



REDS News

Volume 44, Issue 2, Summer 2010

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President's Message

Andy Ashtiani, DDS, MS, FADSA



Dear Friends, here are the highlights of what we have achieved as a board since my last message as a benefit of membership:

- Mutual Office Coverage Program in place.
- Office paper Shred-a-thon in place.
- Computer waste disposal service in place.

The year has gone by fast and we are already at the half way point. My goal this year to increase the membership benefits for our members and let you know that we as a board are committed to your needs and would like to get as many benefits as possible for your dues dollars. This is one of the most dynamic boards on which I have had the pleasure of serving as agendas get handled swiftly with great care. I would like to thank the board for all the volunteer time and energy that they put towards the common goal of improving our society. As President Theodore Roosevelt once said, "Far and away the best prize that life offers is the chance to work hard at work worth doing". I certainly feel that way working with the board on behalf of our great dental society.

One of the great benefits is to participate in the Mutual Office Coverage program. We can fraternally support each other in times of need. The program will only work if there are enough members who sign on. We are doing this county by county. We cannot expect anyone to cover someone else who is hours away. We can hope to have REDS members in each community and in each specialty that are not already part of such a program, to participate. With such support, the hands of many will keep the burden light. It may also help you sleep knowing that your fellow dentists are there to help. Please contact the REDS office to sign up.

The Shred-A-Thon had a lot of great responses as we all have important office documents that we need to properly dispose of. This program will run frequently to serve your needs at no charge. Please contact the REDS office for further details.

The next benefit is proper disposal of old office computers.

(Continued on page 2)

President (cont.)

For those of you who have tried to do this, you may have realized that this is no easy task and involves a lot of time and energy. We have a program in place that will take care of this need at no charge for our members. One of the things that I would like to bring to your attention is the new credit card standards. The payment card industry data security standards (PCI DSS) are a list of 12 requirements that dental offices need to follow. For more information on this, visit www.pcisecuritystandards.org. In closing, I would like to thank all who volunteer their time and give back to the community and REDS. You know who you are and I salute you for your dedication and hard work. I welcome any suggestions to better our membership.



Progress is being made on the goals we have set for ourselves for 2010. We now offer shredding to our members.

Our first planned “shred-a-thon” was a success and we have a bin at the REDS office for any member to drop off papers anytime for destruction. The Crowns for Kids program is another idea that is being promoted in coordination with the CDA. This program provides offices with containers for scrap gold and valuable metals; the proceeds of which will be available for charitable grants in our area. We urge our members to participate in this program. We are glad to welcome back Dr. Sergio Monraz to active

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

duty in his practice after a long illness. His spirit is undaunted and he expresses his gratitude to those who helped support his practice in his absence. His situation only serves to underline the value of the Mutual Office Coverage (MOC) plan we recently introduced. We ask everyone who is interested to contact the REDS office for the MOC paperwork. In doing so, we put into practice a valuable reason for membership, the support of each other in time of need. By joining the program, one agrees to volunteer in the practice of another member in your area in times of emergency and in exchange, receives the assurance of such a benefit for one’s own practice.

2010 SRJC Scholarships



Adriana Schrader, a graduate from this year’s Dental Hygiene class whose commencement ceremony took place on Friday May 21st at Sonoma State University campus, was the recipient of the 2009 Paul Levine Scholarship award. As awardee, Adriana’s name has been added to the placard in the William Race Health and Science Building at the Santa Rosa Junior College. The scholarship pays tribute to Paul J. Levine, a respected Periodontist in Santa Rosa who died of cancer at the age of 54 in 2001.

SRJC Dental Hygiene Grads Congratulations to Angela Marie Braga, a dental hygiene student, and Mary Lynch, a dental assisting student, who were this year’s recipients of the Allied Dental Health Students Scholarship through the CDA Foundation scholarship program. The CDA awards these two scholarships, one to a dental assisting and one to a dental hygiene student who show a desire and a commitment to improve the oral health of all Californians.

Adriana Schrader, Levine Scholarship Recipient



Trying Not to Giggle Through CPR Training

James Simonds, DMD, Editor



Back in the days when REDS was housed on Cleveland Avenue, we had a regular program of CPR training. REDS had our own Rescusi-Annies, much handled baby dolls for infant CPR, and all the disposables for practicing mouth-to-mouth ventilations on the manikins. Now, Dr. Peyman Hedayati has taken the initiative to revive the program at REDS.

We had volunteer CPR instructors. I volunteered figuring the best way to learn something is to teach it. Also, distinguishing between Red Cross procedures and American Heart Association procedures required some modest attention be paid to new publications.

The hardest part of training as either an instructor or a participant is focusing on the critical skills of performing CPR while the students giggle through the class. With only modest efforts to “get it right”, we would stumble through the evening class regularly checking watches, dodging a coma while watching the CPR amateur movie short, and racing through the written exam that made sure you remembered a few details until you started the car ignition before heading home. Of course the most fun was exploiting the ever-comical sexual innuendo of performing CPR on a mannequin.

I’m not sure if we were just “whistling through the graveyard”

as we would display such a cavalier attitude toward a topic more deadly than anything we do, or we felt that the chances of us really using this technique was too remote to invest too much serious attention. After all, rumor has it that Dr. Heimlich himself never had to invoke the maneuver bearing his name.

Certainly, having to perform any significant manipulation of a mannequin is fertile comic ground, so the temptation is great to crack a joke or make a subtle gesture. She’s the perfect “straight-man”. After all, Annie can’t really be saved, and she can never die.

But our patients can.

In our office, we have CPR annually. I feel having it every 2 years just isn’t frequent enough to truly retain information and have adequate practice. We try to do simulations on a regular basis to see what glitches might occur. We quickly learned, for example, that the defibrillator leads are too short to extend from the operatory counter to a patient in the dental chair so we need to put the AED on a stool near the chair. We need regular reminders where the emergency kit is and how to quickly get items that are needed. Regular medical drills are vital for readiness.

A project I’d like to do to bring medical emergencies into focus is to query the REDS membership about medical emergencies that have really occurred in the dental office.

Whether it was an episode of syncope, angina, seizure, or more threatening event, I’ll bet there was no sniggering going on as the EMT truck pulled up. Did anyone wonder whether you did everything right. Were there any gaps in procedures that put the patient at increased risk of serious injury? How hard was it to figure out what was happening to the patient? Was there fumbling of equipment? Could you find the oxygen and really turn it on? The stories we hear from Stan Malamed or other speakers such as the dentist who didn’t fully recline a patient in syncope and contributed to irrevocable brain damage are poignant, but it is still somewhat distant. It didn’t happen in our counties.

But there are really emergencies that have happened in our offices, and they are inevitable events in offices that provide tissue alteration (including tooth cutting) in a stressful environment. Perhaps we can learn from what our local colleagues have experienced so that in a real emergency we can be real professionals.

I invite you to send in your medical emergency stories including those procedures you’d like to update or change. I’ll bet there was very little kiddin’ around when the patient was in distress. And as we all know, saving a life is no laughing matter.

Did You Know?

Important Legal Tidbits for the Dental World

Updates to CDA's Required Poster Set

If you have the poster set distributed in 2009 by REDS and CDA, you will need to replace (or tape over) two posters with the updated versions. The updated posters are (1) the Federal Fair Labor Standards Act (Minimum Wage), updated July 2009; and (2) Equal Employment Opportunity is the Law, revised November 2009. Links to these updated posters can be found on CDA Compass website. Look under the Regulatory Compliance Tab for "Required Postings In A Dental Office." A full Listing of required postings for the dental office can be found on the CDA Compass website. CDA and REDS will be mailing out new posters in 2011.

Records and Retention

According to the California Dental Practice Act Compliance, updated March 2010, records must be kept for seven years if the patient is inactive or if the dentist ceases operations. Records of unemancipated minors shall be kept at least one year after the minor has reached the age of 18 years, and in any case, not less than seven years. (While there is no definition for discontinued treatment, it can be described as being long enough so that the patient can reasonably account for their dental history. Typically it is 24 to 32 months after the last appointment.) Liability insurance carriers typically recommend a much longer period for record retention. Ideally, all dental records, active and inactive, should be maintained indefinitely. For your complete guide to the California Dental Practice Act check the CDA Compass website.

Are you offering commercial credit?

New Laws Effective January 2010

A new law effective in 2010 requires dental practices to provide a notice and follow other requirements when offering commercial credit to a patient. Offices offering third-party credit arrangements through companies such as CareCredit or Chase Health Care Financing must, prior to establishing a commercial credit card, line of credit, or loan for a patient in the dental office 1) Provide a written treatment plan to the patient and 2) The dentist, or his or her staff, must obtain the patient's signature on a specified written disclosure notice. There are forms available on the CDA Compass website that allow dentists to customize the disclosure notice for their practice. There are also translated versions in Spanish, Chinese, Hmong, Russian and Vietnamese.

A 2-Minute Quick Guide to Changes in CE Regulations

- Categories 1 and 2 are no longer required.
- Licensees still can only have 20% practice management, but they are on their own to determine that designation.
- The new regulations will allow for new classes to be counted for CE units, such as foreign language courses, record keeping, office organization and design, and employment law.
- The California Law course will be known as California Dental Practice Act (CDPA)
- Make sure your CE Certificate has an 11-digit number on the upper left.
- You must sign in to all CE Courses.

Source: Amending Title 16, California Code of Regulations, § 1016 and 1017. The proposed regulations clarify continuing education requirements for dentistry.

Into the Nicaraguan Countryside for a Week of Giving

Jim Simonds

Arranged by Rotary and organized by SRJC's Ezbon Jen, retired REDS member Steve Davis just completed his second dental adventure to Nicaragua.

As a service organization, Rotary has set up dental programs in a number of areas including Haiti and Vietnam, but Dr. Davis joined other



Dr. Stephen Davis

dentists and optometrists (to provide reading glasses) to treat underserved peoples in remote areas of Nicaragua. Santa Rosa dentists Kelly Waggoner, her husband Jason Lehman, and retired pediatric dentist Bob Weis have also participated.

In his first trip Steve flew to Managua then transferred to a 12 passenger "fall apart" charter plane, which made a tricky landing on a tilted dirt runway. After kissing the ground, he then boarded a boat that took him up the river to a primitive resort with a thatched roof lodge on stilts with no windows, toilets, or hot water - he wasn't quite clear how it earned the "resort" title.

The Rotary groups now know how to avoid being taken advantage of by officials in the loosely policed and often corrupt management of baggage. Boxes of equipment and supplies were sent ahead of time and when

the volunteers arrived they took care not to appear as a group. Combinations of local Rotarians and Peace Corps workers gave them assistance and helped them maneuver through local communities and procedures.

Pressing on to the villages, the intrepid volunteers rode in vans along 15 miles of rutted, jarring roads through hilly terrain and jungle to the village they would be serving. The rare comfort in the heat (up to 85 degrees) and humidity was the paucity of insects. During their stay, there was no rain.

The local people live in the most simple of houses consisting of shacks and hovels surrounded by lots of hanging laundry. The streets are traveled with just a few vehicles that are mostly tired, rusted, and dented vans. They have a subsistence diet of starches and sugar that inevitably lead to dental caries.

Peace Corps workers had been there between 2-3 years, providing language instruction for the locals and were helpful translators to the Rotary volunteers. It was notable that

despite the primitive conditions the Peace Corp volunteers never griped or complained.

They constructed a make-shift clinic (with "megaphone" type handheld x-ray machine, high speed unit, cold sterilization, and anesthetic) in the town's clapboard-constructed community center. They served people that lined up for care early each morning. Treatment consisted mainly of surgical extractions, root tip removal, and a few restorations. All but the truly frail patients are treated, and fortunately, they found very few patients with



Patients wait outside of the clinic

significant medical problems.

Dr. Davis and volunteer colleagues' reward at the end of the trip was a stay at a nice resort (with running water, electricity, working toilets, etc.) near Managua, but Steve relishes the satisfaction of having served so many people in need, and plans to go every two years to wherever the Rotary Club chooses for its next act of kindness.

Crowns for Kids Program Provides Care for Sonoma County Children

Star Refining London and the CDA Foundation have joined forces to launch a scrap crown recycling program to support local philanthropic efforts in the Redwood Empire and provide dental care for Californians in need through the Crowns for Kids program. To participate in Crowns for Kids, the CDA Foundation or REDS, provides a recycling jar for members to collect precious metal.

As a result of the money generated through these collections, the CDA Foundation will be able to give grants to local community oral health access programs. The amount of money that REDS can receive from this grant is based DIRECTLY from the amount

of materials collected. That means the more we can collect the more money will go back directly into our local community.

It is estimated that millions of dollars' worth of services would be provided to underserved children statewide if the vast majority of dentists in California participate in the Crowns for Kids program. This pro-

PROGRAM BASICS:

- Star Refining will provide each dentist with collection jars to be used to collect donated gold filling and crowns from patients. Jars can also be obtained through REDS.

- Star Refining will make regular collection visits to each participating dentist to pick up jars and



gram has been a drop off new ones. huge success at the Sacramento District Dental Society and we feel we can make is successful here as well! With all of the budget cuts over the past year, local non-profit community outreach programs are in desperate need for additional funding. Collecting is easy; here is how your office can get started!

- Star Refining will process reclamation of donated fillings and crowns and send the dentist's donations directly to the CDA Foundation.

Dental societies that participate in this program can apply annually for funding to support local community programs that increase access to oral health care. REDS can apply for this grant after funds have been collected so please begin collecting today!

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

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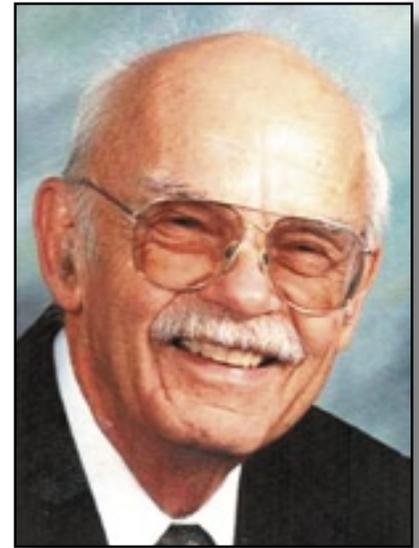
In Memorium

George Lane Jr., DDS

We mourn the loss of George "Bill" W. Lane, Jr, an active member of the Redwood Empire Dental Society from 1955-2001 who passed away at the age of 84 on March 22. Born and raised in Petaluma, Mr. Lane graduated from St. Vincent de Paul Catholic High School in 1942. Upon graduation, he joined the U.S. Navy Reserves to serve in World War II. He was selected for the Navy V-5 Flight Program, where he flew SBD and SNJ aircraft. He graduated from this program in 1945 in Corpus Christi, Texas, just as World War II ended. Mr. Lane continued to serve in the Navy Reserve Flight Program during



his college education at Stanford University. He graduated from the University of the Pacific School of Dentistry in 1954. Bill Lane served as president of the Dental Society between 1966 and 1967 as well as trustee to the California Dental Association. Dr. Lane graduated from University of the Pacific Dental School in 1954 and practiced dentistry in Petaluma for over 47 years. He was an active member of the community organizations such as Rotary International and the Hanna Boys Center in Sonoma. He is survived by his wife Maureen, who he married in 1958, and 5 children and siblings Dr. Leo Lane and Mary Margaret Dolcini.



John Bihn, DDS

Former REDS President John Bihn passed away in his Petaluma home on June 3. A memorial was held at St. Vincent de Paul Catholic Church in Petaluma.

In 1939, Bihn graduated from St. Vincent Academy and later attended U.C. Berkeley for his undergraduate education. While at Berkeley, Bihn considered studying zoology but was convinced to pursue dentistry. After dental school at U.C. San Francisco, Bihn served in the U.S. Navy medical corps. When he returned from his naval service, he set up his practice with an Army surplus dental chair in a small, rented office in the alley off Kentucky Street. He practiced dentistry for four decades. His last dental office was on B Street.

Donations in Bihn's name can be made to St. Vincent de Paul Church, Meals on Wheels, Hanna Boys Center or the Cancer Society.



PDI Surgery Center invites you to
Indulging in Smiles
 Sunday, July 11, 2010 at 5:00 pm
French Garden Restaurant
 8050 Boilega Avenue, Sebastopol
 An elegant five course
 gourmet dinner benefitting PDI Surgery Center
 Tickets: \$150
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 For more information, please contact Sara at
 707.837.8833 or srandall@pedidental.org
 Limited Seating is Available
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Shred-A-Thon a Success!

REDS' first annual shredding event drew more than fifteen members' offices, and filled a shredding truck with 1600 gallons' worth of old patient charts and other documents. The event was the brainchild of Dr. Andy Ashtiani and the REDS Board of Directors, and similar shredding events will be held periodically throughout the year .



Dr. George Payne Honored

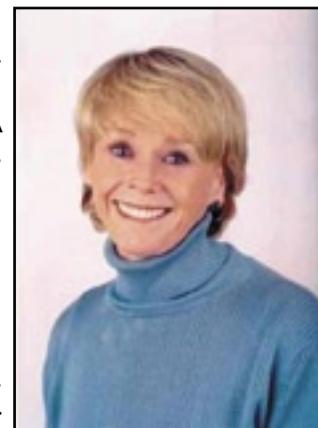
Dr. George Payne was honored posthumously by the Santa Rosa Junior College Foundation for numerous contributions to College.

Payne served on the SRJC Foundation's Board of Directors from 1997-2006 and as the Chairman of the Board from 2004-2006. His son Brian and daughter-in-law Leslie Jue, also dentists, practice in Santa Rosa.



Doni Bird Presents Infection Control

More than 50 REDS members attended April's Dinner meeting on Infection Control which was presented by Doni Bird, Director of Allied Dental Education at the SRJC. A delicious dinner of Pasta alfredo and tri-tip was served. Doni gave a lively and informative seminar on Infection Control to a crowd comprised of many of her former students.



The Periodontal Pocket, Treat or Refer?

The event held on Friday April 30th at the Ukiah conference center was extremely well attended with over 140 participants. Our Speaker Dr. John Sottosanti from sunny San Diego demonstrated to the attendees the importance of Periodontal disease and how it can effect overall systemic health. Twenty-two graduating dental hygiene students for the Santa Rosa Junior College attended the course. Watch out for more events in Ukiah in the future!





Professional Practice Sales
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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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P.O. Box 175, Bodega Bay CA 94923-0175
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When it is time to make your change, we would be pleased to serve you.

Welcome to our New Member



Vincente Chavez, DDS
Oral and Maxillofacial Surgery
211 4th Street
Santa Rosa, CA 95405
(707) 575-0818
Second office:
8741 Brooks Road South #101
Windsor, CA 95482

A welcome reception to introduce Dr. Vincente Chavez as an associate of Dr. Robert Jarvis was held June 17. Over 35 guests were in attendance; wine, beer, and hors d'oeuvres were served. The event was held at the Fountaingrove Inn. Dr. Chavez graduated

Drs. Jarvis (left) and Chavez (far right)



from the Arthur A. Dugoni School of Dentistry at UOP in 2006 before training in Oral and Maxillofacial Surgery at Oakland's Highland General Hospital in 2006.

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Congratulations!



Congratulations to Dr. Andy McCormick who achieved accredited status in the American Academy of Cosmetic Dentistry.



Congratulations to Drs. Leah DeBerardinis (top) and Woo (bottom) for winning, respectively, Best Dentist and Orthodontist in the Petaluma People's Choice Awards!



Tom Bales has been selected by the Pacific Coast Society of Orthodontists to be their director and representative on the board of the American Association of Orthodontists Foundation. He will join seven other directors from the 8 constituents of the AAO to run the 27 million dollar foundation. The AAOF operates the endowment that provides scholarships and grants to orthodontic educators throughout the US and Canada. The AAOF has given out over 7 million dollars in grants over the past 15 years. Both Tom and his daughter Katie are Regents of the AAOF, both having made substantial endowments to provide funds to the foundation. He is the current Secretary/Treasurer of the California Association of Orthodontists, representing the 1200 orthodontists in the state.

Classifieds

Santa Rosa Dental Facility for Sale

Located on Guerneville Road, this brand new four operatory practice is completely computerized and fully networked with Dentrax software. It is equipped with two ADEC chairs, professionally decorated, and is an ideal facility for a practice merger or a start from scratch opportunity. For more information, send an email to molinelli@aol.com or call Steve Molinelli of Northern California Practice Sales at (650) 347-5346.

I will be renting my dental office out to a veterinarian, and there are several cabinets with countertops, and some with wash basins that will be taken out. If some dentist is interested in them for their office, please let me know. They are nice cabinets and have hand painted and glazed basins. Linda Carroll, DDS 707-546-4807



Redwood Empire Dental Society

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Neighbors In Health Volunteer Opportunity

In 2009, Neighbors in Health provided a day of free health care for uninsured and underinsured children in our community, along with assistance in finding health insurance and a dental home. This year, once again with Kaiser Permanente in what promises to be an even bigger event, Neighbors in Health is being held from 8:00AM - 3:00PM on Sun-1 at Kaiser Stein Medical Campus, MOB 4, 3925 Old Redwood Highway Santa Rosa. Dental screening exams and application of fluoride varnish will be among the services being offered. If you would like to volunteer for this fun day of community service, you can register online at: www.unitedwaywinecountry.org/nih



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

1400 N. Dutton Ave, Ste 10

Santa Rosa, CA 95401

(707) 546-7275

www.REDSdentists.org

Find us on Facebook!

Upcoming Events

August

Saturday August 14

REDS Baseball Game

September

Wednesday September 1 CPR Class

Tuesday September 14

REDS' Annual BBQ

Friday September 24

REDS Golf Tournament

Sept. 9-11 CDA Presents San Francisco

December

Wednesday December 1 CPR Class

There's Still Space Left in REDS CPR Classes!

There is still space available in the 2 remaining REDS CPR renewal classes. Register today; space is limited to 9 individuals per class. Cost is \$50 per participant. Classes are held from 2 to 5 PM at the REDS Office 1400 N. Dutton Ave, #10, Santa Rosa 95401.

Class dates are

Wednesday, September 1st
Wednesday, December 1st