopted Resolution 23, which calls on the appropriate CDA entity to seek solutions that will give dental offices additional options for complying with the notice requirement.



Hold The Door...

How many unique thresholds do each of us cross in a typical day? I get about five: leave home, in the car, in the office, to the lunch spot, by the grocery store, and return home. Not much attention is likely paid to the space that enables these transitions. We are divided, connected and stalled briefly at doors. How do doors make our day any better or worse? More tangentially, how do we really feel about doors?

Perhaps the most direct reflection of one's personality is the front door. Let's start at home.

Paint company Sherwin-Williams has released their 2014 color forecast, and I include this quote:

"Logic or good sense. Gray is the new black, and math is the new sexy. We're in a global race to acquire knowledge, especially in the hard sciences. As we embrace our inner geek, we're also celebrating the quantifiable world's impact on design: using geometry and 3D printing to create patterns and shapes in which shadows, negative space and tone on tone are as important as the structure itself."

Whew! This was only the description of 8 gray colors. They found the copy writer from the J Peterman catalog, I'm sure. Just think what the large dental lab could do with this; A2 Vita would never

look or sound the same. But back to the front door. I think we have had an outbreak of red doors lately (you know who you are). This is not a complaint; our red-door colleagues are full of life, energy and excitement. In Feng Shui, a red door symbolizes the mouth of the home. By painting the door red (or really any bright color that stands out) chi (positive energy) is drawn to the house. The Irish feel a red door will ward off ghosts and evil spirits. Of course, some people just like red.

Debbie Zimmer is a color expert at the Paint Quality Institute (really), and she continues with other colors:

Blue is seen as calm, serene, and relaxing. Who among us has not redecorated the office interior colors to provide a "relaxing" environment? Ms. Zimmer continues that blue is the most popular color in many studies, and provides a "perfect retreat from an often harsh and demanding world." I think this is also called a panic room.

Green doors are an interesting choice; it connotes health, safety, tranquility and harmony. Your front door may not be green, but it there is a large green cross on your building, the tranquility and harmony come chemically aided by way of THC. Green indeed.

Who among us would have a brown door? Painted or stained, brown doors can look natural and organic, but may send a mixed message. On one hand, brown conveys warmth, stability, and reliability. Conversely, darker shades of brown signal a desire for privacy, even isolation. Perhaps the 70's earth tones hid a darker, seamier side of reality. Yeah, I saw American Hustle.

Finally, we come to black. A most intriguing choice for a door, it communicates something entirely different. Ms. Zimmer's research shows that a black front door communicates strength, sophistication, power and authority, indication to all who enter or even passersby that the home is a serious place inhabited by a person of substance. How many hands would go up at an AAOMS meeting if you posed the question... just wondering.

So how does all this translate to our humble dental offices. I feel there may be some merit in reconsidering the stolid front door and its color. Many of us are bound by our lease agreements, part of a larger building with all the same doors, or otherwise unable to change the entrance. But if you can or could, I think the ability to individualize our venerable entries would add a nice touch of whimsy and personalization to our increasingly sterile environment.

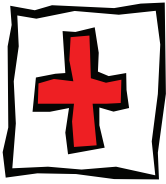
We are constantly bombarded with ways to market our practices. While a necessary component of any successful office, it is exhausting to see all the social media, telephone, and print options to expand our practices.

Perhaps a lingering pause at an unusual front door would leave a more lasting impression than a tweet about a whitening special. Or as a Chinese proverb once stated, "a mind is like a door, it functions only when open." ▲

HDS Board of Directors 2014

Position

Dora Lee, DDS	President
Ashok Mehta, DDS	President-Elect/Programs Chair
Ravipan I. Smith, DDS	Secretary
Max B. Martinez, DDS	Treasurer
William J. Worden, DDS	Immediate Past President
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Michael C. Marshall, DDS	Trustee
Ron F. Antimarino, DMD	Member at Large
Simona C. Arcan, DMD, MD	LDC Chair
Sam S. Berro, DDS	HDS Foundation Chairman
James H. Blake, DDS	Co-Editor
John L. Blake, DDS	Co-Editor
Charles D. Brodsky, DDS	Website Chair
David H. Feldman, DDS	Director/Peer Review Chair
Gary L. Glasband, DDS	Legislation Chair
Jonathan H. Lo, DDS	Director
Bijal Mehta, DDS	New Dentist/Dental Health Fairs
Phillip R. Melnick, DMD	Membership/R&R Chair
Michael Neglia, DMD	New Dentist
Toan D. Nguyen, DDS	Director
Ahmed Sadek, DDS	Director
Aarti Shah, DDS	New Dentist
Ronald V. Surdi, DDS	Well-Being Chair
Douglas R. Wall, DDS	Ethics Chair
STAFF	
Kristin Murphy-Avina	Executive Director
Janis Bendle	Manager, Membership & Events



Harbor Dental Society

RE-CERTIFICATION AND BASIC CPR COURSES

Wednesday, February 19, 2014

Wednesday, March 19, 2014

Re-certification/Basic Course

6:00 - 10:00 PM Basic Course

The registration fee for the Re-certification and Basic Course is **\$55.00** per person. You will receive four (4) units of continuing education credit upon completion of this class. **(NEW LAW STATES THAT A RE-CERTIFICATION CLASS WILL LAST FOUR HOURS)**.

The instructor will grant certification in the program to participants when they are assured of the participant's skills in CPR, using the Heart Association standards.

These CPR courses are provided for HDS members and their staff only. Each course will accommodate 10 or so people. All CPR classes are held at:

HARBOR DENTAL SOCIETY
2225 E. 28th STREET, SUITE 500, SIGNAL HILL, CA 90755-2101
(562) 595-6303 telephone / (562) 426-4550 fax

CPR certification is now valid for two (2) years. If you are due to apply for re-licensure, you must have taken a qualified, recognized Basic CPR Course previously.

Registration deadline is one week prior to the scheduled class. If you must cancel your reservation, you must do so before the Tuesday preceding the class to receive a refund. Advance registration is required.

Please register the following for the CPR course on: _____

NAME: _____ BIRTHDATE: _____

TELEPHONE: _____ CURRENT CARD EXPIRES: _____

OTHERS ATTENDING:

NAME: _____ BIRTHDATE: _____

NAME: _____ BIRTHDATE: _____

Credit card number: _____ **Expiration Date** _____ **Zip Code** _____

PLEASE SEND IN THIS FORM (FILLED OUT) TO HDS WITH A CHECK OR IF USING A CREDIT CARD, PLEASE WRITE CREDIT CARD NUMBER, EXPIRATION DATE AND ZIP CODE OF BILLING ADDRESS BELOW AND FAX TO: (562) 426-4550

harborsalutes

HDS congratulates the following members who celebrated a membership anniversary during the months of January, February and March. Our thanks for their contribution to our profession through their membership.

JANUARY

50 Years
Godfrey Pernell

45 Years
Eugene Triff

40 Years
Donald Brown
Ellen Chen

30 Years
Philip Melnick
Edward Wicorek

25 Years
Laurene Duke
Ashok Mehta
Shailesh Parikh

20 Years
Steven Brown
Fredrick Fruhling
Stephen Hiroshige
Mark Vidor

15 Years
Sam Cho

10 Years
Ted Chan
Seyoung Kim
Phuong Lam
Rebecca Pena

5 Years
Jocelyn Lugtu
Robert Virata

1 Year
Bonny Hakimirad
Susie M. Kim
Laura E. Miller

FEBRUARY

45 Years
Arlo Jorgensen

35 Years
Surender Laroyia

30 Years
Stephen Andreason
Glenn Arima
Jayne McKay

25 Years
Bernard Gantes
Michael Marshall
Thomas Omoto

20 Years
Kirstin Hellmeyer
Steven Montano
Marvis Sorrell

15 Years
Sergio Ocampo
Gregory Smith

10 Years
Mark Davis
Thai Q. Nguyen

1 Year
Edward Luong
Jenny Wong

MARCH
40 Years
Joseph Du Ross
Ronald Mileham

35 Years
Robert Borden
Bryan Saiki

25 Years
Aileen Jitsumyo
Anita Lee
Christi Peterson
Douglas Urban

20 Years
Estela Sanchez

10 Years
Felipe F. Fernandez
April Kang
Peter U. Kim
Humairah Shah

5 Years
Rohit Batheja
Mike M. Tran
Vinh C. Tran
1 Year
Susie M. Kim
Jennifer K. Kimura
Bijal A. Mehta
Sima M. Nojomian

New dentists must 'stand out' to build patient base

Dentists just out of dental school spend much of their time marketing themselves to prospective employers. Things quickly change once they enter the workforce and they are responsible for both building and maintaining a reliable patient base.

On top of providing patients with high-quality care and presenting a welcoming environment, dentists also can implement several marketing and advertising strategies that will help them hit the ground running on building up a patient base.

According to CDA's *Guide for the New Dentist*, dentists should develop a marketing plan; select specific marketing methods (direct mail, print advertising, media coverage, a website, etc.); come up with internal marketing tactics (patient satisfaction techniques, gift certificates, etc.); create a branding strategy; and track return on investment, among others.

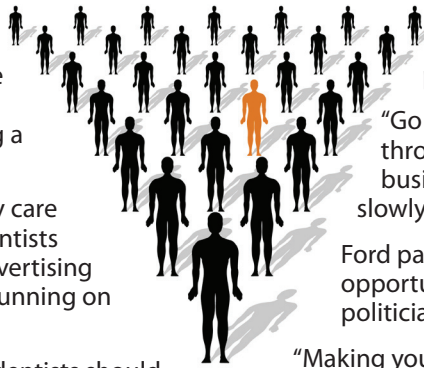
Jonathan Ford, DDS, went to dental school at the University of Pennsylvania and graduated in 2007. Following graduation, he came back to his hometown of Huntington Beach to practice. Ford said it's all about what makes a dentist unique that helps attract new patients.

"I drive by 10 different dental offices on my 10-minute drive to work every day. You have to find a way to stand out," Ford said.

Jon Pascarella, DDS, began practicing in Redding after graduating from dental school. Upon taking his first job, he didn't have a built-in patient base to work from. He said his marketing efforts played a big role and one of the main things he focuses on is internal marketing.

"My first time sitting down with a new patient is always done in our consult room. This gives us an opportunity to talk a bit outside of the operatory setting that some people have apprehension about," said Pascarella, who is a past chair of the CDA New Dentist Committee. "I like to get to know the patient a little bit and explain my dental philosophy to them. I let them know that they are always in control of what is going to be done to their mouth."

Other internal marketing strategies include: writing thank-you notes to new patients, patients who refer friends and family and those who have had large procedures; calling patients who have recently undergone elective or cosmetic procedures to see if they are happy with the results; evaluating practice décor; and making sure team members are neat, clean and professional.



Ford said community involvement is another key tool new dentists can use to build and maintain a patient base.

"Go out and start meeting people and networking either through the chamber of commerce, rotary clubs or other business groups," Ford said. "That is eventually how you slowly start building up your patient base."

Ford participates in his local Kiwanis Club and has used the opportunity to network with real estate agents, chiropractors, politicians and more — all of whom refer patients to him.

"Making your community better is the No. 1 goal. A byproduct is meeting key players in the community. If you earn their trust, they become patients, and then they refer you out to their family and friends," Ford said.

Pascarella joined a country club to help him boost his relations within the community.

"I would say that for the most part, country club members are interested in maintaining a healthy body, and tend to be good patients," Pascarella said. "Take an active role in your community, support local businesses, attend fairs and festivals. Just be there. This one is easy, and you end up enjoying yourself in the meantime as well."

Other tips for getting involved in the community from the *Guide for the New Dentist* include: hosting your own patient scholarship or smile makeover competition; hosting a "Sports Safety Day" in which patients can come take impressions for custom mouthguards; planning and hosting an open house; and sponsoring local events, sports teams, competitions, fundraisers, clubs, etc.

Pascarella said volunteering at events or sponsoring events within the community can be both rewarding and valuable to a dentist and their practice.

"Supporting and sponsoring events is a good way to get your name heard by large groups of people. It is very common that we will see patients that were involved in setting up an event that we have sponsored," Pascarella said.

For more information on these techniques and the legal limitations surrounding marketing and advertising in California, view Chapter 9 of the *Guide for the New Dentist* at www.cda.org/newdentist. ▲

recruitingupdate

NEW APPLICANTS:

Any Member of the Harbor Dental Society having knowledge relative to qualifications for membership of the applicants, please contact the membership chairman.

KOH, ROY A., DDS

No practice address at this time

WESTPHALEN, GEORGE, DDS

Transfer from SFDS
10318 Rosecrans Ave
Bellflower, CA 90706-2702

CONGRATULATIONS NEW MEMBERS:

The following applicants have fulfilled requirements for membership:

GANJI, DAVID, DDS

Transfer from SFVDS
1834 Pacific Coast Hwy.
Lomita, CA 90717

HAGHPARAST HASSAS, NORA, DDS

No practice address at this time
USC 2013

HWANG, STEVE J., DDS

Transfer from SFDS
No practice at this time
UCSF 2013

JONES, ROBERT L., DDS

Former member & transfer from
SDCDS
No practice address at this time
USC 1965

NGUYEN, HONG T., DDS

Transfer from OCDS
Former member
162 E. Compton Blvd.
Compton, CA 90220-2411
Tufts University 2007

QUINTERO, RAFAEL A., DDS

3714 Atlantic Ave
Long Beach, CA 90807
Columbia-Colegio Odonto,
Colobiano 1990

THATTE, SHALINI S., DDS

Transfer from OCDS
17832 Bellflower Blvd
Bellflower, CA 90706-6614
University of New Jersey 2012

TO, QUYNHLINH, DDS

Transfer from SGVDS
5697 Woodruff Ave
Lakewood, CA 90713

VITEZ, JENNIFER G., DDS

Transfer from KCDS
1845 N. Fair Oaks Ave
Pasadena, CA 91103-1620
(661) 831-1472
Boston University 2009

HARBOR DENTAL SOCIETY presents:

“Periodontal Therapy You Need to Know in 2014”

Thursday, March 13, 2014 (5 CEU)

Registration: 2:30 pm-3pm
Exhibits/Social: 5pm-6 pm
Evening Program: 7pm-9pm

Afternoon Program: 3pm-5pm
Dinner/Business Meeting: 6pm-7pm
Venue: The Centre at Sycamore Plaza
5000 Clark Ave., Lakewood, CA 90712

Paulo M. Camargo, DDS, MS, MBA, FACD

Dr. Paulo M. Camargo is a Professor, Chairman of the Section of Periodontics, and the Associate Dean of Clinical Dental Sciences at the UCLA School of Dentistry.



In the field of Periodontics, the scope of practice of the contemporary dental practitioner has broadened considerably. The preservation of the natural dentition remains our primary goal. Various modalities of non-surgical and surgical techniques are available for the dental practitioner to successfully save teeth from the functional and esthetic standpoints. When teeth cannot be saved, preparation for tooth replacement is now an integral part of the periodontal armamentarium.

This course is designed to revisit the full scope of non-surgical and surgical treatment approaches for teeth with periodontal pockets, to review different techniques related to achieving crown lengthening and to discuss techniques aimed at preserving the dimensions of the alveolar ridge following tooth removal. **It is intended to be practical, clinical and filled with information you can put to immediate use.**

TOPICS:

Periodontal Pocket Therapy

1. The current status of **non-surgical periodontal therapy**, including instrumentation and advances in visualization of the root surfaces.
2. The role of **periodontal surgery** including osseous resection and periodontal regeneration with special emphasis on indications and decisions making.
3. The existing scientific evidence of **laser** devices in enhancing pocket treatment will be reviewed.
4. The principles of **periodontal maintenance** with emphasis on the benefits and limitations of locally delivered antimicrobials in patients with residual pockets following periodontal therapy.

The Periodontal-Restorative Continuum

1. Management of teeth with sub-gingival caries, sub-gingival fracture, and short clinical crowns.
2. **Esthetic crown lengthening**: diagnosis and treatment.

Ridge Preservation

1. Proper placement of implant fixtures is dependent upon the presence of adequate bone volume following tooth extraction and research has shown the benefit of **ridge preservation procedures**.
2. The indications, contraindications, and steps involved in **treating the extraction socket** with bone grafts and guided tissue regeneration will be outlined and demonstrated via clinical examples.

Decision matrices will be included with the presented material for practical application.

IF PERIODONTAL THERAPY IS A PART OF YOUR PRACTICE, YOU CANNOT AFFORD TO MISS THIS TIMELY AND VERY INFORMATIVE PROGRAM BY A SUPERB LECTURER AND CLINICIAN!!!



REGISTRATION FEES FOR CONTINUING EDUCATION PROGRAM March 13, 2014 (5 CEU)

HDS/CDA/ADA Member: \$155	Hygienist: \$80
Staff/Assistant/Non-dentist guest: \$60	Life/Retired Member: \$77.50
New HDS Member: \$77.50 (1st meeting free, 1/2 price first year joined) Non ADA Member Dentist: \$250	

REGISTRATION FORM: March 13, 2014 C.E. PROGRAM (5 CEU)

Number of Registrants: _____ Dental Office: _____

Name(s): _____

Name(s): _____

Email: _____ Tel. _____

PAYMENT: Visa/MasterCard/AMEX/Check (please circle one)

Check # _____ Credit Card # _____

Name on Card: _____ Exp. Date: _____

Zip Code of Credit Card: _____

Late Registration Fee—\$5 (Reservations received after Monday, March 10, 2014)

REGISTER ONLINE: www.harbordentalsociety.org

REGISTER BY EMAIL: Janis@HarborDentalSociety.org

REGISTER BY FAX: 562.426.4550

REGISTER BY MAIL: Harbor Dental Society, 2225 E. 28th St., Suite 500, Signal Hill, CA 90755-2101

Questions? Please Call Harbor Dental Society, 562.595.6303

Enjoy volunteer opportunities at CDA Cares

Volunteer dentists, including oral surgeons, lab technicians, dental hygienists and assistants, and other team members are important pieces that make CDA Cares clinics run smoothly. They come from all over the state and vary in age. Many new dentists enjoy participating in the free dental clinics because they are eager to volunteer the skills they garnered during dental school.

Jacob Barber, DDS, is a recent graduate of the University of the Pacific, Arthur A. Dugoni School of Dentistry.

"I think it's important for new dentists to get started on the right foot, and a day or two of your time to help at an event like this is really worthwhile," Barber said. "It's a great way to build relationships between fellow practitioners and younger dentists, as well as connect with your community."

Barber, who recruited oral surgery residents to volunteer in San Jose, says the clinics are a complete team effort. "It shows a lot as far as the amount of time volunteers put into it," Barber said. "The amount of people it takes is extraordinary to put on an event like this, from students to assistants to doctors. It shows how strong organized dentistry is and how willingly dental professionals give back. That is something good for new dentists to see and be a part of."

The CDA Foundation's clinical philosophy for CDA Cares is to establish individual treatment plans with the goal of relieving pain and infection. Patients complete a health history form prior to dental triage and list their top priority for dental care. From this information, the need for antibiotics prior to dental treatment, the need for immediate medical treatment that cannot be provided on site, and serious medical conditions, medications or other issues that may interfere with or prevent dental treatment are identified.

With the help of 1,700 volunteers — including more than 900 dentists and dental professionals — the CDA Cares volunteer dental program provided \$1.62 million in care at no charge to 2,203 patients December 7-8, 2013 in San Diego. A big thank you goes out to those from Harbor Dentals Society who volunteered and provided donations to help make the clinic a big success. Since 2012, CDA Cares has provided more than \$6 million in care to more than 8,000 people who experience barriers to care.

For more information on CDA Cares and to learn more about how to get involved, visit www.cdafoundation.org/cdacares.

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RM Matters

Emergency Kit Basics for Dental Practices

by Risk Management Staff, TDIC

What must a dental office emergency kit contain? The answer varies depending on individual state dental board requirements. There are basic necessities dentists are required to include in emergency kits, according to the American Dental Association Council on Scientific Affairs.

Some states may have more rigorous emergency kit requirements, and The Dentists Insurance Company advises dentists to check with their state dental board or dental association for specifics on what to include beyond ADA recommendations. Practices administering oral conscious sedation are required to meet additional emergency standards, as outlined by state dental boards.

Further, the Occupational Safety and Health Administration (OSHA) requires emergency supplies to be available in case of an employee injury. TDIC advises dentists to maintain an emergency kit for employee use and a separate emergency kit for patients.

Practitioners can assemble emergency kits themselves or purchase them already assembled. Commercial emergency drug kits for dentistry can provide consistent drug availability along with a service to update drugs on a regular basis. Dentists must document that all emergency equipment and drug expiration dates are checked on a regularly scheduled basis.

TDIC advises all dentists to know when, how and in what dosages to administer drugs included in their emergency kits. Stocking emergency medications but lacking the training to administer them appropriately can be a liability. Best practice calls for continuing education in emergency protocol for dentists, for the office to be prepared with an established emergency plan and a team approach by the dentist and staff who are certified in basic life support. TDIC outlines dental office emergency protocol in its *Risk Management Reference Guide*, which is available online at thedentists.com.

The ADA Council on Scientific Affairs, in its 2002 report in the *Journal of the American Dental Association*, "Office Emergencies and Emergency Kits," recommends the following drugs be included as a minimum. This essential list remains the standard:

- Epinephrine 1:1,000 (injectable)

- Histamine-blocker (injectable)
- Oxygen with positive-pressure administration capability
- Nitroglycerin (sublingual tablet or aerosol spray; be aware of contraindications)
- Bronchodilator (asthma inhaler)
- Sugar (a quick source of glucose such as orange juice)
- Aspirin

Additional items to include in a patient emergency kit:

- Aromatic ammonia
- Blood pressure monitoring equipment
- CPR pocket mask
- Syringes
- Tourniquets
- High-volume suction and aspiration tips or tonsillar suction

OSHA requires employers to have emergency kits for employees and lists the following supplies as adequate for small work sites, consisting of approximately two to three employees. Larger practices should provide additional supplies or emergency kits. While federal law does not require that a physician approve emergency kits, some states such as California do require physician sign off. Here are OSHA's recommendations:

- Directions for requesting emergency assistance
- Gauze pads (at least 4 x 4 inches)
- Two large gauze pads (at least 8 x 10 inches)
- One box of adhesive bandages
- One package gauze roller bandage (at least 2 inches wide)
- Two triangular bandages
- Wound cleaning agent (such as sealed moistened towelettes)
- Scissors
- At least one blanket
- Tweezers
- Adhesive tape
- Latex gloves
- Resuscitation equipment (such as resuscitation bag, airway or pocket mask)
- Two elastic wraps
- Splint

Reprinted with permission from TDIC. For more information or if you have questions regarding this topic, contact the TDIC Risk Management Advice Line at 800.733.0634. ▲



HARBOR DENTAL SOCIETY presents:

Systemic Perio: Where is the link?

Thursday, April 10, 2014

Registration: 2:30 pm-3pm
Exhibits/Social: 5 pm-6 pm
Evening Program: 7 pm-9 pm
5 CEU (4 core; 1 20%)

Afternoon Program—3pm-5pm
Dinner/Business Meeting: 6pm-7pm
Location: The Centre at Sycamore Plaza,
5000 Clark Ave., Lakewood, CA 90712



Joan Otomo-Corgel, DDS

ABOUT OUR PROGRAM:

3pm-5pm **Systemic Perio – Where is the link?**

- The connection between periodontal disease and systemic infection is of increasing interest to the public and the dental profession.
- Periodontal diseases and oral infections have been linked to systemic diseases such as cardiovascular diseases, adverse pregnancy outcomes, respiratory diseases, diabetes, rheumatoid arthritis and many diseases of aging.
- This course will review the aforementioned systemic diseases and the recent research evaluating their correlation with periodontal diseases and implant therapy. Clinical application will be emphasized.

Objectives:

- Introduce current research results on periodontal/systemic links
- Review systemic complications that may reflect oral manifestations
- Provide clinical treatment recommendations

7pm-9pm **Osteoporosis/Osteopenia - Clinical Implications in Periodontal/Implant Therapy**

- Low systemic bone mineral density may have direct implications in periodontal/implant therapy.
- This course will review osteoporosis and osteopenia, etiology, and diagnosis.
- Evolution of the medical problem from childhood through maturity from hormonal depletion will be introduced.
- Research associated with periodontal disease, tooth loss, and alveolar ridge resorption will be discussed.
- Current medical therapies will be presented as well as practical application to clinical periodontal/implant treatment.
- Recent controversies regarding bisphosphonate osseous necrosis will be reviewed and current recommendations for treatment and prevention presented.

Dr. Joan Otomo-Corgel is a graduate of California State University, Fresno (BA, Zoology), UCLA School of Dentistry (DDS), UCLA School of Public Health (MPH – Behavioral Sciences and Health Education), West Los Angeles VAMC General Practice Residency and Postdoctoral Periodontics Residency. She is currently a Clinical Associate Professor in the UCLA School of Dentistry, Department of Periodontics, faculty and chair of research at the Greater Los Angeles VA Health Care Center Dental Service. She has a private practice limited to Periodontics, oral medicine, and implantology in Los Angeles since 1981 with Dr. Wm Matoska.

REGISTRATION FEES FOR CONTINUING EDUCATION PROGRAM April 10, 2014

HDS/CDA/ADA Member: \$155

Staff/Assistant/Non-dentist guest: \$60

New HDS Member: \$77.50 (1st meeting free, 1/2 price first year joined)

Hygienist: \$80

Life/Retired Member: \$77.50

Non ADA Member Dentist: \$250

THANK YOU TO OUR SPONSOR!

WELLS FARGO

REGISTRATION FORM: April 10, 2014 C.E. PROGRAM

Number of Registrants: _____ Dental Office: _____

Name(s): _____

Name(s): _____

Email: _____ Tel. _____

PAYMENT: Visa/MasterCard/AMEX/Check (please circle one)

Check # _____ Credit Card # _____

Name on Card: _____ Exp. Date: _____

Zip Code of Credit Card: _____

Late Registration Fee—\$5 (Reservations received after Monday, March 31, 2014)

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REGISTER BY EMAIL: Janis@HarborDentalSociety.org

REGISTER BY FAX: 562.426.4550

REGISTER BY MAIL: Harbor Dental Society, 2225 E. 28th St., Suite 500, Signal Hill, CA 90755-2101

Questions? Please Call Harbor Dental Society, 562.595.6303

Leadership Conference in Palm Springs



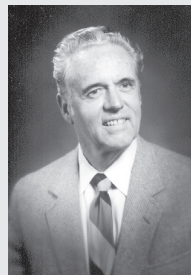
Doctors Ashok Mehta, Sam Berro and Max Martinez



Red Jeep Tour with Drs. Dora Lee, Sam Berro & Lori Ruben, Max & Michelle Martinez, Ashok & Nayana Mehta

In Memoriam

Louis G. Taylor, DDS



A member of Harbor Dental Society for 64 years, Dr. Taylor passed away October 2, 2013 at the age of 90. A 1949 graduate of USC, Dr. Taylor joined Harbor Dental Society in 1950 and retired from his Artesia practice in 1987 where he practiced as a general dentist.

November CE Meeting...



Social Hour at Nov CE



Jill Zozula from Whittaker & Co CPAs



Krystle Martinez - Raffle Angel



OSHA Speaker Marcela Oster with Dr. Russell Chang



Kay Nikookary & Donald West - Start Pure



New Member Dr. Andrew Chen with Drs. Howard Igasaki & Clarence Chau



November Raffle Duck winner - Karin Takusa & other winners

Temecula Wine Country Tour

March 1, 2014 *Benefitting the California Dental Association Foundation*

Join your colleagues for a day of wine tasting and education in the Temecula Valley, home to dozens of award winning wineries. We will have a morning continuing education course and breakfast at the beautiful South Coast Winery and Spa. Afterwards, we will hop on board a restored 1914 San Francisco cable car and tour four wineries. In the evening we will return to town for dinner.

Schedule

8:00 - 10:00 a.m.	C.E. Course/Breakfast
10:30 a.m. - 5:30 p.m.	Wine Tour/Lunch
7 :00 p.m.	Dinner

Wineries

We will select a final list of four from the attached list of potential wineries. If you would like to choose a winery for the group to visit, we are offering limited sponsorship opportunities for \$600.

Dinner

Gourmet Italia, 27499 Ynez Road, Temecula, CA

Hotels

You are responsible for your own reservations. Click the link below to view a list of available hotels in Temecula for March 1: <http://tinyurl.com/pq7ysev>

C.E. Course

Navigating Patients' Benefits and Treatment Reimbursement — Greg Alterton

*South Coast Winery, Gold Room
34843 Rancho California Road
Temecula, CA*

This two hour presentation will discuss common problems related to administering patients' dental benefit coverage, the contractual relationship that dentists have with dental benefit plans, top claims filing errors and how to avoid them, the legal and regulatory setting in which dental coverage operates, resources available to dental offices through CDA's Practice Support Center, and a summary of findings related to the dental benefit industry and recommendations made by the CDA's Dental Benefits Task Force.

Registration deadline is February 17.

Please follow this link to the registration page: <http://cdfoundation.org/winesouth>

December CE Meeting...



December 2013 Christmas Party



Installing Officer Dr. Max Martinez



Dr. Max Martinez with our AV tech Sam Bowers



Dr. Max Martinez presenting Dr. Bill Worden with plaque



New HDS President Dr. Dora Lee



HDS Life Members for 2014



Dr. Bill Worden, Ashok Mehta & Ravi Smith being installed for 2014



Dr. Robert Emigh being acknowledged for Peer Review Chair



Dr. Dora Lee with her family



New Member - Dr. Aarti Shah with Dr. Bill Worden



Kristin Avina with Grand Prize Rubber Duck Winner Dr. Mark Ozaki



Raffle prize winners for December CE with Dr. Dora Lee's parents



Drs. Russ Chang, Gary Glasband, Dora Lee, Simona Arcan & Michael Marshall



Drs Isabel Bradley, Estela Sanchez, Dora Lee & Belinda Balais



Drs. Dora Lee & Ashok Mehta



Jennifer Bopp with our Mary Raasveld



Nayana Mehta with son Birju



Dr. Laurene Duke with daughter Chelsea Montgomery



December speaker Dr. Sarah Sandell with husband Dr. Michael Marshall



Dr Philip Melnick and his bevy of beauties

Highlights from the CDA House of Delegates November 15-17, 2013

James Stephens, DDS, was installed as the new CDA president at the House of Delegates meeting in Sacramento held November 15-17, 2013. Stephens, a general dentist with a private practice in Palo Alto, is a graduate of the Arthur A. Dugoni School of Dentistry and Stanford University. He succeeds Immediate Past President Lindsey Robinson, DDS. Harbor Dental Society was honored with the presence of Dr. Stephens at the November 7, 2013 HDS Board of Directors' meeting. He addressed upcoming issues for CDA including proposed resolutions for the 2013 House of Delegates, the MICRA fight, and Delta Dental challenge. Stephens emphasized CDA's mission — a commitment to help members succeed in service to their patients and the public — as well as the organization's vision of excellence in member services and oral health advocacy that drive CDA's strategic plan. He closed with comments that emphasized the importance to evolve with change that is coming to the profession that will help to develop a smart strategic plan and offer proactive solutions as opposed to grasping to the past and being reactive to the new dental landscape.



Guest Dr. Jim Stephens with Drs. Bill Worden & Dora Lee at November 7th Board Meeting

HDS Delegates take on 'Chicago' theme for CDA House of Delegates Broadway Party November 15-17, 2013



Left to Right: Dr. Gary Glasband (LDC/Leg. Chair), Dr. Bill Worden (outgoing HDS President), Dr. Dora Lee (incoming HDS President), Dr. Max Martinez (HDS Immediate Past President), and Dr. Ashok Mehta (HDS President-Elect)



Left: Dr. Dora Lee, Dr. Gary Glasband and Dr. Ravi Smith



Broadway Bound: President's Party during CDA House of Delegates 2013. Belinda Balais, DMD and Max B. Martinez, DDS



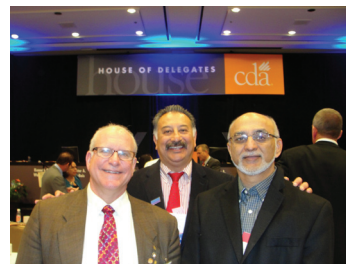
Harbor's Delegates 2013: Left to Right: Gary L. Glasband, DDS; Kristin Murphy-Avina, Executive Director; Dora Lee, DDS; Ravipan I. Smith, DDS, Belinda Balais, DMD, Max B. Martinez, DDS, William J. Worden, DDS, and Ashok Mehta, DDS



**Chris Gonzalez & Chad Crispin
Esthetic Professionals**



Danny Yao - Dentsply



Left to Right: Gary L. Glasband, DDS, Max B. Martinez, DDS, and Ashok Mehta, DDS



Dr. Max Martinez, HDS Delegate and Immediate Past President goes up before the House of Delegates



Dr. Belinda Balais, Trustee and HDS Delegate, Dr. Max Martinez, HDS Immediate Past President and Delegate and Dr. Ashok Mehta, HDS President-Elect and Delegate



Dr. Ravi Smith (incoming HDS Secretary)



Dr. Gary Glasband, HDS Delegate and Chair of Leadership Development Committee and Legislation

Space Sharing

SPACE SHARE: Lost your lease? Need to upgrade your office? Or need to move to a new location? Consider space sharing in a bright, beautiful 2500 sq. ft., eight op office in Bixby Knolls (Long Beach). Amenities such as administration services, sterile & non-sterile labs, panorex, darkroom, large patient reception area, restrooms, private conference room, staff lounge, doctor & business offices. Accessible parking with elevator for handicapped patients. Option to buy-in. Call Debbie 562-595-4123.

Rent or Lease

RENT or LEASE: Prime location for rent or lease for new/beginning Orthodontist in Long Beach near Redondo and Broadway. It has been a successful orthodontic office for 50 years. Large reception area, 3 rooms for 5 chairs, separate laboratory, 2 bathrooms and Employee lounge. Please contact William Ridgeway at 562-439-0884 or Susie Ridgeway at 562-760-0807.

FOR LEASE: DENTAL/Medical Office In Bixby Knolls area of Long Beach. 1,000 sq. ft.; Great for specialist, GP, or second location. Perfect for D.D.S. starting out or established practice desiring additional or new location. Next to general Practice office established 43 years. Potential future consolidation for right person. Three plumbed treatment Rooms, huge lab, reception room, darkroom, ample storage closets and private office with separate entrance. Lease costs include most utilities. Office hours M+Wed. 8-5, Tue. 7-2, Thur. 9-2 Call for additional information and viewing. Dr. John Faris, Faris Family Trust 562-424-866, Smile.Doc@Verizon.net.

FOR LEASE: Prime location dental building, Valley View St., where the 405 and 22 fwys meet. 1,000 sq. ft. @ \$1.52/sq ft. % leasehold paid as bonus. Call Gary @ 714-893-0045.

Practice or Building for Sale

DENTAL BUILDING FOR SALE: Torrance Dental Building for sale at 22920 Crenshaw Blvd. Reduced price \$1,100,000. Call Laurie Inadomi-Halvorsen for more information 310-791-6075 Coldwell Banker Commercial NRT. DRE #00916881

LOS ANGELES PRACTICE AND BUILDING FOR SALE: Highly Successful, 2009 Gross \$2.3M, 12 OPS, Asking \$1.2M For Practice, \$1.9M For Building. Call 888-277-6633 or info@promed-financial.com

PRACTICE FOR SALE/ GARDENA. State Of Arts with 5 ops fully equipped/4 x-rays digital high tech. GP. good location and price. Please call (562) 746-2776.

PRACTICE FOR SALE: Long Beach, Excellent location. Please Leave message for call back (951) 640-8068.

Equipment For Sale

PANOREX MACHINE FOR SALE - Siemens Orthophos #D3200 - can be upgraded to take digital x-rays. Takes Cephalometric x-rays as well. \$3,395.00 OBO. Please call 562-424-0777.

ZOOM! ADVANCED POWER PLUS - Whitening System Light. Only used a few times. \$200.00 Please call 562-424-0777.

FOR SALE: Orthoceph OC100 & Orthopantomograph OP100 with OrthoID. \$8,000. AT 2000 XR Processor. \$2,500. Both excellent working condition. Well maintained. Contact Dr. Baker at (310) 523-2161.

DENTRIX IMAGECAM INTRAORAL CAMERA SYSTEM with 2 docking stations. (562) 421-3747.

FOR SALE: Smart PReP 2, a platelet concentrate system that naturally stimulates the healing process. (Model#5MP2-115 from Harvest Tech.) Best offer \$\$ Please call (562) 598-8604.

FOR SALE: WATERLASE from Biolase. Excellent working condition, barely used, with two hand pieces. Call for information. Pick up only. Price negotiable. (310) 539-9307.

Opportunities

RDA WANTED: Pediatric and Orthodontic Dental practice in Long Beach is seeking an experience, energetic RDA for full-time employment. A successful candidate will have strong communication skills and an exceptional work ethic. We as a dental team strive to provide our families with service that exceeds their expectations. The candidate must be personable, enthusiastic and a self-motivated individual with a strong willingness to learn and grow. Experience with EagleSoft software is a plus. Please e-mail resume to Heather@pediatricdentalspecialists.net or Fax Attention to: Robin or Heather at: (562) 377-1565

WANTED: RDA for part-time position in a caring, family oriented orthodontic practice. Orthodontic

experience is preferred but we will be willing to train. This is an opportunity for a mature, personable, self-starter to work in a positive, team-oriented environment where they will be appreciated for their personal involvement and talents. Please email your resume, references with names and contact information, and expected salary to: dhddsortho@gmail.com

RECEPTIONIST WANTED: Oral surgery office in Orange County seeking a part time (20 hrs a week) front office receptionist. Knowledgeable in appointment scheduling, insurance billing & financial collections. Looking for energetic person to join our practice. Please fax resume to Bernadette 562-804-4771

BACK OFFICE ASSISTANT WANTED: Oral surgery in Bellflower seeking a part time (32hrs a week) back office assistant. Knowledgeable in surgical procedures, sterilization & digital x-rays. Looking for energetic person to join our practice. Please fax resume to Zelda 562-804-4771

PEDIATRIC DENTIST WANTED: Growing multi-specialty dental practice, privately owned, is looking for a pediatric dentist to join our team. Part-time leading to possible full time with potential partnership opportunity. Competitive compensation. Offices are set up for sedation. No Denti-Cal. PPO, HMO, and FFS only. Please fax C.V. to (310) 347-4099

ORTHODONTIST seeking temporary or part-time employment. Ultra-competent and loveable. Call Dr. Phillips at (310) 519-1210.

LOOKING FOR A CERTIFIED ORAL ASSISTANT for an Oral Surgery practice. The position is a four day work week. Monday, Tuesday and Thursday from 8:00 to 5:00 and Friday 7:30 to 3:30. Must have oral surgery experience. If you are interested, please email Shannon at shannon@chris-larson.com.

DENTAL PRACTICE WANTED: GP w/ 9 yrs exp looking to buy or transition into office grossing \$400,000 + in the OC and LA area, low rent and retiring owner preferred; HMO ok. Please leave a message for call back at: (714) 260-4325.

GENERAL DENTIST: If you are a general dentist and need help one or two days per week from an experienced dentist please call me at (562) 424-8537. I would be honored to help. Thank you. We have an office in the Bixby Knolls section of Long Beach and we are looking for another dentist with their own practice to come and share our space. I work Mondays and Thursdays and Wednesday mornings. If you need a nice office Tuesdays, Friday and/or Wednesday afternoons please call (562) 424-8537.

RDA WANTED: Private orthodontic practice seeking an RDA to join our high quality, family oriented practice. Part-time or full-time position available immediately. We are seeking an individual who takes pride in his/her own work and is committed to providing outstanding care to our patients. The applicant must have exceptional customer/patient service skills, be able to multi-task, and have a good understanding of dentistry and its various procedures. Applicant must be dependable, positive, reliable, honest, and energetic. Recent graduates encouraged to apply, as we are willing to train the right individual. Background check is required and references a must. Only emails with the following will be reviewed: (1) Expected pay rate, (2) References with names and contact information, (3) Resume. Please email requested information to losalortho@gmail.com.

WANTED DA or RDA: We are in need of a DA or RDA for a full-time position in our dental office located in Torrance. It is a general dentistry office with a small town friendly setting. The hours are Monday-Thursday 8:00 to 5:30 with an hour lunch and Friday 6:45 to 1:00. The position entails chairside assisting, sterilization, radiographs and general duties. Retirement is offered after 3 years and health benefits after 6 months. Please fax your resume to 310 320-8741.

PHYSICIAN ANESTHESIOLOGIST. Board Certified. For Kids and Adults. Extremely Competitive Rates. Service for Patient is FREE if you are not satisfied. Please call (877) 835-2738.

RDA WANTED: for a Pedo/GP office in San Pedro. Full time and part time positions are available. Seeking someone who is enthusiastic, professional, and friendly. Please fax your resume to 310-831-0010.

WANTED DENTAL ASSOCIATE with intent to Partner. Growing practice with 1.3 million gross. Friendly rural community, great schools, slow pace lifestyle. Contact Dr. Harry Johnson or Dr. Karen Beck, 1955 Central Ave, Mckinleyville, CA 95519, 707-839-1100 or hnjdsinc@aol.com.

DENTAL ASSISTING PROGRAM: Are you looking for qualified Dental Assistants to work in your office? Southeast ROP (Regional Occupational Program) offers placement of students to do internship in your dental office at NO COST TO YOU! For more information contact: Denise Alimentario, Dental Assisting Instructor, (562) 860-1927, Ext: 442.

(Classifieds are available to our members at \$5.00 per add. Call or fax your ad to the Society at (562) 595-6303 or (562) 426-4550 (fax).

SAVE THE DATES! HARBOR DENTAL SOCIETY 2014 CE PROGRAM SERIES

“Mastering Marketing in the Digital Age—Online Reputation Management, Patient Reviews and Social Media”

February 13, 2014 3:00pm-9:00pm 5 CEU



Fred Joyal, CEO/Co-Founder of FutureDentics Inc. He revolutionized consumer marketing, founding 1-800-DENTIST, the nation’s largest and most successful dental referral service. You’ll come away with a **comprehensive strategy for marketing your practice**, using your time and money most efficiently to **grow your patient base**.

“Periodontal Therapy—What You Need to Know in 2014: Periodontal Pocket Therapy; The Periodontal-Restorative Continuum

March 13, 2014 3:00pm-9:00pm 5 CEU



Dr. Paulo M. Camargo is a Professor, Chairman of the Section of Periodontics, and the Associate Dean of Clinical Dental Sciences at the UCLA School of Dentistry. Decision matrices will be included with the material for practical application. **If Periodontal Therapy is a part of your practice or want to learn about it—this is a smart investment—don’t miss out!**

Systemic Perio – Where is the link? Osteoporosis/Osteopenia - Clinical Implications in Periodontal/Implant Therapy

April 10, 2014 3:00pm-9:00pm 5 CEU



Dr. Joan Otomo-Corgel is a Clinical Associate Professor at UCLA School of Dentistry, Department of Periodontics, faculty and chair of research at the Greater Los Angeles VA Health Care Center Dental Service. **She will introduce current research results on periodontal/systemic links; Review systemic complications and provide clinical treatment tips.**

“Smarten Up! Create Superior Restorations with Smart Materials”

June 12, 2014 3:00pm-9:00pm 5 CEU



Dr. Edmond R. Hewlett is Professor of Restorative Dentistry at UCLA and serves as Associate Dean for Outreach & Diversity. **Learn the latest effective evidence-based approaches for Managing caries with dental restorations. Understand how take advantage of dynamic properties of glass ionomer restoratives. Takeaway useful clinical tips that can be immediately incorporated into your practice.**

Essential Dental Practice Transition Planning with the Experts—Buying and Selling a Practice!

September 18, 2014 3:00pm-9:00pm 5 CEU

Art Wiederman, *Dental CPA*, **Kathleen Johnson**, *Management Consultant*, and **Patrick J. Wood**, *Dental Attorney*. As in dental care, careful analysis, planning and execution are essential for success. This program is **absolutely** intended for everyone, no matter your stage of practice. If it doesn’t pertain to you now, it will someday. **Be prepared!**



A. WIEDERMAN P. WOOD K. JOHNSON

“The Latest in the Art & Science of Esthetics & Biomimetic Restorative Dentistry—Bonded Restorations in the Anterior and Posterior Dentitions “ “What’s New for Dental Education”

October 9, 2014 3:00pm-9:00pm 5 CEU



DR. MAGNE DR. SADAN

Dr. Pascal Magne is an Associate Professor with Tenure and the Don and Sybil Harrington Foundation Professor of Esthetic Dentistry in the Division of Restorative Sciences, Ostrow School of Dentistry of USC. **Dr. Avishai Sadan**, Dean and G. Donald and Marian James Montgomery Professor of Dentistry at the Ostrow School of Dentistry of USC. He is a respected prosthodontist, educator and biomaterials researcher. **This is a unique opportunity to hear from distinguished educators and innovative researchers. A worthwhile investment for your professional growth!**

OSHA/Infection Control/California Dental Practice Act—Your Key CE Program to meet California Requirements for License Renewal & Cal OSHA

November 13, 2014 1:00pm-9:00pm 7 CEU

Ms. Nancy Andrews is an adjunct professor and course director at West Coast University, Department of Dental Hygiene, for general and oral pathology and infection control, and a clinical instructor in dental hygiene and radiology. **New Concerns to Consider, Old Habits to Break, Great Ideas to Stay Compliant!**



Holiday Party/Installation of Officers/Staff Appreciation and Life Recognition—CE Program with John Whitt, Certified Business Coach “Building the Communication Bridge to Lead to a Successful Dental Team and Practice”



THANK YOU SPONSORS! 1-800-DENTIST TDIC OSTROW SCHOOL OF DENTISTRY OF USC CITI GC AMERICA KERR WELLS FARGO
LOCATION: THE CENTRE AT SYCAMORE PLAZA, 5000 CLARK AVE., LAKEWOOD, CA 90712

NOTE: SPEAKERS, TOPICS AND DATES MAY CHANGE DUE TO UNFORSEEN CIRCUMSTANCES. READ YOUR HARBOR JOURNAL, EMAIL BLASTS AND PRINTED FLYERS FOR THE MOST UPDATED INFORMATION. TO REGISTER VISIT: WWW.HARBORDENTALSOCIETY.ORG