



REDS News

Volume 44, Issue 1, Spring 2010

President's Message Andy Ashtiani, DDS, MS, FADSA



REDS' annual crab feed held on January 26th at Quail Inn was a success. Over 90 REDS members, staff, and spouses attended the event, which featured healthy portions of crab, pasta, and salad. The quality of the crab this year was reported the best in years. REDS members extended a warm welcome to our newest members Dr. Valeria Lawrence and Dr. Cherylin Wyatt who attended the dinner. Dr. Rael Bernstein was recognized at the event for his hard work and dedication over the past year as REDS President, and Dr. Eric Fraser was lauded for his years of service as CDA Trustee.



Drs. Bernstein and Ashtiani

I would like to thank the membership for my election as the president of Redwood Empire Dental society. It is an incredible opportunity to serve you and one I do not take for granted. Firstly, I would like to thank Rael Bernstein for his efforts during last year along with all the board members for their time and tireless commitment. I would like to also farewell and thank Ian Van Zyl for all his work and welcome Jim Simonds as our new editor.

REDS' Annual Crab Feed a Success



Let me start my first president's message on a more personal note with a personal introduction. I have been a dentist for the past 20 years. I was a general dentist for the first 8 years practicing in southern California after graduating from Northwestern University. Early on, I got involved with the field of implantology in 1992. I took a year long course which allowed me to comprehensively learn about the field. As I got involved with surgical and prosthetic implant

(Continued on page 2)

A Message from the President (cont.)

placement, I got involved with the field of anesthesiology as there was a need for my patients to have some degree of anxiolysis during implant procedures. I then decided to pursue a 2-year hospital residency in the field of anesthesiology at Loma Linda Medical Center. This allowed me to provide anesthesia for all aspects of medicine in the operating room. I then decided to combine that knowledge and specialize in the field of endodontics, graduating in 2001 from New York University. After getting married, my wife Claudia Karkia (who finished her residency in orthodontics from New York University) persuaded me to move to the Bay Area. This is a move we have truly enjoyed. We have been practicing together in the same office in Petaluma in since coming to the Sonoma County, and we are busy with Sophia, our 6-year-old first grader and Zachary, our 5-year-old kindergartener.

Last year impacted me greatly when I found out that several of our members found themselves disabled due to unanticipated medical conditions. Imagine you are as healthy as can be, and the tomorrow you are unable to work for an unknown amount of time. This has tremendous ramifications for us personally as well as for our team in the office. I did a lot of research into what can be done at the society level for our membership. In January, we had our first board meeting and with the great help of our wonderful executive director,

Martin Van Tassel, I was able to present the first draft of our Mutual Office Coverage (MOC). I did not want to waste any time, as this is too important a subject and benefit to our members to delay in activating. I would like to thank all the board members who sat in the room tirelessly to work out the kinks. I then asked all board members to come up with suggestions and ideas to finalize our draft in our February board meeting and guess what? WE did it! So now, for the first time using the networking power of the REDS, we can provide our members with the opportunity to sign up for this wonderful benefit. I then asked all board members to come up with suggestions and ideas to finalize our draft in our February board meeting and, guess what? WE did it. So now for the first time, using the networking power of REDS, we can provide our members with the opportunity to sign up for this wonderful benefit.

You may sign up for the program by completing the enclosed forms or by contacting the REDS office. I hope that you take advantage of this great program through the Redwood Empire Dental Society.

I would like to thank all who were involved with Give Kids A Smile Day project. We were able to take care of 450 kids. It is truly a

Got questions? Comments? Letters to the Editor? Just plain feedback? We're always happy to hear from you! Call us at (707)546-7275 or email at redsassistant@sbcglobal.net

A Few Words... Martin Van Tassel, Exec. Director

When I worked in contract surety, there was an adage we used which seems to apply beyond the scope of construction. That is: "A good plan today is better than a perfect plan tomorrow". We are embarking on a new project here at REDS, called Mutual Office Coverage (MOC for short). This program, introduced by REDS President Dr. Ashtiani, is a way that should help our membership in times of distress. No dentist is immune from the unforeseen injury or illness that interrupts a practice. While we could spend a great deal of time fine tuning aspects of the MOC plan, it is clear that the need is now and it is better to implement our good plan and make refinements as needed rather than to delay.



Over the next few weeks, we will be sending out a plan that offers those who join the MOC, support from fellow members should catastrophe strike. This support will be another good reason to be a member of the Redwood Empire Dental Society. We have also introduced a new discount program through Club One, a wonderful fitness facility in Petaluma. We are continuing to expand our list of programs that offer discounts to our members.

4th Dimension in Treatment Planning: Time *Seeing the Orthodontic Opportunities* James Simonds, DMD, Editor



To get one thing out of the way—I have made no pact or agreement with anyone in the orthodontic community to promote their specialty. After all, I'd rather patients spend their dental budget on their gums, of course. (That doesn't mean I can't be bribed with boxes of See's Candies or gift cards to Carmen's Burger Bar or Old Chicago Pizza). However, I do feel that a discourse regarding our view of seeing our patient's treatment horizon can often benefit from the inclusion of orthodontic treatment. Years ago, I did a face-to-face consultation with a fine local dentist. We had created multiple scabs and sores on our scalps as we scratched our heads over an esthetic case that featured a horizontally fractured maxillary central incisor. Implants were but a future dream, so aside from extraction and whittling bridge preps on adjacent virgin teeth, I looked at the case from a surgeon's view, but the best treatment couldn't be carved with a scalpel alone. When we ended our discussion, we both felt satisfied when we considered what would be a regular part of treatment planning from that time forward. We decided to pursue orthodontic extrusion for the fractured tooth to a level that would provide an adequate crown to root ratio while offering sufficient tooth structure for the future full coverage crown. Since then I continue to integrate orthodontics into the periodontal treatment plan as we consider uprighting teeth, extruding teeth, aligning roots, correct crowding; all for patients who are well

beyond the normal adolescent orthodontic treatment years. As I tell my kids, complacency is a demon. The siren of doing something just because it is easy has its temptations. In dentistry, we often see new patients with tangled teeth and assume that since they are adults, orthodontics is not a treatment option. In fact, even the thought of braces (or removable appliances) never passes through our minds as we plan treatment around the dental forest of bent and twisted "trees". In dentistry we've gotten pretty good at working around malaligned teeth – to the point where we don't even think about the opportunities offered by correcting them. We may have some fear of even suggesting orthodontics as many adults see tooth movement in grown-ups as simple youthful self-indulgence in vanity. They see it purely as a cosmetic treatment. Back to the issue of the 4th dental dimension of time. In reality, many of the issues that we deal with could be simplified only if the teeth were in a better position. However, when a young adult comes in with mild crowding or tooth rotation, it's easy to not target that malady for treatment. If we fast-forward 20-30 years, there is a real possibility that the position of teeth have worsened with more crowding or rotation; with tipping teeth that add trauma to the occlusion. All of this assembles an oral hygiene nightmare with compromised access for plaque removal that puts teeth at risk for inflammatory diseases, caries, periodontal recession, as well as the list of problems originating from occlusal trauma. And they look

bad too. In particular, the common crowding of lower anterior teeth become increasingly visible as the lower incisors are displayed more prominently in later years. Maybe it would helpful for practitioners to see each patient from tomorrow forward through the crystal ball of time. We can ask the question: considering the position of the teeth today, what will the appearance of the dentition be like in 20, 30, or 40+ years without orthodontic considerations -- including retention? Without good contacts between aligned teeth, can you envision the advancement of crowding and the corresponding problems it will cause? Even if comprehensive orthodontics is not a realistic option, or if the alignment of teeth is acceptable, might it be helpful to consider such a simple and reversible treatment as a bite guard that would protect the teeth from attrition and serve as an orthodontic retainer? Dentistry should consider the dynamic nature of teeth, bone, ligaments and the position of structures in the skull. It is ever changing. Our treatment plans often suffer from the stagnant view of the dentition as we see it at a single time point in our examinations, photos, models, and radiographs. This rigid view is often the foundation on which we build treatment plans. The progressive dentist will lift his or her head and look forward in time and see the patient in the present and the future. And maybe the future may include some ortho.

Children's Oral Health Celebrated

Community Action Partnership of Sonoma hosted the First Annual Sonoma County Children's Oral Health Celebration at the Vineyard Creek Hyatt in Santa Rosa on February 25th. The Masters of Ceremonies were Wynne Grossman, Executive Director of the Dental Health Foundation, and Kelly Hardy, Associate Director of Children Now. Honorees included First 5 of Sonoma County, Sonoma County Indian Health Project, St. Joseph Health System, and Dr. Cheryl Willett. We would like to thank all honorees and participants for attending the celebration and promoting children's oral health in Sonoma County.



Offices learn about Profits at February Dinner Meeting

Thanks you for all the members who attended Steve Hinton's dinner meeting on "Maximizing Your Practice's Financial Potential". Remember, if you missed the course you can watch it on the REDS website and still receive CE credits. Check out the website at REDSDentists.org for this and other available CE courses.

Dental Law and Infection Control Draws Huge Crowd

The annual early spring California Dental Practice Act and Infection Control/OSHA course drew a huge crowd at the Petaluma Sheraton on February 19th. LaDonna Drury-Klein began the day-long meeting by speaking about the Dental Practice Act, including upcoming changes to the law regarding CE course requirements. A Mexican food buffet was served for lunch before Dr. William Carpenter of the Arthur A. Dugoni School of Dentistry spoke about infection control and OSHA standards.



First of Four CPR Classes Filled

The first CPR class presented by Dr. Peyman Hedayati was held on March 1. Ten attendees crowded into the REDS office to renew their CPR card and learn about new techniques in defibrillator operation.

Mutual Office Coverage Plan to Begin in 2010

New REDS Membership benefit ensures stability in times of crisis

Does your office have a backup plan for staff in case of serious illness, deployment, or injury? If one or more doctors is taking a prolonged leave of absence for which ever reason, the newly-minted Mutual Office Coverage benefit through REDS can help. Mutual Office Coverage (or MOC) is already offered in several dental societies in the state. At the February board meeting President Andy Ashtiani spearheaded the campaign to bring this program to REDS.

The plan is complex, but the benefits are simple. First, each prospective member will be arranged in to a small team of MOC beneficiaries in their immediate geographical area. Each beneficiary will receive a copy of her compatriots' office information. In a time of personal need, the beneficiary will contact the REDS office to start the program. While the beneficiary is absent, the other team members will then begin to cover the absentee's office as needed. These benefits may last up to four months.



Step A Register with the REDS office to be a Mutual Office Coverage (MOC) member in order to create the MOC Member Pool. Three pools will be created, one for each county: Sonoma, Lake and Mendocino. Each pool will be divided for general dentists and by specialty. As more members sign up we have the ability to break up the regions into even smaller geographical areas. If a person becomes a MOC member, he or she automatically becomes eligible to be a Beneficiary of the MOC Program.

Step B Once the MOC Pool has been created, a list of the members will be distributed to all Pool Members. A copy of this information will be at your office and at the REDS office.

Step C In your time of need, activate the MOC plan by calling the REDS office.

Once activated here is what will happen.

1 The REDS Executive Director or local MOC chairperson will contact you and/or spouse to organize your MOC team to start coverage within one week's time.

2 As a MOC beneficiary, your practice and patients will receive dental care from your MOC team members for a period not to exceed four months. So if the beneficiary member had five MOC team members, then theoretically, each team member could work once a week (for a half-day or full-day) to keep their friend's practice intact. These team members will not receive any compensation for their service.



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In 2009, PPS of The Great West had three dental practices "For Sale" in The Redwood Empire. All three sales were concluded in 2009. These sales involved a Ukiah practice which collected \$520,000 in 2008 and two Santa Rosa practices, one which collected \$680,000 and the other \$1.18 Million in 2008. And both Santa Rosa practices operated out of facilities owned by each Dentist.

PPS produced multiple Offers on each practice, secured 100%+ financing for each sale, negotiated the Leases for both Santa Rosa practices and managed the paperwork finalizing each sale. PPS even secured an out-of-state Dentist to maintain, protect and preserve the value of the larger Santa Rosa practice as its sale was dictated by an injury sustained by our Client.

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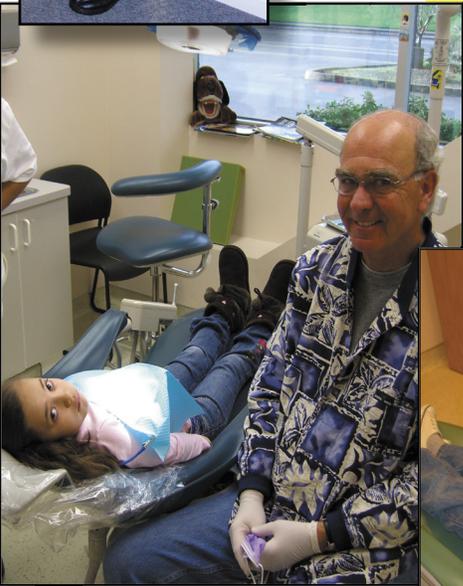
THANK YOU FOR VOLUNTEERING!

- Kenji Reyda
- Elvira Fiorentino
- Leslie Jue
- Lorraine Gock
- Andrew Lane
- Elizabeth Van Tassell
- Jamie Sahouria and her wonderful staff
- Ramona English
- Marc Alexander and his wonderful staff
- Mary Anne Forni
- Anthony Lieu
- Donna Yock
- Gina Fontana
- Cheryl Willett
- Frank Hodges
- Brian Payne

REDS Members go th

Fifteen REDS dentists and over 30 staff members volunteered for Give Kids a Smile Day 2010, the cornerstone of the ADA's annual Children's Oral Health Month in February. More than 450 children were given exams, prophies, and fluoride varnishes on February fifth and sixth.

For many children, this event was the first time they had ever seen a dentist; all were without dental insurance or a "dental home"- a regular dentist or clinic to take care of routine needs such as prophies and fillings. "The predominant age range for patients was younger than we've ever seen," says Sharina Arevalos of Community Action Partnership of Sonoma, "but the number of children with immediate dental needs has gone down. We're seeing healthier teeth each year we present this program." Despite the predominately healthy teeth at this event, several volunteers went above and beyond to treat patients with more immediate needs including cavity-filling and extractions. Follow-up appointments were provided by Kids Net, a no-cost service providing uninsured children with treatment for urgent dental needs. All children with immediate dental care needs



Extra Mile for Kids

were matched with a participating dentist or clinic for treatment, but volunteers are still being recruited to participate in Kids Net.

Dental appointments are an anxiety-ridden time for children, many of whom are influenced by cartoons and other media filled with hyperbolic depictions of dentists as tooth-extracting madmen. In order to combat this fear, young volunteers dressed as tooth fairies painted faces and played games with the children in the waiting room at each site. For the parents, community health workers were on hand to educate them about maintaining their children's healthy smiles, and social workers helped match each family with a dental home and information about procuring insurance. After treatment, children received a goody bag filled with the usual dental floss, brush timer, and toothbrush, as well as a fun card game designed to teach kids about oral health and hygiene.

For information about volunteering for Give Kids a Smile 2011, or to volunteer as a provider for Kids Net, please call the REDS Office at (707)546-7275.



Premier Dental Care opens in Petaluma

CDA Compass subject of March Meeting

The March REDS dinner meeting concerning the new CDA Compass website drew a crowd of technologically-driven individuals interested in learning more about this new membership benefit. Dr. Michael Perry, REDS member and CDA advisor, spoke about the new website and showed attendees the advantages that come with familiarity with the website. Some of those advantages include a live help center and message boards to connect offices across the state of California. For more information, please visit the website at CDACompass.com



Dr. Klaus Radke opened a new spa services section of his office in Petaluma in early March. He and his staff celebrated this momentous occasion with an open house, including hors d'oeuvres and tours around the state-of-the-art dental spa facility. In attendance were several REDS dentists and staff members, including Dr. Andy Astiani, President of the REDS Board of Directors. Dr. Radke's office is located on North McDowell Blvd. in Petaluma, near Raley's.

City of Petaluma Proclaims February as Children's Oral Health Month

On Monday, February 22nd the Mayor of Petaluma, Pamela Torliatt along with members of the Petaluma City Council proclaimed February, 2010 as Children's Oral Health Month and encouraged all Petaluma residents to have all children visit their dentist or dental clinic regularly and to brush and floss daily. The driving force behind the proclamation was Dr. Andy Ashtiani who accepted the award on Monday night on behalf of the Redwood Empire Dental Society. This proclamation underlined the need for dental programs for the underserved in our community.



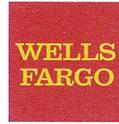
Welcome to our New Members



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Congratulations!



Dr. Kenji Reyda and his wife Gretta welcomed their first son, Kaiden Takeo Reyda, on October 4th, 2009. Kaiden weighed 6lbs 8oz. Congratulations!



Nicole Smith and her husband Doug are expecting twins – a girl and a boy. Congratulations!



Nicole Le and John Savko welcomed their son, Michael John, in to their family on January 26, 2010. He weighed 5lbs 14oz and was 19 inches long. Congratulations!

March 7-13 was dedicated as National Prosthodontics Awareness Week by the American College of Prosthodontists. For more information visit prosthodontics.org

Santa Rosa Junior College Dental Hygiene Alumni Reunion (Classes of 2001-2009)

Brought to you by the Class of 2010

Saturday, April 10, 2010

Social hour begins at 5:00pm

Double Tree Hotel in Rohnert Park

Please join us as we reunite with old friends & faculty. Enjoy a delicious 3 course meal, music, and raffle to win great prizes, and the opportunity to meet new people with common interest in your profession.

Please RSVP to dh_laura@att.net or call (707) 758-7752.

Learning how to Create a Brand Strategy



Brand strategy was the focus of Dr. Martin Levin's all-day CE event on March 5. Seats were filled with eager dental health professionals looking for a way to stand out in the crowd.

Classified

We are looking for an Endodontist to work 1-day in Sunnyvale and 2-days in Rohnert Park. General Dentist is fine as long as they are comfortable with endo. For a General Dentist we could offer up to three days in the Rohnert location.

Please contact Ruth Valdez or Dr. Lora Costa, (408)774-1200
Or email loracosta@sbcglobal.net



Redwood Empire Dental Society

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Christine Boyer
Michael Perry

Alternate Delegates

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CDA Trustee:

Elizabeth Van Tassellp

Peer Review:

Chairperson - Alan Barton

Smiles Change Lives program provides access to orthodontic care for needy youth

Smiles Change Lives (SCL), a national nonprofit organization that helps low-income children obtain orthodontic treatment, has expanded in to California. Since 1997, this organization has changed the lives and smiles of more than 1,200 children due to the dedication of hundreds of orthodontists nationwide.



Talented and caring orthodontists have teamed up with Smiles Change Lives to provide pro bono, comprehensive treatment for approved SCL patients. Each partner orthodontist relies on SCL for its thorough application and screening process which delivers the most qualified, motivated children in their community. Orthodontists then do what they do best - change the lives and smiles

of children in their community. If your organization or office is interested in outreach materials to distribute to potential applicants, or if you have any questions about the program, please contact Andrea Umbreit at andrea@smileschangelives.org or at 816-421-4949. Orthodontists are always welcome to join the SCL network by emailing partner@smileschangelives.org.

Discounts for REDS Members

REDS members still can take advantage of discounts on solar panel systems offered by Solarcraft at 707 778-0568 or at www.solarcraft.com



Another key discount program offered to REDS members are for Automated External Defibrillators (AED) devices through SOS CPR. Call (707) 795-4444 or www.cprsos.com

REDS has partnered with Club One Fitness in Petaluma. REDS members and their staff can receive \$10 off their monthly membership fee. Please contact Club One at (707) 766-8080 for complete details.





Redwood Empire Dental Society

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Santa Rosa, CA 95401

(707) 546-7275

www.REDSdentists.org

Find us on Facebook!

Upcoming Events

April

Tuesday, April 13th Dinner Meeting: Infection Control

Tuesday, April 20th Board Meeting 7PM

Friday, April 30 CE Event 8-4:30PM

John Sottosanti, Periodontics

“The Periodontal Pocket, Treat or Refer?”

Ukiah Conference Center, Ukiah

May

Tuesday, May 11 Dinner Meeting 6PM

May 13-16th CDA in Anaheim

Tuesday, May 18th Board Meeting 7PM

June

Tuesday, June 1st CPR Class, REDS Office

There's Still Space Left in REDS CPR Classes!

There is still space available in the 3 remaining REDS CPR renewal classes. Register today as space is limited to 9 individuals per class. Cost is \$50 per participant. Classes are held from 2-5PM at the REDS office 1400 N. Dutton Ave, Suite 10, Santa Rosa.

Class dates are

Tuesday, June 1st

Wednesday, September 1st

Wednesday, December 1st