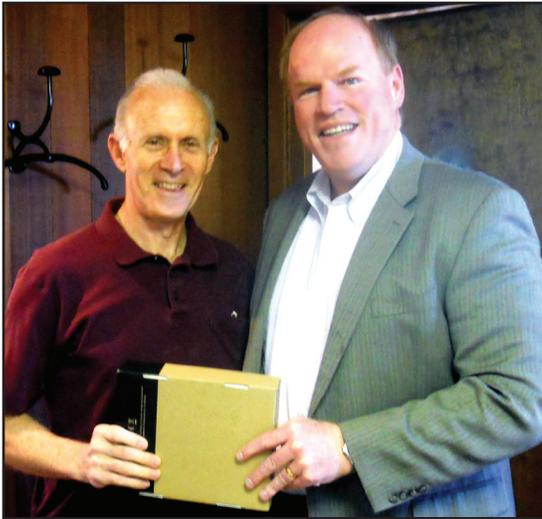


REDS News

Vol 45, Issue 2, Summer 2011

We Have a Winner!



Congratulations to Dr. Marc Alexander for being the lucky winner of the Amazon Kindle. Dr. Alexander was one of over 200 member dentists to return his directory update letter to the REDS Office by the deadline. Five other members received gift certificates from UniDent Laboratories. Winners were chosen by a random computer pick from the names of all

who submitted their directory update letters by the deadline.

Membership directories will be published and mailed to members later this summer.

In this issue...

- 1 Winning!
- 2 President's Message
- 3 Hey! Watch Your Language!
- 4 A Few Words
- 5 Dentistry's Next Wave
- 6 JT Henley Honored
Jim Abbot Awarded
Volunteers Needed
- 8 Scholarships
- 9 Welcome
Congratulations
Classified
- 10 Fingerprinting
- 11 Upcoming Events
Targeting Smiles

James Abbott Recognized by AAE

James A. Abbott, D.D.S., M.S., received the prestigious President's Award from the American Association of Endodontists during the Association's recent Annual Session in San Antonio, Texas. Dr. Abbott, who is in private practice in Santa Rosa was chairman of the AAE Public and Professional Affairs Committee from 2007-2011 with the responsibility of leading the implementation of the AAE awareness campaign which focuses
(cont'd pg 6)



President's Message

Claudia Karkia, BDS, MS



The year is moving quickly and it is important that we take time to take stock in where we find ourselves. As G. K. Chesterton said "When it comes to life the critical thing is whether you take things for granted or take them with gratitude." As such, I want to take this opportunity to thank those who responded to our surveys and participated in our recent events at REDS.

We have begun to give out response cards to those who attend the continuing education and general meeting dinners. Overall the responses have been very positive. We greatly appreciate the time taken to fill out those response cards and we will use all comments to continually improve our events. We hope this will also increase attendance. At many of these events, we have begun live broadcasting over the internet

and recording them to be placed on our own YouTube channel. Yes, REDS now has a channel on YouTube. We intend to offer CE credit to those who watch the videos and correctly complete the questionnaire. We are working to improve our web presence to make payment and viewing of the events more simple.

Our Ladies Day at the Spa was a big success. We filled our pilates class and an enjoyable time was had by all who attended. Several took advantage of the use of the facility for the day as well as to participate in a Pearls session on dental equipment. With such a success, we intend to offer this again next year. We are on track for another Giants baseball game in August and more CE events in the fall. We hope that everyone will attend the annual BBQ that will be held on Tuesday September 13th at the Vintner's Inn featuring food from John Ash. I wish all of you a very warm and happy summer.

When it comes to life, the critical thing is whether you take things for granted or take them with gratitude.
-G.K. Chesterton

Hey! Watch Your Language!

Jim Simonds, DMD
Editor

We've all had to go through the long and sometimes arduous course of learning how to talk with our patients. In dental school, the new words of "occlusion", "furcation" and "amalgam" were on our mental front burners while patients lived "normal" lives using "normal" language. Our use of arcane "dentalspeak" misfired when attempting to communicate with patients.

Occasionally, we'd forget ourselves when talking with patients and inadvertently dip into language garbage pits as if we were talking to dental school buddies. Take for example this story from my days in dental school. I was passing a cubicle where one of my classmates was removing an alginate impression from an elderly female denture patient. As often happens during the Alginate Impression Learning Period (AILP) all students endure, there was a lot of excess material that had fallen from the tray onto the patient bib during the impression. With the tray just removed from the patient's mouth, the woman began to get out of the chair to go to the sink, wanting to spit out residual alginate particles. The alert student noting the debris on the napkin attempted to discourage the patient from getting up by saying: "Oh, don't get up now! You still have some s**t here on your chest!" The lady's expression became as you would expect which rapidly snapped the student into the painful reality of what he just said. No scolding needed here. Lesson learned.



We may not make such egregious faux pas after a few years in practice, but we still need to watch ourselves. The lessons continue to be taught. A few years ago, I was explaining a surgical treatment plan to a patient and I could tell she was growing more uneasy as I went into some detail of the procedure. When I asked

about her apparent concern, she asked, "Are you going to numb me first?" Of course, I had become accustomed to discussing such procedures with the assumption that most adult patients with some history of dental treatment in the industrialized world would know that any surgical procedure will be preceded by some form of anesthesia. My impulse was to say in adolescent vernacular, "Duh!", but clearly, this lady made no such assumption of anesthesia. Today, I often begin my explanation of a surgical treatment with, "After we numb the area . . ."

So we've all assumed a code of language that works best for us. Some of us are more formal than others. We may even alter our language based on the character or age of patients. That's all to the good. It means we're paying attention by providing customized care in both our dental care and personal care.

We have learned what words can evoke negative responses and often avoid using them. We rarely speak of "needles", "blood", "shots", or "knives". In our office, we kid each other what we should say if an instrument drops or something slips by accident. We never say "Oops!", but rather say "There!" The point is

that we want to be accommodating to the many patients who are already sensitized to possible pain in dental care and we will avoid any verbal stress that might exacerbate it.

I'm a little picky about using terms like "work". We treat teeth. We don't "work" on them. Similarly, we don't say that we are doing a procedure "on" or "to" someone, but we are doing a procedure "for" someone. These are little things that patients may not be conscious of, but it may soothe their unconscious mind.

Sometimes language has to change. For many years I used to describe the process of osteoclastic periodontal bone loss using the image of a biologic "Pac Man". The video game metaphor was effective as patients envisioned minute creatures feverishly gobbling up bone. Today, I find the illustration dated as patients tip their heads as would a confused puppy, wondering what the heck I'm talking about. To younger patients, Pac Man is more of a mystery than periodontal disease. Time to look for a new model of periodontal pathogenesis.

While we continually seek to incorporate new techniques, materials and procedures into our practices, we also need to maintain the communication link with patients. It starts with practical translation of dental terms into words that patients understand and dodging verbal tripwires that catalyze their fears. We also need to update our communication styles and techniques as contemporary language evolves. Keeping our language current, personalized, and accurate serves our practices, bonds us with patients, and increases the satisfaction of being in our profession. Yeah, ain't practicing dentistry groovy?

A Few Words...

Martin Van Tassell
Executive Director



Summer is upon us. We have had a number of new events that mark 2011 as REDS' best year ever. While our ski trip was poorly attended, but still a lot of fun, the recent Ladies Day at the Spa was a tremendous success with a full house. Participants enjoyed a pilates class, some champagne and access to the Sonoma Mission Inn Spa for the day. It is certain we will do this again. The CDA Foundation held its Targeting Smiles sporting clay competition near Rio Vista on May 21st that was a

real blast! Video and pictures of the event are on our Facebook page. The CDA Foundation is likely to host that event again next year as well.

Ladies Day at the Spa was a tremendous success

This summer we will again have our day at Giants Stadium on August 28th against the Astros. We have a block of good seats and they will go first come, first serve. Come and watch the World Champion San Francisco Giants play and enjoy some fellowship with other REDS members, staff and family.

Look for our next two full day CE events as well as our annual BBQ to be held at the Vintners Inn featuring John Ash gourmet food. The facility

is nice and easily accessible. All the construction on 101 in Rohnert Park is making getting to the Doubletree a bit of an adventure. I think I speak for all motorists that I hope CalTrans gets that work done sooner rather than later.

If you call REDS on a Wednesday, you sometimes would reach our assistant director, Megan Ford. Megan came to work with me on Wednesdays back in 2007 and has been a wonderful help on many projects including this newsletter. Megan was accepted in to the Physician's Assistant program at Touro University in Vallejo starting in August. She will be missed, but we wish her all the best as she reaches for this wonderful goal.



Professional Practice Sales
of The Great West

PPS of The Great West
Sells those Practices which we list "For Sale"
in The Redwood Empire



Raymond & Edna Irving

In 2010, a REDS Dentist contacted PPS. He had a severely degenerating disc in his neck. He was concerned that prolonging his time at the chair could impair the quality of his life. He required a quick sale but did not want his health situation to affect the value of the practice. He engaged PPS on March 18th. PPS produced three Offers for the asking price in less than a month. The practice transferred on June 1st. And he now enjoys rental income from the Lease extended to his Successor. In 75-days, PPS provided our Client a choice of successors and successfully transitioned him out of his practice. He states that retirement is wonderful! He would happily discuss PPS' services if you would like to be referred to him.

Since 1966, PPS has faithfully served the Dentists in The Redwood Empire regarding their needs to properly transfer the ownership of their practices.

(415) 899-8580 www.PPSsellsDDS.com Ray@PPSsellsDDS.com

P.O. Box 175, Bodega Bay CA 94923-0175

California Department of Real Estate License #01422122

When it is time to make your change, we would be pleased to serve you.

Dentistry's Next Wave

Douglas Chase, DDS, FICCMO the ones to get them out of



I work in a world different than most dentists. Many of my patients are treated for a constellation of systemic issues including: obstructive sleep apnea, vertigo, tinnitus, headaches, dysphagia, cervical

dysfunction or pain, TMD's, and a host of connected pathologies such as rheumatic diseases, Bell's palsy and multiple sclerosis to mention a few. Science and technology is supporting the dentist's role increasingly being more authoritative for a greater range of care to these interconnected systemic health issues.

Interconnected to what? To our occlusion, to our head posture, to our cervical relationships, to our jaw positions, to our airway; indeed, all the way down to our feet. Biological testing will be knocking on our door as the medical world requests we test for various cancers, disease markers, and biometric data for medical referral. I lecture on these topics at the University of the Pacific Arthur A. Dugoni School of Dentistry and lecture locally, nationally, and internationally. The medical world and the public's perception of dentistry is changing and we are entering the "third wave" as Danny Bobrow, MBA states in a recent article. There are a number of dental researchers and academics that are saying the same thing. I like Mr. Bobrow's essay as he is a lay person. Yes, even the people outside clinical settings are recognizing the trend.

The public has gone through the first wave where dentists were

pain. This was the "Feel Well Dentistry". Then a second wave developed more recently with patients getting care in improving their appearance as well as keeping them out of pain. This was the "Look Well Dentistry". The phrase "cosmetic dentist" was created.

Presently a third wave is underway. This third wave perceives dentists connecting to a patient's total health and wellness. For many dentists, this was not known about or taught in their dental schools. We are in transition as more physicians, dentists, and the public come to see the dentist as truly an oral physician. When dentists offer integrated care for diagnosis, treatment, and prevention to a multitude of systemic illnesses; then interdisciplinary and interconnected care will be afforded and "Be Well Dentistry" sought. Dentists will have to become comfortable in charging for their time and not just for procedures.

Currently training for such a wider scope of practice is difficult. Though membership is booming in various special topic areas; we as dentists do not yet have the academic support we need. Change is hard and progress slower than one would wish. I often ask patients, "How healthy do you want to be?" after treating their chief complaint(s). The question I pose to dentists is "How much health do you want to offer your patients?"

References

EF Wright, *Otologic Symptom Improvement Through TMD Therapy*, *Quintessence Int.* 2007, Oct. 38(9): e564-71

A Bjorne, *Assessment of temporomandibular and cervical spine disorders in tinnitus patients*, *Progress in Brain Research*, 2007: 166:215-9



PRE-PAID LEGAL SERVICES, INC.

NORTON HOLTZ BUSINESS SOLUTIONS

- **Business Plans** (Home Based & Businesses to 99 employees)
- **Life Events Family Plan** (24/7 Legal Shield & ID Theft Shield)
- **Will and Document Review Included**

Elaine Holtz and Ken Norton

Business Consultants & Independent Associated for Pre-Paid Legal Services/GoSmallBiz

877-244-2019

nortonholtz.com

JT Henley Honored with Lifetime Achievement Award for Volunteerism



Dentist and community activist JT Henley was recognized by Sonoma County Advocates for Youth Development for his work in spreading volunteerism throughout the county at a gala event on May 7th. His work with SCAYD has inspired legions of volunteers to devote their time and effort in developing programs for youth and families.

Henley served as president of Sonoma County Advocates for Youth Development for 27 years and reportedly helped build the

organization from the ground up. He's also been active in youth sports programs, including Pop Warner; he was a co-founder for the Active 20-30 Club of the North Bay, he's helped organize the Rohnert Park Crane Melon Festival, and is past president of the Education Foundation, among many other community outreach organizations.

Dr. Henley received his DDS from Ohio State University in 1974, has been a REDS member for 33 years, and is currently in practice in Rohnert Park.

Start Spreading the News Jim Simonds Speaks to NYU

Editor Jim Simonds recently returned from New York after presenting a talk entitled "Periodontal Esthetics", detailing techniques of periodontal plastic surgery to the periodontal post-doctoral students and faculty at New York University College of Dentistry.



Abbott Recognized (cont'd)

on emphasizing the skills and expertise of endodontists. He previously served on the Association's Board of Directors and has held leadership positions with the CDA and REDS.

Dr. Abbott received his D.D.S. from Loma Linda University School of Dentistry in 1974 and his Certificate in Endodontics and M.S. from Loma Linda University Graduate School in 1977. He has been a REDS member for 32 years.

Russian River Dental Clinic, part of the West County Health Centers, is looking for a few good men and women to volunteer at the clinic for patient services such as prophies, sealants, SRPs and some emergencies.

Contact Phyllis Early at 707 869 5977 x3304
if you'd like to help.

Getting all of your insurance through the most trusted source? Good call.

Protect your business:

TDIC Optimum bundle

- Professional Liability
- Building and Business Personal Property
- Workers' Compensation
- Employment Practices Liability

Protect your life:

- Life/Health/Disability
- Long-Term Care
- Business Overhead Expense
- Home and Auto

Endorsed by
**Redwood Empire
Dental Society**

**Protecting dentists.
It's all we do.**SM

800.733.0633 tdicsolutions.com CA Insurance Lic. #0652783

Coverages specifically written by The Dentists Insurance Company include Professional Liability, Building and Business Personal Property, Workers' Compensation and Employment Practices Liability. Life, Health, Disability, Long-Term Care, Business Overhead Expense and Home and Auto products are underwritten by other insurance carriers and offered through TDIC Insurance Solutions.

**tdic**[®]



CDA Scholarships Awarded to SRJC Students

Congratulations to this year's CDA Scholarship winners from the Santa Rosa Junior College. Nelda Follansbee, a dental assisting student (right), and Ann Owen, a dental hygiene student (top), each received \$500 from the scholarship award. Awards were presented by Claudia Karkia at the April 19th Board meeting.



Paul Levine Scholarship Awarded at Graduation



Congratulations to Jacqueline Griffith, this year's recipient of the Redwood Empire Dental Society's Paul Levine Scholarship award. The award was presented during graduation at the Hilton Hotel on May 27th by SRJC Dental Hygiene instructor and REDS member, Dr. Christine Ford.

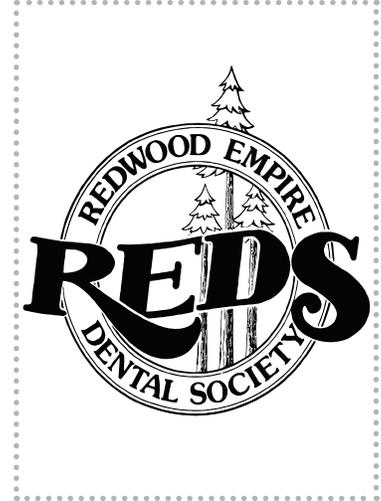
Welcome!



Dr. Justin Gee
55 Mission Circle, Suite 101
Santa Rosa, CA 95409
(707) 557-0550



Dr. Naomi Sever
20 Doctors Park
Santa Rosa, CA 95405
(707) 578-7701



Dr. Nicole Chiu
4100 Montgomery Dr, Ste B
Santa Rosa, CA 95405
(707) 537-2020



Dr. Sean Wilson's esthetic dentistry practice has merged with Dr. David Etchell's practice as of May 1, 2011. After a transition period, Dr. Etchell will retire, and the two practices will merge to Dr. Wilson's practice at 98 Montgomery Drive in Santa Rosa.

Congratulations!



Dr. Katie Bales has passed her Recertification Exam for the American Board of Orthodontics. Involvement in the certification process is a demonstration of an orthodontist's pursuit of continued proficiency and excellence. Congratulations!

Classifieds

Office Space Available

Office space available. 3100 sq feet in Rohnert Park, CA. Great location on a busy street near the medical and dental offices of city. Great opportunity to build the office of your dreams! Email for more information.

BrushFlossSmileInfo@gmail.com

Looking to pick up a day?

Dental office located in Ukiah looking for GP or OS who is comfortable doing extractions and implants to pick up a day. Please e-mail resume to parkfalldental@yahoo.com

Office Available for Rent

Dental office, 5 operatories, partially equipped and furnished, very reasonable rent. East Santa Rosa. contact jsmuthy@aol.com.

New Fingerprint Regulations in Effect

Beginning July 1, licensed dentists, dental assistants, and dental hygienists who were licensed prior to January 1, 1999, or for whom an electronic



record of fingerprint submission does not exist, are required to submit fingerprints as part of the license renewal process. Also, as a condition of renewal, a licensee must disclose if he or she has been convicted in the prior renewal cycle of any violation of law, except for traffic infraction under \$1,000 not involving alcohol, dangerous drugs, or controlled substances.

Additionally, any disciplinary action against any other license held by the licensee must be disclosed.

The Dental Board's adoption of a fingerprinting and criminal background check regulation is

consistent with the actions of other California health professional licensing agencies. Each licensee must pay the cost of fingerprinting and a criminal records check.

The fingerprint requirement is waived for licensees who are on inactive status or who are on active military duty.

Live Scan is the contracted service provider for electronic fingerprinting. Each licensee must utilize the appropriate form. RDHs, RDHAPs, and RDHEFs can find Live Scan application forms on the Dental Hygiene Committee of California web site. DDSs, RDAs, and RDAEFs can find Live Scan application forms on the Dental Board Web site. Information on Live Scan office locations is available on the web sites.



*Providing Human Resource
Solutions for Employers
Since 1937*

www.employers.org

Mary Ann Grant
Director of Membership Services
email: mgrant@employers.org

916.921.1312
916.799.7510 *cell*
916.921.6010 *fax*
800.399.5331

1451 River Park Dr., Ste. 121
Sacramento, CA 95815

Upcoming Events

REDS



1400 N. Dutton Ave
Santa Rosa, CA 94928
Phone: (707) 546-7275
FAX: (707) 546-0413
redsassistant@sbcglobal.net
www.redsdentists.org

Social Event: **Baseball Game**

Sunday, August 28th
Game Begins at 1:05pm
AT&T Park, San Francisco

Social Event: **Summer BBQ**

Tuesday September 13, 6-10pm
Vintner's Inn, Santa Rosa

President - Claudia Karkia
President Elect - Peyman Hedayati
Secretary - Katie Bales
Treasurer - Anthony Lieu
Imm. Past President - Andy Ashtiani
Public Info. Director - Sergio Monraz
Editor - James Simonds

Directors:

Mendocino County:

Doug Lewis
Paul Steigerwald

Lake County:

Brian Grey
Randolph Sun

Sonoma County:

Vu Huynh
Christine M. Ford
Robert E. Jarvis II
Laura A. Van Roy
Phillip A. Waterman, Jr.

Delegates:

Designated Delegates

Linnea Westerburg
Christine Boyer
Michael Perry

Alternate Delegates

James Wood
Christine Ford

CDA Trustee:

Elizabeth Van Tassell

CDA Foundation Hits the Mark

The CDA Foundation's second annual Targeting Smiles event drew participants from across the state

to Rio Nido for a fun-filled day of skeet shooting. The event raised funds for the Foundation's charitable works, like helping kids in need and educational scholarships for dental health providers. Drs. Elizabeth Van Tassell and Jim Wood, as well as REDS Executive Director Martin Van Tassell, participated in the event. A steak lunch was served, and awards handed out to the best shooters. Look for more information on upcoming CDA Foundation events in your mailbox, or at cdafoundation.org





Redwood Empire Dental Society

1400 N. Dutton Ave, Ste 10

Santa Rosa, CA 95401

(707) 546-7275

www.REDSdentists.org

Find us on Facebook!

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.



There's Still Space Left in REDS' CPR Classes!

There is still space available in the REDS CPR renewal classes. Register today as space is limited to 9 individuals per class. Cost is \$50 per participant. Classes are held from 1-4PM at the REDS office:
1400 N. Dutton Ave,
Suite 10, Santa Rosa.

Next Classes:

Thursday, August 1, 2011

Thursday, December 1, 2011