

Upcoming Events

August

Saturday Aug. 8th Baseball Game, SF Giants vs. Cincinnati REDS

September

Tuesday September 8th Annual BBQ

Tuesday September 15th Board Meeting 7:00pm

24-27th CDA San Francisco

September 30th ADA Hawaii

October

1st-3rd ADA Hawaii

Tuesday October 13th Dinner Meeting 6:00pm,

Doubletree Hotel, Dr. William Carpenter, Infection Control

Friday October 30th, Doubletree Hotel

CE Geriatric Dentistry

Tuesday October 20th Board Meeting REDS office 7:00pm

November

Tuesday Nov.10th Dinner Meeting 6:00pm, Doubletree Hotel, Art Curley, Dental Law

12th-14th House of Delegates Sacramento

Tuesday Nov.17th Board Meeting REDS office 7:00pm

December

Saturday December 5th Santa Rosa Memorial Hospital Christmas Gala

SPECIAL NOTICE TO REDS MEMBERS IN SANTA ROSA

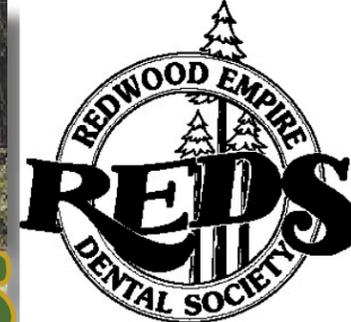
The City of Santa Rosa has begun to inspect offices for amalgam separators as of July 2009. Redwood Dental Supply (707) 433-7141 is offering REDS members a discount on amalgam separators.



Redwood Empire Dental Society

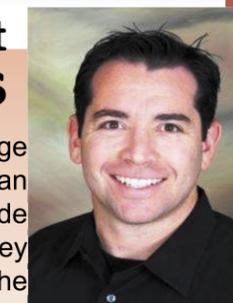
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(707)546-7275
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REDS News



Volume 43 Issue 2, Spring 2009

A Message from the President Dr. Rael Bernstein, DDS



We are almost at the half way point of the year. Looking back I can say that most of us in the dental field, still considering ourselves extremely fortunate to not have been caught up too severely in the recession. Sure our practices have slowed some and maybe we are spending more time on training team members, taking CE classes and being at home more with family. Our 401k's are now 101k's. I feel these are great opportunities to be relished and appreciated. When you look around and see many large and supposedly stable businesses gone and their spaces empty, it can become quite disheartening. However times change and people must adapt.

Just think about it for a minute. 10 years ago there was no Google, no Myspace and no Facebook (our office like to call it Mybrace and Bracebook). 50 years ago one of the largest companies in the world was GM. Incredible how fast the world around is changing. We now have iphones, ibraces and next will probably be icrowns and wii-implants. My word spell-check doesn't even recognize any of these new terms that are now commonplace and keeps telling me that I don't know how to spell ipod. Like it or not our patients are changing too and we need

adapt and change with them so we can continue to provide the care that they demand, field the questions that they pose and provide the service that they expect. Only this way can we weather the storms and flourish.

As a dental society we are trying very hard to offer support, provide training, mentorship and advice to our members so that we can all weather these stormy seas together and emerge stronger and more energized. We would

Continued on page 10

A Few Words...

Martin Van Tassell, Exec. Director



I was highly impressed by our periodontal CE course in Ukiah featuring Dr. Jorgen Slots of USC. I want to thank Dr. Tandy and Redwood Dental Supply for sponsoring this speaker. We had a wonderful turnout of 100 attendees. I hope that we will do something like this every year in Ukiah. Our annual Law & Infection Control workshop was also well attended.

I hope that everyone continues to recognize that one of the

best features of membership is our continuing education events and dinner speakers. Considerable effort goes into securing interesting speakers and it is to your benefit to come and not only be informed but to communicate with other REDS members. Our social functions like our golf tournament are also a great way to "network" with each other. Amalgam separators are soon to be required. We have already secured discounts for REDS members to have such units installed. I also encourage all members to take a look at

the new feature of the CDA called "Compass". The website is filled with valuable information for all dental practices. Take a look at www.cdacompsss.com

I also want to commend all of those who took part in the peer review calibration workshop that the CDA held here at the REDS offices on February 27th. 19 REDS members received their calibration and will greatly increase the availability of panelists needed for the thankfully few peer review cases we receive each year.

Dental Law and Infection Control Packs the House

On March 27th at the Fountaingrove Inn, the Redwood Empire Dental Society held its annual day-long course in dental law and infection control.

Arthur Curley and Tom Terry spoke to a full house of 150 people.

Mr. Curley began the morning by lecturing on California dental law. His topics included mandated attendance at certain courses, the implications of such laws, and the HIPAA statutes enacted by Congress in 1996. His informative lecture included updates on the law for employers and employees, as well as the importance of



maintaining high standards of patient care in this litigious society. Mr. Curley always manages to make this otherwise dry subject more than informative,

but entertaining as well. His lecture served as a great refresher on dental law to all those in attendance, and sparked several questions and discussions amongst attendees.

Infection control was the other topic of the day, with a comprehensive PowerPoint presentation and

seminar given by Tom Terry. The beginning of his lecture was devoted to infection transmission, and covered the biology of both viral and bacterial pathogens. Mr. Terry then gave attendees reminders on correct techniques, and the standards of infection control from the California Dental Board, and warnings of the implications of non-compliance with these standards. Mr. Terry emphasized the importance of staff safety and central sterilization, including the importance of wearing protective equipment when dealing with bodily fluids. He concluded his seminar with a lively question and answer segment.

The Fountaingrove Inn supplied a lovely buffet breakfast and lunch served on the patio for guests to take advantage of the beautiful weather. Several vendor guests were also in attendance, including the City of Santa Rosa promoting the new equipment for amalgam separators.

The Compassionate Samurai Speaks to REDS

Local author and motivational speaker Brian Klemmer, author of *The Compassionate Samurai*, gave an eponymous seminar at the REDS dinner meeting on April 14th at the Doubletree Hotel. Klemmer spoke about the two perceived types of people; those who are poor and spiritual and those who are wealthy and heartless, and why one type is often favored over the other in different professions and social situations. His lecture focused on the synergy between these two types, using examples from the



Participants enjoy a partner exercise

samurai mythos to illustrate points about how every individual is able to harness their compassion while still being able to succeed. The importance of interpersonal

relationships, such as those between dentist and assistant, was a key point in illustrating the correct balance between achievement and empathy to maximize potential. The workshop included some hands-on activities and partner exercises.

The seminar was piqued by Klemmer's humorous speaking style and knowledge of the topic, as well as his well-thought-out contextualization of the topic to the dental profession.

Dr. Patrick Ferrillo Addresses REDS

The Redwood Empire Dental Society hosted a dinner meeting at the Doubletree Hotel on March 10th. Dr. Patrick Ferrillo, Dean of the Dugoni School of Dentistry, spoke on dental education and leadership. Dr. Ferrillo emphasized the importance of continuing education for dental health professionals as a means of keeping abreast of the latest methods and technology, as well as staying current on CE units and certifications. Many dental health professionals face adversity in our tough



economic times, and Ferrillo spoke about the impact of the recession on those in the industry. Financial matters may impact standards of care and hiring practices, prompting dentists to cut corners in terms of quality of supplies and employees. Dr.

Ferrillo spoke of the importance of maintaining high standards in patient care even in the most dire of economic circumstances.

Dr. Ferrillo gave a "day in the life" of being a dean of a dental school, which proved to be an informative insight in to the career of an important luminary in the dental community. He then reminded the audience of the proud tradition of the Dugoni School and the University of the Pacific, as well as encouraged those in attendance to consider assuming positions of dental leadership as a means of self-fulfillment and mentorship to other professionals in the field.

Raising Funds to Help St. Joseph Dental Clinic

Many dentists know the grim statistics about the state of pediatric dental care in our community. Too often, the children who most need it don't receive adequate routine dental attention for many reasons. Studies show that one out of three children have untreated tooth decay, and these carries can affect the child's life in staggering ways: decreased school performance, poor social relationships, and failure to thrive.



The St. Joseph Dental Clinic in Santa Rosa as a one of the bright examples of a clinic working to

improve the situation. However, despite over 6,500 patient visits last year, the clinic struggles with tight budgets and the ever uncertain funding of MediCal. One REDS member, Victoria Lynskey who practices orthodontics in Santa Rosa is trying to do something about it. Dr. Lynskey has established a website to raise funds for the St. Joseph's Dental Clinic to "provide essential dental treatment to children otherwise unable to receive care". The colorful site -www.makesomeonesmile.org -includes facts about the importance of pediatric dental care, and a

link to a donation page for St. Joseph's. Her fund-raising goal as stated on the donations page is \$10,000



Dr. Lynskey

for the clinic. The site says that donating between \$25 and \$50 will provide a dental exam with nutrition counseling for one child, while \$5000 will provide one year of treatment for 25 children. Donations are accepted year-round and are accepted either online at Dr. Lynskey's site or through direct contact at the St. Joseph Dental Clinic.

Local Dentist Rides the Waves

What do dentistry and surfing have in common?

Well usually nothing, but in the case of REDS member Conrad Block DDS, these are his two passions. His story was recently featured in the Press Democrat as being one of those who break the stereotype of surfers being undereducated and under-motivated beach dwellers. Dr. Block is quoted as saying that only about 20% of the surfers he sees are of the surf bum variety. Dr. Block



said of surfing "It is a mini-adventure. If you never have competed in a sport, you won't get what surfing is: You're totally in love with what you are doing because you are so much in the moment with it."

Considering the Needs of Deaf Patients

It's no easy feat to comply with every regulation put upon dentists and their practices. Proper methods of amalgam disposal, patient care, and employee management practices are all topics important enough to warrant entire seminars.

The Americans with Disabilities Act (ADA) has changed the design of every new dental office since its enactment in 1990. Wide doors and ramps to accommodate wheelchairs are just some of those changes. Dentists need to know that deaf patients too are covered by the ADA. The law requires the treating office to supply the patient with a

qualified interpreter for the deaf or hard-of-hearing. Hiring an unlicensed translator may lead to myriad problems, including mistranslated meanings which may constitute uninformed consent, which could result in a lawsuit. The best way to avoid such a lawsuit is to hire an interpreter through a licensed agency. Interpretation and transliteration agencies are located in most cities including Santa Rosa. Such agencies are required to assure the licensure of all of its employees and assume the burden of verification and any resulting liability off of the dental office.



PDI Restructures Surgery Center

The Pediatric Dental Initiative's (PDI) dental surgery center in Windsor that opened in January 2008 is now known as the Redwood Empire Surgery Center, Inc. Featuring two full operating rooms, the center has seen over 1300 children from Sonoma, Napa, Marin, Mendocino and Lake Counties. Block time is available on Mondays for those who



wish to treat their patients there. PDI offers tours of the facilities. PDI believes that "collaborating with dentists, clinics, hospitals and other non-profits is key increasing the dental health of the underserved patients in the North Bay". Contact Julie at 707-838-6560 x 107 or julie@redwoodempire.com for more information and accreditation paperwork or the RESC website at www.redwoodempire.com



Focus on Periodontics in Ukiah

Dr. Jorgen Slots from the University of Southern California filled the room at the Ukiah Conference Center on April 17th with his lecture on periodontics. 100 participants attended the course sponsored by Redwood Dental Supply and Dr. Robert Tandy and learned about some low cost solutions to oral health. Dr. Slots extolled value of sodium hypochlorite and iodine in the control of bacterial and viral pathogens in the oral cavity. Dr. Slots challenged attendees to rinse their mouths outside

with a diluted mixture of bleach and water. Dr. Slots, Professor and Chairperson of Periodontology at the USC School of Dentistry, gave a lively discourse on oral microbiology and immunology as well as treatment of associated diseases and preventive measures. His well-attended course emphasized antimicrobial therapies and a discussion about the necessity of periodontal surgery. The seminar was supplemented by a brief presentation by Dr. Robert Tandy with case studies.



Lorna Bjorklund tentatively tips her cup



Drs. Sawatzky and Lambeth



Participants enjoy their lunch



Drs. Slots and Tandy

Obituary: Thomas Gross DDS 1930-2009

We were saddened to learn of the passing of a long time REDS member. Dr. Gross practiced in Santa Rosa starting in 1956 and was REDS president in the 1965-66 term. His widow, Nancy told us that he expired on March 30, 2009 from heart failure at home. He retired in 1985. In his retirement, Dr. Gross used his skills to make jewelry. Nancy Gross said that Thomas Gross was an early

proponent of fluoride in tap water. In 1963 he championed an effort to take used dental equipment to Peru to help those who lacked any equipment; going so far as to enlist the Peruvian Navy to transport the equipment from San Francisco Bay. Others who knew him well like his friend Robert Bailey DDS described Tom Gross as an avid angler and "an all round good guy

with a great sense of humor". Dr. Bailey also said that Tom Gross was a great golfer and "a very determined person who wanted to do the best". He is survived by his wife Nancy; son Rod and grandchildren Jessica and Riz; daughter Carie; son Thomas Henry and daughter-in-law Denise and grandchildren Katherine and Lauren Gross.

CDA Delivers on Members' Requests for Practice Support

CDA members have asked for assistance and advice on running a successful dental practice. Requests for everything from tips on writing job descriptions, specifics on marketing a practice and how-tos for working with patients' dental benefit providers. It can be difficult for members to know who to trust to help with their businesses, particularly during uncertain economic times.

CDA has heard members and responded with the launch of its newest member-only benefit, the CDA Practice Support Center.

A direct result of member feedback, the Practice Support Center offers expert assistance and advice to members in four areas—practice management, employment practices, dental benefit plans and regulatory compliance. At the core of the center is a new Web site, the CDA Compass, which offers a complete list of social networking tools in addition to an extensive resource

library. Members will find blogs that provide perspectives and insight on all things related to developing, managing and transitioning into or out of a dental practice. In the forums, members can ask question of colleagues, give advice to others or just share ideas related to managing a dental practice. Members can be alerted when new additions are made to the site by subscribing to a variety of RSS feeds. Among the many education opportunities available on the site, practice-related podcasts created just for CDA members are available for immediate listening or downloading to an MP3 player.

CDA members receive the most complete access to the Compass. Some areas of the site are restricted to dentists only or allied dental health professionals only, based on professional

role. Nonmembers will have access to some information, such as state law information and materials available through other public resources. However, nonmembers will not have access to those items developed specifically for members.



When members use this new benefit and service, they make the experience their own by choosing how they want to access information,

whether online, telephone, e-mail or fax.

The Practice Support Center is just one more way CDA will be with members at every stage of practice.

To access the Compass and start experiencing practice support from CDA, visit cdacompass.com. Those who prefer to speak with one of the practice analysts can call 866.232.6362, Monday through Friday, 8 a.m. to 5 pm. PT.

Welcome to our New Members



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Greenbrae, CA 94904
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Santa Rosa, CA 95405
707 575-9595



Kamaldeep K. Sandhu DDS
General Practice
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Volunteers Needed

August 2nd, 2009 at 8:00am

In 2008, Neighbors in Health provided a day of free health care for uninsured and underinsured children in our community. More than 525 children participated in Neighbors in Health, with more than 460 receiving medical care; including 466 immunizations, 434 well checks, 300 dental exams. This year, United Way is once again collaborating with Kaiser Permanente in what promises to be an even bigger event.



Neighbors in Health is being held from 8:00AM - 3:00PM on Sunday, August 2 at Kaiser Permanente's Stein Medical Campus, MOB 4, 3925 Old Redwood Highway Santa Rosa.

To volunteer, go to <http://www.unitedwaywinecountry.org/NIH>

New Rohnert Park Pediatric Dental Office

A bright new pediatric practice is now in Rohnert Park. Jamie Sahouria DDS, MS transformed the old La Petite Academy from a 1980's day care facility to a modern "green-certified" 3,000 square foot

office that is fully digital and boasts several chairs and pedo operatories. She retained the outside playground which is a favorite stop among her patients and their siblings.



Drs. Orest Balytsky, Tony Chu and Jamie Sahouria at her grand opening

Jamie Sahouria is a Rohnert Park native, the middle of five children. A graduate of Rancho Cotate High School, Jamie went through the University of the Pacific's 3+3

accelerated dental program, graduating with her D.D.S. in 2004. She went on to the University of Texas in Houston for her pediatric dental training; completing her master's in 2007. "It was natural for me from the start to become a pediatric dentist. I come from a big family," said Jamie. Dr. Sahouria and her office are active in the community, supporting

the local schools and sports teams and donate their time and supplies. She has just started participating in the Healthy Families program. She is bilingual. As to the recession, "People won't forget their kids"; although "people are more aware of their budgets", she said. Dr. Sahouria invites the dental community to come by her office for a visit.



Dr. Wood

Congratulations to Dr. James Wood. At the 2008 CDA House of Delegates meeting Dr. Wood was elected as an ADA delegate for the 2009-2010 term.

Congratulations to Dr. Thomas Bales. Dr. Bales won a new 2009 Dell Laptop in a raffle conducted by the CDA as part of a campaign to get dentists to refer each other to join their local dental societies.

Special Notes



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A Message from the President (cont.)

...very much love your input and suggestions and I urge you all to respond to the survey that was sent out recently via email. We are a society whose one main goal is to serve our members. Your feedback is crucial so that we know if we are meeting your expectations. Please be involved. By that I am not nec-

essarily saying that you need attend every board meeting. Join us for a CE meeting, attend a social function, write an article for the newsletter, encourage a colleague to join the society etc... There are many levels of involvement and we could all do more. To those that already do all many of these, the society and I thank you sincerely.

CDA Foundation Grant 2009

This unique grant program is available to recent dentist and specialty graduates, and awards up to \$105,000 over a three-year period towards student debt in exchange for three years of service in a California practice setting providing oral health services to underserved populations. Application deadline is August 15. *Potential recipients must apply online by visiting cdafoundation.org*

Redwood Empire Dental Society

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Designated Delegate - Josh Hammer

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Eric Fraser

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Golf Tournament a Splash



Dr. Hoey holds the hole-in-one ball

Participants at the annual golf tournament on May 1 were greeted by rain and gray skies on the links at Oakmont Gold Club. The small crowd of 24 golfers descended upon the course in foursomes and made the best of the weather, playing relentlessly despite the

rain and cold wind. Two teams managed to persevere through all 18 holes, while the rest took respite in the hot beverages at the clubhouse café.

The big surprise of the day came when Dr. Michael Hoey made a hole-in-one on the fifth hole; within the first fifteen minutes of play, Hoey made the shot. This amazing accomplishment energized his team to continue to play the entire course.

Golfers retreated to the banquet area for dinner in the evening, where they enjoyed a fajita buffet dinner and drinks followed by a raffle. Dr. Geronimo Romero won the grand prize of a two-night stay courtesy of the Santa Rosa Hilton, while many other attendees won wine and gift certificates.



Drs. Bernstein and Guest



Drs. Ashtiani, Karkia, and Van Tassell and Matt Van Tassell



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