January/February/March 2013

Volume 20, Issue 1

THE JOURNAL

A publication of the Harbor Dental Society

"Digital Marketing/Technology"

Ethics to Social Media: Patient Privacy and Justifiable Comments

Delta Dental Premier Fee Cut: What We Know

Embracing Technology to Streamline Your Practice

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American Society of Dental Editors

Harbor Dental Society serves these communities:

Artesia	Norwalk
Avalon	Paramount
Bellflower	Rancho Dominguez
Carson	Rancho Palos Verdes
Cerritos	Rossmoor
Compton	San Pedro
Gardena	Santa Fe Springs
Harbor City	Seal Beach
Hawaiian Gardens	Signal Hill
Lakewood	Surfside
La Mirada	Torrance
Lomita	Whittier
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.

contents

JAN/FEB/MAR 2013

March 21st CE Meeting with Dr. Malamed and Harbor Leaders

FEATURES

4 | Embracing Technology to Streamline Your Practice
5 | Delta Dental Premier fee cut: What we know
7 | Ethics of Social Media: Patient Privacy and Justifiable Comments
10 | Dentists can reduce overhead with CDA endorsed exam gloves
14 | Traditional dental anesthesia is more effective with addition of mannitol

DEPARTMENTS

4 | President's Message
6 | Editor's Corner
7 | Harbor Salutes
8 | Executive Director Zone
9 | Recruiting Update
12 | Harbor News
15 | Classified
16 | Membership Meetings

*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.*

president's message

by WILLIAM J. WORDEN, D.D.S.

Challenges and Opportunities

Dear Members of the Harbor Dental Society,

It is with a profound sense of responsibility that I serve as your 98th president of the Harbor Dental Society. A sense of responsibility to continue the tremendous work of past leadership to shape our profession, a responsibility to care for our current members that face unprecedented challenges and an even greater responsibility to the future members of our profession that face uncertainty with overwhelming amounts of debt.

2013 is filled with many challenges for Harbor Dental Society and for our profession. After 37 years our heart and soul of the society is retiring. Words are not adequate to describe how much Mary Crawford -Raasveld will be missed. The last 37 presidents and boards can attest to the fact that Mary was great at making us feel good and look good, while being content to work behind the scenes.

The economic recovery continues to be of concern. An even more disturbing fact is that utilization of dental services was showing decline before the economic downturn of 2008. Many trends that are being blamed on the economy may in fact be rooted in other causes.

The effects of the Affordable Care Act begin to take effect this year. The change in health care may be the biggest challenge we face as a profession. One might say that organized dentistry was created for a time just as this. Unlike our medical colleagues that long ago abdicated speaking with one voice, we still have a relatively unified voice to address our concerns about how care will be delivered to our patients. Our right to advocate for our patients and profession is earned by our service to the community. Without the public's perception of our service to the community we cease to be a profession and are reduced to the status of a trade. Rather than speaking on behalf of our patients, we will be told by legislature how dental care will be delivered without our input. This is the greatest challenge to our profession and for our patients that value the personalized delivery of care.

With great challenges come great opportunities. While Mary is retiring, Kristin Murphy-Avina has been hired to replace her as executive director of Harbor Dental Society. She comes to us with a wealth of knowledge and experience working with non-profit medical organizations and international trade business development. Her understanding of technology is exactly what we need as we strive to improve our efficiency in the fast paced digital era, and in caring for members and maintaining relevance in an ever changing health care delivery landscape.

The economy as a whole remains beyond our control. Survival will depend on being educated about coming changes and finding innovative ways to deliver care to our patients. Harbor Dental Society should be the conduit of working together, exchanging ideas, and learning from each other.

Harbor will be working to help educate our members about coming changes in legislation and the implementation of the Affordable Care Act in California. Mark your calendar for October 10!

Let us not grow weary of serving our patients, the public, our profession, and each other. We cannot afford to simply go about our business as we have always done in the past. Change is coming – now is the time to get involved.

Embracing Technology to Streamline Your Practice

by DR. CHARLES BLAIR

In the past, dentists could be very successful, even if their practices were inefficient and ignored the benefits of marketing and technology. Not today! With the increase of PPO plan dominance and competition from corporate-owned practices, the cottage industry practice must operate as a business or simply fail, in the longer-term. There are capital costs associated with essential dental technology that must be addressed. The overall business plan for today's practice must be revenue savvy, not just cost-based. Dentists must stop stepping over dollars to save pennies in an environment where reimbursement is on the decrease.

Total compensation for labor in the typical dental practice is roughly 30% of collections. Thus, the average practice grossing $700,000 in collections invests $210,000 in labor costs. Staff must be given the tools and training to be more efficient and effective in light of today's challenges. With proper training, the utilization of technologies, electronic services, and other tools can increase practice production and streamline workflow by 10%-30% – a huge ROI.

In an earlier, simpler era, the dentist purchased basic equipment: chairs, lights, cabinetry, air compressors, and suction. Today, the technology portion of a practice's capital investment can cost as much as basic equipment purchases.

Dental technologies were developed in serial fashion. For instance, intraoral cameras were analog, standalone, and did not integrate with the practice management software. Early generation digital X-ray sensors required a "bridge" and could be hindered by the lack compatibility, in spite of sales assurances. Over time, analog shifted to digital, and now digital technology is king.

Continued on page 9

Delta Dental Premier fee cut: What we know

Since learning of Delta Dental's decision to cut fees an expected average of 8 to 12 percent for its Premier product, CDA has pressed Delta for more specific details about the impending fee reduction. CDA will continue to provide information as soon as possible to keep members informed.

Delta's authority to reduce fees: Delta's individual contracts with providers do not guarantee a specific level of fees, but provides Delta flexibility to readily change provisions of its contract, even fees paid, provided it gives providers adequate notice. Neither state laws nor regulations dictate a particular level of reimbursement from health plans. However, Delta will need to file its intention to lower reimbursement fees with the State Department of Managed Health Care, requiring a DMHC review before a fee change is implemented. While there is little basis for a legal challenge to a Premier fee reduction, CDA will carefully monitor the implementation of the reduction when it occurs and consider what action might be possible within the limits of the law, especially the requirements of AB 2252, CDA-sponsored legislation enacted this year that requires dental plan providers to be given 45-day notice prior to material changes to the plan's coverage and payment policies.

The purpose of the cuts: Delta has not communicated its reasons for deciding that Premier reimbursement should be cut. However, we know that the marketplace for health care, including dental, is significantly changing due to the impact of the flat economy and the implementation of federal health care reform. The economy has forced employers to focus on cost reduction of employee benefits, in many cases reduced premium costs. According to Delta, no employer group has purchased the Premier product from Delta in more than three years. The number of enrollees in Premier has been decreasing for a number of years, such that Premier now represents only 17 percent of Delta's business in the state.

Timing and impact of fee reduction: The decision to reduce Premier fees was confirmed by Delta, which has indicated that a fee reduction will likely happen in the latter part of 2013. While further details have not been provided, Delta indicated that reductions will be based upon an assessment of each provider's current fee filings, not an across-the-board 8 to 12 percent fee cut to every provider. This could mean that some providers will see smaller or larger fee cuts — Delta has not yet provided that information.

Updating current Delta fees: A freeze on Premier fees has not been announced as part of the decision to cut Premier reimbursement. Dentists should consider proceeding with submitting their annual fee increases, particularly if one's Premier fees haven't been updated in a few years. It is recommended that you review your Delta Dental provider agreement and Dentist Handbook to see if you meet the established criteria for an update before submitting a fee increase.

Additional assistance: There are several tools available on the CDA Compass (cdacompass.com) to assist members in evaluating the impact of a fee reduction. These include *Choosing a Dental Practice Model* and the *Dental Benefit Plan Handbook, Verification and Explanation of Dental Benefit Coverage*. These resources address how a plan mix affects the practice and what to consider when contracting with new plans or evaluating existing plan contracts. Educating yourself about how this change may impact your patients and your practice is an important first step. The decision to become or continue as a participating provider with any plan is an individual choice each dentist must make on his or her own. Evaluate your existing contracts with dental benefit plans by utilizing the tools provided on the CDA Compass to assist with these decisions.

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ivoclar vivadent: passion vision innovation

by JAMES H. BLAKE, D.D.S.

People of a certain type

Spring is around the corner, and for many of us, that means the inevitable cleaning and cleansing of one's home. I'm off to an early start this month, and have been more thorough than years past. The cleaning job has unfortunately morphed from *recovery* and donation to *rescue*.

I cannot find my old metal Royal typewriter. It was a 1940's vintage, Quiet Deluxe model, as I recall. The old Royal composed term papers, letters, bad poetry, and the odd loan application. The "K" stuck, and would require pulling the key back into position for any word involving that *sticky* letter. It was black, old, and filled with more quirky character than half my instructors at dental school (the other half were quite colorful).

The fact that the typewriter has not been struck for twenty odd years is beside the point, I really want to find that typewriter, if only for a nostalgic letter or two.

Any exploration of current technology can only be truly appreciated by a look to the past.

The Royal Typewriter company was founded in 1904 in a machine shop in Brooklyn, New York by Edward B. Hess, and Lewis C. Myers. Running behind their competitors in 1926, the company secured the exclusive sponsorship of the Dempsey-Tunney championship fight. This boxing match happened to be the first nationwide radio hook-up, with an estimated 20 million fans listening. Soon thereafter, Royal became the world's top selling typewriter brand. During World War two, Royal aided the war effort by converting its manufacturing efforts to make machine guns, rifles, bullets, propellers, and spare parts for airplane engines. Royal returned to full-time typewriter production in September 1945, finally catching up to its pre-war backlog in 1948. Royal merged or was acquired by 5 firms over the years, spending nearly two decades as part of the Olivetti family. In 2004, Royal became a private American company again. Today, known as Royal Consumer Information Products, Inc., their products include cash registers, shredders, electronic organizers, and supplies for today's printers, faxes and copiers.

Sure, wikipedia can give us the salient facts, but the heart of the matter lies elsewhere.

Companies, like dentists, must all learn to adapt. Royal Typewriter did this, and continues to adapt. Many companies don't see the writing (or typing) on the wall, and become irrelevant (Kodak comes to mind). Some of us will embrace every new technology that passes our desk, and a vast many others will wait, watch, evaluate and eventually embrace.

Our Harbor Journal is now has a digital magazine format. This is progress of sorts in that we are still able to deliver our usual award-winning high quality product (OK, at least high quality) and shave some of the expense of printing. You can still print a hardcopy from your own printer.

Finally, I offer the ultimate low-tech contrast to all of this so-called progress. One of my patients is a retired postal worker; a kindly older woman with an iron will and teeth and gingiva of far less fortitude. I saw her a lot. I had recently switched from sending the reminder postcards, to an automated recall messaging system. This bit of technology was a no-brainer, and many of you may already use a similar system. The dental team can customize the message, and the patient may choose a text, email, or voice reminder of their appointment. They answer the message, and the software automatically updates the patient as confirmed or not. No more stamps, postcards and filing of reminder cards. I get a little excited about new technology, and I'm sure during one of the many appointments with my kindly older patient, I went on about the wonders of technology, and my new whiz-bang automated reminder system. I finished the days appointment, with the vague feeling I'd said something mildly offensive, had embarrassed, or otherwise agitated my patient. I've done all these things over the years, but at the time, couldn't imagine what I might have done. Until the letter came. What I received was a three page, single space, typed (on a Royal, no doubt) diatribe on how I was personally responsible for the downfall of the United States Postal System. Yes, people like me were what caused unrest in this town. Clearly on my heels, I fought back in the most personal, low-tech way I could: I *hand wrote* three pages of well-reasoned rebuttal, stamped, sealed and mailed it first class. My letter did not quite start with the dinosaurs (although it included that metaphor) and the Earth cooling, but I felt compelled to provide a brief history of progress and innovation through the ages. I lauded the efforts of our first Postmaster, Benjamin Franklin in 1775, cited my love of horses and the Pony Express in 1860, and rather than fill more pages, finished with the Forever stamp in 2007. Postal history and respect peppered with horse and buggy to jet-age references. Suffice it to say my kindly older patient *still* receives a live phone call from a staff member to remind her of her appointments. We remain on opposite sides of the technology divide, yet friends.

With my egregious insult to the Post Office, I was pointedly reminded of the phrase, "Love the sinner, hate the sin." Thinking (incorrectly) this must have been among Christ's teachings, I Googled the answer: it's from St. Augustine in a letter written c. 424. In Latin, *Cum dilectione hominum et odio vitiorum* which translates roughly to, "With love for mankind and hatred of sins." Which Mohandas Gandhi's 1929 autobiography then translates to, "Hate the sin, not the sinner." Cold comfort.

We have at our disposal so many incredible aids to how we navigate a typical day. Purchase decisions are almost overwhelming, or at least intimidating. Surely if we had a golden age for dentistry, this is now the digital age. We can run away from technology, partner with it, or embrace it wholeheartedly. Most of us can embrace the future, but I still reserve the right for a nostalgic tap on the old Royal, when I find it.

Ethics of Social Media: Patient Privacy and Justifiable Comments

by Nicholas C. Marongiu, DDS
Guest member, CDA Judicial Council

What do your patients, staff, colleagues, friends, and family all have in common? They are all connected together through you on social media!

The term "social media" describes the countless online platforms that connect hundreds of millions of users on a daily basis all around the world. Once a strictly personal platform, social media now ties your business to you and your staff personally. The ease of information flow and "anytime-anywhere" has blurred the boundaries between business and personal lives. While social media can be a powerful tool for promoting your business, you should be aware of the potential ethical issues that can arise. Care must be taken to protect patient privacy and ensure that comments made about other dentists are fair and reasonable.

Section 1.E of the CDA Code of Ethics states, "Dentists are obliged to safeguard the confidentiality of patient records." Make sure you have a social media policy in place and all employees are trained on it. Incidents, patients, cases, etc., should never be discussed using social media unless explicit written consent is obtained and all HIPAA policies are followed. As a general recommendation, keep your professional and personal lives as separate as possible and assume everyone will be able to see all of your postings, tweets, and other online activity.

Section 10.C of the CDA Code of Ethics states, "A dentist has the right to make fair comments with respect to dental health subjects, including dentists and the quality of dental care delivered… However, it is unethical to publish… comments on such subjects if the dentist does so without having sufficient information that would justify a reasonable dentist to believe the comments to be true." Remember that actions online and posted content can negatively affect your reputation among patients and colleagues and can undermine public trust in the dental profession. Making personal comments about patients or colleagues is especially inappropriate.

Additional resources about using social media are available on the CDA Compass (cdacompass.com). For further guidance, talk with a member of your local ethics committee.

This article is the first in a two-part series of articles on the ethical use of social media.

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

35 Years
David Feldman

30 Years
Bonnie Bateman
Gerald Ganz

20 Years
Eric Reed
Frederick Si
Jason Yamada

1 Year
Garrick Denny
Kamelia K. Mallak
Aarti T. Shah

FEBRUARY

40 Years
Fred Matsumoto

35 Years
Thomas Hanson

25 Years
Mark Cocchi
Jack Williams

20 Years
R. Gregory Campbell

15 Years
Kabsun Hong

10 Years
Simona Arcan
Eynald Duarte
Jari Faison
Eric Liu

5 Years
Mona Bachmann
Seza Barsamin
Dawn Bloore
Ming-Ya Chwu
David Dang
Christine Ovadia

1 Year
Margaret Y. Barros
Mariana Basha
Sung Yun C. Cho

MARCH

35 Years
Christopher Hobson

30 Years
Stephen Adams
David Osborn

25 Years
Richard Matsueda

20 Years
Bhavin Gandhi
Luz Holloway
Krishnaswamy Prasad

15 Years
Mark Ozaki

5 Years
Efrain H. Chara
Norma Miranda
George R. Tashiro

1 Year
Maria Fahit
James Hammond

by KRISTIN MURPHY-AVINA

Harbor's New Approach to Leveraging Technology - Building a Member Community

The Harbor Dental Society (HDS) is riding the digital wave, streamlining services to enhance member benefits. Harbor is continually identifying new and better ways for members to communicate, connect and collaborate with each other, their patients, the public and community. One example is THE JOURNAL, as it makes its debut with this edition as a dynamic digital publication. Everyone is aware of driving costs of printing, paper, postage and handling and Harbor is proud to be leaving a lighter footprint by going greener!

Five Features we hope you love about the new digital JOURNAL:

1. Sharp, full screen viewing with crisp text and ability to print
2. Intuitive, page-turning for an interactive experience with 'live' links for quick access to information
3. Easy to use with options to navigate from page to page
4. Multiple ways to enlarge/zoom-in on the articles that makes it a pleasure to read
5. Full-text search and highlighting so you can find content quickly

You can click on any part of the digital publication and it will automatically zoom in (you can adjust the zoom amount at the bottom of the viewer). You can flip the pages by clicking the arrow buttons or by clicking the edge of each page, and can navigate through the thumbnail feature or by entering the page number in the page # field in the toolbar section. Enjoy!

Cost-Effective Technology Increases Productivity - Keeping Meetings Short and Focused!

Harbor has implemented virtual meetings for Executive Committee and other committee meetings to work smarter without the sweat. Committee volunteers can attend from home or the dental office by simply clicking a URL sent directly to them. Once in, the virtual committee meeting starts, committee files can be shared, viewed and discussed.

High return on investment is what it's about!

Harbor has realized a speedy return on investment as staff and board of directors and committee members use online meetings more frequently, dramatically increasing productivity, reducing travel costs and boosting efficiency by enhancing interaction between colleagues and staff.

CE Program Committee Scouts for Powerhouse Speakers and Hot Topics for 2014

Harbor's Program Committee is working hard to identify powerhouse speakers and timely topics for the 2014 CE Program series. A well-balanced continuing education series will benefit all Harbor members, covering relevant issues on Regulatory Compliance (OSHA/Infection Control/California Dental Practice Act), Clinical Dentistry, Practice Management, Legal/Employee Issues, Practice Marketing and Professional Development. As you attend regional and state events, you may come across a topic you think Harbor members would like to hear and/or know of a dynamic speaker and are encouraged to pass on your recommendation by contacting Kristin at Harbor's office 562.595.6303.

Providing Harbor members with opportunities for networking, education, shared knowledge, and advocacy are pivotal to how we thrive as a trusted resource for you as a member, dental professionals as well as help build stronger ties with the public/patients and community. We hope to see you at **Harbor's CE Programs. Register today!**

Come Aboard as a Harbor Committee Volunteer!

Join a Harbor Dental Society Committee and find out how rewarding and fun it is while making a difference. Contact Kristin Murphy, Harbor's Executive Director for more information about how you can get involved today. Email: Kristin@HarborDentalSociety.org.

Important Websites and Phone Numbers

California Dental Association
(800) 736-7071
www.cda.org

American Dental Association
(800) 621-8099
www.ada.org

Dental Board of California
(916) 263-2300
www.dbc.ca.gov

Embracing Technology to Streamline Your Practice

Continued from page 4

There are even more sophisticated technologies, such as CAD/CAM and Cone Beam CT, which must integrate not only with the practice management software but also with each other. In addition, they must be compatible with outside dental laboratories. These are the most costly technologies in the dental office. Integration is such a vital consideration in the purchase and implementation of technology because when it's done correctly, it not only delivers superior patient care, but it also automates the practice, which boosts the team's efficiency, effectiveness, morale and ultimately, the bottom line.

Here's a list of some of the technologies required in today's environment:

1. Practice Management Software—This critical selection is the "foundation." All the other technologies must connect to it in some degree. Not only should technologies be able to communicate, but that communication must be seamless and the exchange of information should occur with the least amount of intervention by a staff member. If a staff member has to jump through a number of hoops in order to perform a task, a better solution can be found elsewhere. Training of the team must ensure that the capability of every module is maximized and used to its greatest capability.
2. Electronic Services—Patient eligibility, integrated credit card processing, electronic claims, patient contact, and patient education software are essential, not optional.
3. Digital Impressions—The price point for digital impressions has dropped below $12,000, which promotes more widespread adoption. This is an ideal price point and allows dentists to "get their feet wet" without the higher cost of a complete CAD/CAM system. With some brands, the digital scanner can be connected with an in-office milling machine for a complete CAD/CAM system.
4. CAD/CAM—With a volume of 15-20 units a month, this higher-cost technology has an excellent ROI—particularly when offering high-profit same-day dentistry and conversion of multi-surface operative restorations to conservative onlays. As previously mentioned, a digital scanner could be the first component purchased and later upgraded to a full-blown CAD/CAM system.
5. Cone Beam CT—3D Cone Beam technology opens up new arenas for implants, endodontics, oral surgery, and orthodontic treatment. This more expensive technology has an excellent ROI if paired with the right procedure mix and volume, or if used by a multi-provider practice.
6. Digital Pans—The price point of digital pans is below $35,000 and is affordable for the solo practice. A time-saving eight seconds is required for exposure. In addition, many also offer a bitewing image view. Some offer an upgrade path to Cone Beam CT images, protecting the initial investment.
7. Digital Sensors/Phosphor Plate Systems—Digital X-rays are a basic technology which eliminate dip tanks while offering increased case acceptance and patient education.
8. Intraoral Cameras—Intraoral cameras are essential for patient education, malpractice prevention, recordkeeping, and insurance documentation.
9. Caries Detectors—Caries detectors provide early detection of decay and now some have the capability of a quick "snapshot" view, increasing efficiency.
10. Oral Cancer Screening Devices—Advanced screening technology identifies biochemical and morphological changes in cells of the mouth, throat, tongue and tonsils. It aids in early detection of cancerous and precancerous lesions and supports an office's overall dedication to the Total Health of the patient.

Continued on page fourteen

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.

ALUNING, MARIA C., DMD
Former member
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Carson, CA 90745
(310) 549-5580
Centro Escolar Univ.,
Philippines 1992

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Transfer from LADS
10249 Artesia Blvd.
Bellflower, CA 90706
(562) 461-8000

NAVAS, ALVARO, DDS
Former member
5469 E. Carson Street
Long Beach, CA 90808
(562) 982-1333
Loma Linda University 1975

PHAM, PETER, DDS
Transfer from OCDS
923 W Carson Street
Torrance, CA 90502-2003

SABBAGHIAN, RAMONA, DDS
15717 Paramount Blvd.
Paramount, CA 90723
(562) 602-1200
USC 2012

SHETH, MARISE, DDS
Transfer from LADS
5512 E. Britton Drive
Long Beach, CA 90815-3146
(562) 493-0693
USC 2012

CONGRATULATIONS NEW MEMBERS:

The following applicants have fulfilled requirements for membership:

HAKIMIRAD, BONNY, DDS
1600 W. Redondo Beach Blvd. #406
Gardena, CA 9027
(310) 525-0444
New York University 2012

KIM, SUSIE M., DDS
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Cerritos, CA 90703-1316
(562) 926-3354
Loma Linda University 2006

KIM, YOUNG RAE, DDS
Transfer from TCDS
12144 Carson Street #E
Hawaiian Gardens, CA 90716-1121
(562) 982-1380

KIMURA, JENNIFER K., DDS
Transfer from OCDS
10621 Bloomfield, #30
Los Alamitos, CA 90720-6739
NYU 2008; West LA VA Hospital – GPR 2010

LUONG, EDWARD H., DMD
3551 Farquhar Ave, #103
Los Alamitos, CA 90720
(562) 596-1655
Tufts University, MA 2005

MATHEWS, LAUREN A., DDS
Transfer from SFDS
4401 Birchwood Ave.
Seal Beach, CA 90740-3110
UOP 2012

MEHTA, BIJAL A., DDS
10900 Los Alamitos Blvd #133
Los Alamitos, CA 90720
(562) 596-8888
USC 2012

MILLER, LAURA E., DDS
3551 Farquhar Ave. #102
Los Alamitos, CA 90720
(562) 598-4111
UOP 2008

NOJOMIAN, SIMA M., DDS
Transfer from LADS
9755 Alondra Blvd
(800) 579-3783
Bellflower, CA 90706-3783
Meshed University, Iran 1985

SEIRAFI, MARYAM, DDS
Transfer from SDDS
531 W. 7th Street
San Pedro, CA 90731-3115
(310) 831-0003
Loma Linda University 2010

Dentists can reduce overhead with CDA endorsed exam gloves

They're something used in dental offices every day, in fact, thousands of times a year, to reduce the risk of infection – exam gloves.

According to CDA Endorsed Program PureLife Dental, the average dental practice with three chairs goes through 14 boxes of gloves per week – which adds up to 60 boxes per month, 720 boxes per year, or 72,000 gloves – costing more than $10,000 a year.

Glove prices vary by supplier, so dentists may be paying more than necessary.

"Respectively, inexpensive gloves often come at the expense of lesser-quality materials with less tactile sensitivity and tear resistance, potentially putting you and your patients' safety at risk," said Rodney Hanoon, CEO of PureLife. "Luckily, you don't need to sacrifice quality for a great glove price. Our gloves are made of high-quality latex, nitrile and vinyl. PureLife gloves come factory-direct and are unique in fit, feel and comfort."

CDA members receive an additional five percent off PureLife's prices, plus free shipping and free next-day delivery within the state of California.

In addition, PureLife routinely monitors trends affecting the glove market. According to Hanoon, the rising price of oil has driven up the cost of synthetic latex, increasing demand for natural rubber latex.

"Prices of these materials have trended upward since 2009 and are passed on to dentists through higher glove prices," Hanoon said.

To combat the volatility of this market, PureLife offers an option to "lock in" glove prices for practices wanting to hedge against a price increase.

To order, or to learn more about PureLife's lock-in pricing, call **877.777.3303** and mention promo code CDAGLOVE, or visit **PureLifeDental.com/CDA** and enter promo code CDAGLOVE at checkout.

Harbor Dental Society

RE-CERTIFICATION AND BASIC CPR COURSES

Wednesday, May 15, 2013
Wednesday, June 19,2013

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

Member Get A Member

Building the future of our profession ... together!

ADA American Dental Association®
America's leading advocate for oral health

Share why you belong

to the #1 organization representing all dentists.

As an active member, you know first-hand the value of a strong ADA — greater recognition for the profession, more resources for members, and a louder voice in Washington and across the country.

Most ADA members say they **would recommend membership to colleagues**. Now, here's **your** chance!

ADA Member-Get-A-Member

Any ADA member dentist is eligible to participate in the 2013 ADA Member-Get-A-Member Campaign.

With your help:

- **The ADA benefits** by being able to represent another member dentist.
- **The new member you recruit benefits** by taking advantage of all membership has to offer.
- **You benefit** by strengthening the ADA and sharing the value of membership with another colleague — plus there are incentives and prizes for recruiters! For details visit **ADA.org/MGAM**.

Recruiting is Rewarding

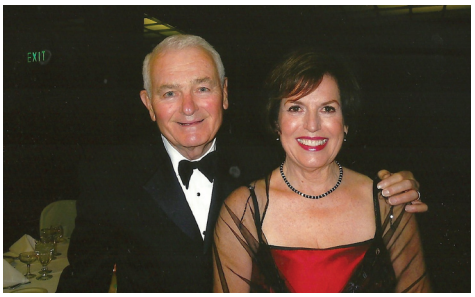
You will be rewarded with a $100 American Express gift card for each new, active member you recruit (up to five members or $500 in American Express gift cards)! Or you may decline the incentive and ADA will contribute $100 to the ADA Foundation. Please see *Campaign Rules* for full details at ADA.org/MGAM.

Participate in the 2013 Member-Get-a-Member Campaign and help build the future of our profession!

Don't Delay! The ADA Member-Get-A-Member campaign runs through September 30, 2013. For resources to assist your recruiting efforts, plus complete guidelines and rules visit **ADA.org/MGAM**, send an email to mgam@ada.org or call the ADA Member Service Center at 800.621.8099.

Mary Raasveld & Dr. Howard Winer

Dr. Charles Brodsky with Vicky & Edie


Dr. Larry & Cathy Stark

Doctors W. Howard Davis & Howard Winer

Doctors Howard Winer; Ronald Kaminishi; Richard Simms; Joel Brodsky

Dr. John Blake; Dr. Lynn & Sallie Fasnacht; Dr. James Blake

Dr. David & Linda Osborn; Karen & Dr. Mark Garlington

Doctors Joel Lander; Michael Cahan; Norman Pokras; with Sheila Pokras & Anne Emigh

Dr. Howard Winer; Dr. Eugene Kaplan with Mimi Kaplan

Dr. Michael Marshall; Dr. David Osborn & Linda; Dr. David Romberg

Dr. Raymond & Shannon Mangigian; Dr. Edward & Marla Wicorek; Elaine Bolle & Dr. Philip Melnick

PROJECT ANGKOR

1626 E. Fourth Street Santa Ana, CA 92701 (951) 444-8399

Project Angkor is a Tax Exempt 501(c)3 Non-Profit Corporation # 45-0649298

April 8, 2013

Need to get away? An Adventure? Cambodia for New Year's Eve?

Project Angkor is a humanitarian medical mission team that travels to Cambodia every year. Our team of volunteers provides much needed assistance and aid to the most impoverished people.

We are looking for dentists and oral surgeons to volunteer and join us in our adventure.

Bonnie Bateman-Ganz, DDS
Director of Dental Team
Project Angkor
Bonnie@bateman-ganz.com

February CE Meeting...

Welcome New Members!

Christopher Groat, DDS (GP in San Pedro) and Jenny Wong, DDS, MD (Oral Surgeon in Bellflower)

Henry Schein Rep with Dr. Mark Ozaki

Dr. Bill Worden & Dr. Trey Polk

Our March Rubber Duck winner

March CE Meeting...

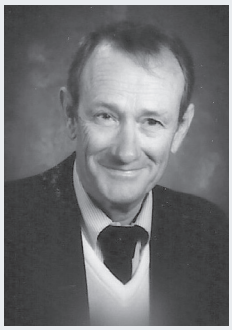
In Memorium

Maurice D. Okum

A member of Harbor Dental Society for 64 years. Dr. Okum passed away November 30, 2010. Dr. Okum graduated from Ohio State University in 1931 and retired from practice in January 1997. He was a GP in the San Pedro area.

Albert M. Weil

A member of Harbor Dental Society for 61 years. Dr. Weil passed away December 28, 2012. Dr. Weil graduated from the University of Pennsylvania in 1944and retired from his general practice in Long Beach in January 1989. Dr. Weil was president of HDS 1977-1978 and participated in the Ethics and Peer Review committees.



Danny E. Tannehill

A member of Harbor Dental Society for 60 years. Dr. Tannehill passed away March 3, 2013. Dr. Tannehill was a GP in Long Beach and retired September 1993. He participated in a number of our HDS committees including Peer Review, Patient Relations, Counseling and was editor of the HDS Journal 1957/1958.

Robert S. White

A member of Harbor Dental Society for 53 years. Dr. White passed away June 16, 2012. Dr. White graduated from USC in 1956 and had a general practice in Torrance.

Traditional dental anesthesia is more effective with addition of mannitol

Anesthesia Progress — An improvement may be in order for the most common dental anesthetic. The inferior alveolar nerve block is the most commonly used form of local anesthesia for mandibular restorative and surgical procedures. A study found that the addition of the drug mannitol significantly increases the effectiveness of this anesthetic.

The journal Anesthesia Progress presents a study testing the efficacy of lidocaine with epinephrine compared with equal amounts of lidocaine with epinephrine plus mannitol. After injection of the anesthetic, the subjects' teeth were electric pulp tested for sensation. Pain of solution deposition and postoperative pain were also measured.

Failure rates of 10 percent to 39 percent for the traditional formulation of lidocaine and epinephrine have been reported. One reason may be that, because of the perineurial barrier around the nerve, the anesthetic solution does not completely diffuse into the nerve trunk. With mannitol, the anesthetic solution permeates the nerve trunk in greater amounts, increasing the efficiency of the anesthetic.

The same 40 patients were given both drug combinations in two separate appointments at least one week apart. To blind the experiment, random five-digit numbers were assigned to each anesthetic formulation, so neither the patients nor the personnel administering the anesthetic knew which formulation was being given.

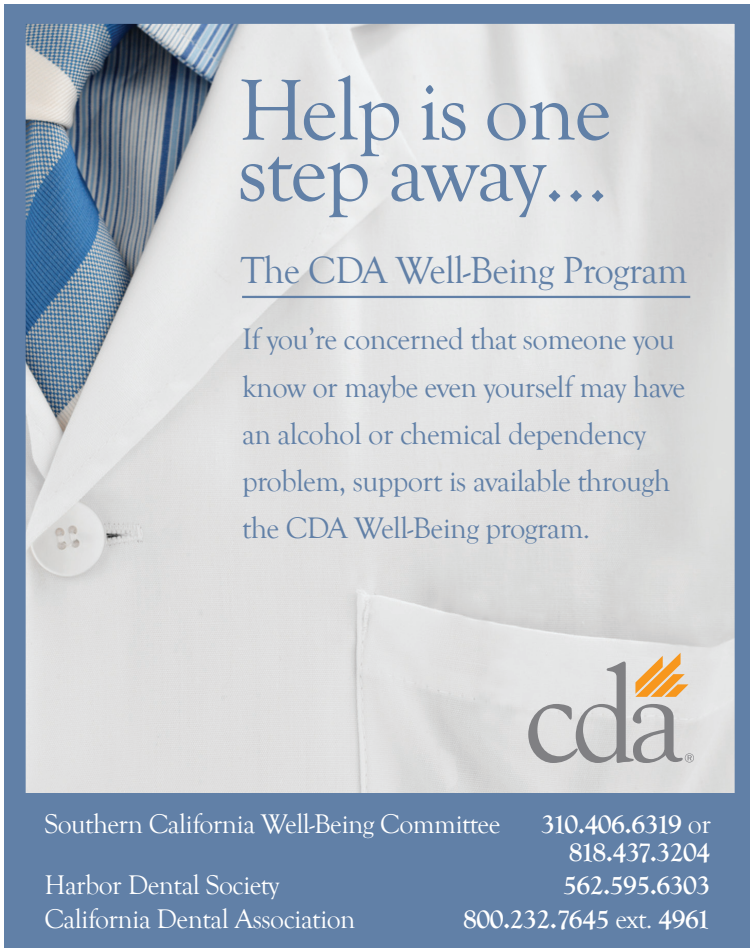
An electric pulp tester was used to test the sensitivity of the patients' teeth. A drop of toothpaste acts as a conductor of the electric current to the tooth. After the injection of the nerve block, different teeth were tested once a minute in a repeating pattern for a total of 60 minutes. The patients also rated their experiences of lip numbness and postoperative pain on a scale of 0 to 3.

No significant differences were found between the two treatments for pain of solution deposition and postoperative pain. However, the mannitol treatment in this test was shown to be more effective for all teeth, offering a greater level of pain relief for dental patients.

Full text of "Anesthetic Efficacy of a Combination of 0.5 M Mannitol Plus 127.2 mg of Lidocaine With 50 ug Epinephrine in Inferior Alveolar Nerve Blocks: A Prospective Randomized, Single-Blind Study," and other articles, *Anesthesia Progress*, Vol. 60, No. 1, 2013, are available at http://www.anesthesiaprogress.org/doi/full/10.2344/11-00040.1.

About Anesthesia Progress

Anesthesia Progress is the official publication of the American Dental Society of Anesthesiology (ADSA). The quarterly journal is dedicated to providing a better understanding of the advances being made in the science of pain and anxiety control in dentistry. The journal invites submissions of review articles, reports on clinical techniques, case reports, and conference summaries. To learn more about the ADSA, visit: http://www.adsahome.org/



Embracing Technology to Streamline Your Practice

Continued from page 9

Today, the technology portion of a practice's capital investment can cost as much as basic equipment purchases.

The dentist must also examine issues such as network capabilities, integration, support, and optimization of the technology's potential. Some technologies only "talk" with other technologies of the same manufacturer—a closed system (think Apple!). Major dealers have gravitated to a specific suite of technologies which do integrate and are always compatible. Often there are exclusive distribution channels. So, the dentist must examine "best of class" and should buy into a "suite" of technologies known to be compatible.

Look at the workflow of the office and various touch points along the way. As you consider the above-listed technologies, give consideration to these critical factors in the evaluation of specific brands and products:

1. Compatibility—Will the components work seamlessly with both the practice management system and with each other without bridges?
2. Integration—Do the various technologies work together where required?
3. Optimization potential—Will workflow be increased for greater overall ROI?
4. Support—Will there be adequate service and support long-term, after the sale?

Be very careful that your choice of software and hardware communicate and cause minimal disruption to existing systems.

Yes, things are challenging, but there is also promise for our cottage industry. How will traditional practices remain healthy and grow into the 21st century and swim with the sharks? The answer is that growing, thriving practices must make the necessary investment back into the practice.

classifieds

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.

PRIME BEVERLY HILLS – Excellent opportunity for dentist starting own practice or slowing down. Modern well equipped 6 operatories available to share M, Th, Fri, Sat. Terms negotiable. Please call 310-657-5577.

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: 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.

REDONDO BEACH OFFICE FOR LEASE: 915 South Catalina Avenue. 1,100 to 2,200 SF. Built out dental suites in established dental location. Building to be renovated. Steve Miller, Brk (310) 517-4868.

FOR LEASE: 2 suites located in City of Orange. 3,800 and 1,200 sq. ft. in prime shopping center on busy retail corridor. Call (949) 248-2883. Julius Coronado, Real Estate Broker.

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

FOR SALE: Two portable x-ray machines x-Genus model XGG9. Like new. $950 each. Please call 562-421-8896.

FOR SALE: A full office of used equipment (4ops) and office furniture. Hundreds of small instruments and 2 lasers. For information call Gene Kaplan (949) 244-2529.

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.

INTRA ORAL CAMERA R.F. SYSTEM - like new. Used only one year. Changed system to digital x-rays and intraoral camera. Will help train and install 3 monitors and 3 pole arms, printer, DVD player, etc. Call Dr. Parikh (310) 639-7970.

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.

FOR SALE: Instrumentarium OP 100 Panorex unit with A T 2000 Developer. The Panorex unit is digital upgradable - $7,000 for both. Please call (562) 598-8604.

FOR SALE DENOPTIX DIGITAL IMAGING SYSTEM: Included DenOptix Laser Scanner w/cable, VixWin Software CD-ROM, Intraoral Carousel, Panoramic Carousel, Panoramic Imaging Plate, 20 New Size 0 Imaging Plates, 60 New Size 2 Imaging Plates, 2 New Size 4 Imaging Plates, 300+ New Size 0 Disposable Barrier Envelopes, 10,000+ New Size 2 Disposable Barrier Envelopes, 50 New Size 4 Disposable Barrier Envelopes, User Manual and Installation Guide, Preventive Maintenance Kit, and more. Asking Price $15,000 OBO. Cell (310) 539-9307.

Opportunities

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.

WANTED-DENTIST for part-time position (1 day per week) in pediatric dental practice. Office located at Assistance League in San Pedro. Email resume to Christine Peterson at teddypeterson1@gmail.com

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.

WANTED: ENERGETIC, MOTIVATED DENTAL ASSISTANT for part-time position of dental office in La Mirada City. Bilingual is a must, X-rays license required and prefer to have at least 2 years of working experience. Please send resume to 562-777-2345. ALICE TRINH DDS

ORAL SURGERY ASSISTANT: Hiring for an oral surgery assistant. Office is located in Garden Grove. Hours are Monday, Tuesday and Thursday from 8:00 to 5:00 and Friday from 7:30 to 3:30. Please call Shannon at 714-897-3543.

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.

RDA WANTED: Digital office seeking a full time back office RDA for a Prosthodontic office. Computer/ Dentrix software experience required. X-ray license required. Please send a resume and a paragraph about yourself to Michele Smith or Joyce Kranig @ (562) 423-7878 telephone; (562) 984-6187 fax or at email: jkmrketing@yahoo.com.

GENERAL DENTISTS NEEDED: Family Smiles desires motivated, quality oriented general dentists to work in our busy New Mexico practices. At Family Smiles, we focus on providing the entire family superior quality general dentistry in a modern technologically advanced setting with experienced support staff. Because we understand the tremendous value of our associate dentists, we make sure that their compensation package is amongst the best. Our competitive compensation package includes: minimum guaranteed salary starting at $120,000 with potential to earn up to $300,000, visa sponsorship, and health and malpractice insurance reimbursement. To apply, please email CV to hr@dentaldreams.org or call 312.274.4520.

DENTAL HYGIENIST NEEDED – Long Beach area. Professional, friendly and outgoing. Must be experienced and laser certified. Please fax resume to (562) 595-4147.

WANTED: Great Hygienist for one day a week at our private East Long Beach office. Must be an excellent communicator, friendly and a team player. Please call (562) 597-1543 or fax your resume to (562) 498-3804.

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.

RDA WANTED: Seeking an experienced professional, energetic, friendly RDA available on Monday and Wednesdays for immediate hire at our Long Beach office. Must have great communication skills and be a team player. Please fax resume to 562-426-6189 for consideration.

GENERAL DENTIST I am a general dentist with 19 years experience, completed AEGD residency at UCSF in 1993 and perform all phases of dentistry with the exception of orthodontics. I am practicing part time and would like to continue so. Looking to merge my practice with an expanding office or buy into practice as an associate. I'm also open to buying out a retiring dentist. Our building was purchased by the hospital and we have only a couple of years to move our practices out. I have a month to month lease so I can leave with a 30 day notice. Thank you, Albert Khanzadeh, DDS, 532 E. 29th St., Long Beach, CA 90806

EXPERIENCED GP SEEKING PT/FT JOB. Also available to work during illness, vacation, pregnancy leaves. Call (310) 694-1055.

SEEKING ASSOCIATE to work independently doing hygiene and general restorative treatment. PT/FT & days are flexible. The practice is general and cosmetic in San Pedro, No DMO's or Medi-cal. Fax resume to (310) 832-5470.

WANTED: Dental Assistant, X-ray license, motivated, good communication skills. Call Dr. Alice Trinh, (714) 757-8471.

D.A WANTED IN ORANGE COUNTY: Part time (2-3 days per week) English/Spanish, fast learner/hard working/multi-task, great benefit program. Email resume: dkla76@hotmail.com (562)298-7664.

WELL ESTABLISHED GENERAL DENTIST: looking for an associate dentist to work part time 1-2 days a week in Los Alamitos. Call for more information (562) 596-4439.

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

HAPPIER PATIENTS • Anesthesiologist will minimize stress for you and your patients • Industry recognized • Board Certified • 20 years experience • Call 310-283-3333 or info@propofolmd.com.

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 hnjddsinc@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).

May 16, 2013 (Thursday)
www.harbordentalsociety.org

Employment Law: Practice Management Software as it Pertains to Embezzlement

5 CEU 3pm - 9pm DOCTORS ONLY CAN REGISTER!

Speakers: Anita York/Angela Boaz

2:30pm - 3:00pm - Registration
3:00pm - 5:00 pm - Afternoon Presentation Speaker: Anita York, Partner with the law firm of Scott & Whitehead.
Topic: "Employment Law 102: Wage & Hour Rules & Pitfalls
5:00pm - 6:00pm - Exhibits/Social Hour
6:00pm - 7:00pm - Dinner/HDS Business Meeting
7:00pm - 9:00pm - Evening Presentation Speaker: Angela Boaz, Technology Advisor for Patterson Dental. Topic: "Practice Management Software as it pertains to Embezzlement"

Location: The Centre at the Sycamore Plaza, 5000 Clark Ave., Lakewood, CA 90712

June 13, 2013 (Thursday)
www.harbordentalsociety.org

The Dentists' Role in Sleep Apnea Treatment

5 CEU 3pm-9pm

Speakers: Steven Brown, DDS/Michael Simmons, DMD, FAGD

2:30pm - 3:00pm - Registration
3:00pm - 5:00pm - Afternoon Presentation Speaker: Steve Brown, DDS
Topic "Patient Screening: Diagnosis; Pathophysiology; Current Sleep Apnea Treatments"
5:00pm - 6:00pm - Exhibits/Social Hour
6:00pm - 7:00pm - Dinner/HDS Business Meeting
7:00pm - 9:00pm - Evening Presentation Speaker: Michael Simmons, DMD, FAGD
Topic: The Dentist's Role in Sleep Apnea Treatment

Location: The Centre at Sycamore Plaza, 5000 Clark Ave., Lakewood, CA 90712

September 12, 2013 (Thursday)
www.harbordentalsociety.org

Implants in the Aesthetic Zone/ Restorative Update

7 CEU 1pm-9pm

Speaker: Todd Schoenbaum, DDS, FACD

Dr. Schoenbaum is Assistant Clinical Professor in the UCLA Division of Restorative Dentistry and the Assistant Director of the UCLA Continuing Education dept.

12:30pm - 1:00pm - Registration
1:00pm - 5:00 pm - Afternoon Presentation on the topic: "Implants in the Aesthetic Zone"
5:00pm - 6:00pm - Exhibits/Social Hour
6:00pm - 7:00pm - Dinner/HDS Business Meeting
7:00pm - 9:00pm - Evening Presentation on the topic: "Restorative Update"

Location: The Centre at Sycamore Plaza, 5000 Clark Ave., Lakewood, CA 90712

October 10, 2013 (Thursday)
www.harbordentalsociety.org

ALERT! GET IN THE KNOW! Affordable Care Act and How It Will Impact Your Dental Practices w/Nicette Short, CDA Legislative Advocate

3 CEU 5pm - 9pm

Speaker: Nicette Short, CDA Legislative Advocate

Location: The Centre at Sycamore Plaza, 5000 Clark Ave., Lakewood, CA 90712

November 14, 2013 (Thursday)
www.harbordentalsociety.org

OSHA, Infection Control and California Dental Practice Act

7 CEU 1pm-9pm

Speaker: Marcella Oster, RDA

This class meets the licensure requirements of the Dental Board of California.

Location: The Centre at Sycamore Plaza, 5000 Clark Ave., Lakewood, CA 90712

December 5, 2013 (Thursday)
www.harbordentalsociety.org

HDS Holiday Party - Staff Appreciation Night, Toys for Tots, Installation of Officers

3 CEU 5pm-9pm

Speaker: Dr. Sarah Sandell

4:30pm - 5:00pm Registration
5:00pm - 6:00pm Exhibits/Social Hour
6:00pm - 7:00pm Dinner/Business Meeting
7:00pm - 9:00pm Evening Presentation

SAVE THE DATES!

HARBOR DENTAL SOCIETY CE PROGRAM SERIES 2014

February 13, 2014 - Speaker: Fred Joyal, Founder, 1-800-Dentist (5 CEU) Topic: How to Manage Your Online Marketing, Reputation and Patient Reviews

March 13, 2014

April 10, 2014

CDA Presents on May 15-17, 2014

June 12, 2014

September 18, 2014

October 9, 2014

November 13, 2014 - Infection Control/OSHA (7 CEU)

December 4, 2014 - Installation of Officers/Staff Appreciation Night

Location: The CENTRE at Sycamore Plaza, 500 Clark Ave., Lakewood, CA 90712