

Bulletin



Winter 2011

www.CSPD.org

Vol. XXXVIII No. 4

President's Message

This is my fourth and final column as president of CSPD. I look forward to seeing all of you in San Francisco, April 7-10 at our 36th Annual Meeting which has been so well orchestrated by Steve Chan, our Vice President and Annual Meeting Chair. I would like to take this opportunity to thank all of you who helped me and CSPD throughout the year. We would not be the preeminent organization in pediatric dentistry without the help of our volunteer leadership. I am most grateful to the Board and committee members who have toiled with me as we continue to go through the growth process that an organization such as ours must endure. I have seen creativity and endurance, hard work and dedication, banter and dialogue as we all work towards the goal that CSPD must grow and thrive and represent both our members and the population we serve. You have been the ultimate professionals in this process.



David Rothman, DDS
CSPD President

I leave you in the able hands of Oariona Lowe who will continue to lead and inspire. Please continue to work with her as we move into the next phase of our Strategic Plan.

Many internal and external influences affect how we choose to run our lives and practices but we are all guided by the principles of professionalism. Daedalus, the journal of the American Academy of Arts and Sciences, explored this concept of the professions and professionals in an article by Howard Gardiner and Lee Shulman, "The Professions in America Today: Crucial but Fragile" (Daedalus 134(3), 2005) where they outlined six characteristics that define professionals:

1. A commitment to the interest of clients/patients in particular and the welfare of society in general
2. A body of theory or special knowledge
3. A specialized set of professional skills, practices, and performances unique to the profession
4. The developed capacity to render judgments with integrity under conditions of ethical uncertainty
5. An organized approach to learning from experience both individually and collectively and thus gaining new knowledge from the context of practice

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GATEWAY TO GOLD MOUNTAIN

CSPD 36th Annual / WSPD 9th Annual Meeting

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Please see Dr. Karilyn House's article on Page 7 for important changes to the Continuing Education requirements.





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For a complete list of committee members visit the CSPD Website at www.CSPD.org

California Society of Pediatric Dentistry **BULLETIN**

CSPD members are encouraged to contribute to the Bulletin. Articles, Letters to the Editor, or other items of interest are welcome. Items for publication may be submitted to Gary D. Sabbadini, DDS by mail (1500 Tara Hills Dr. Suite 100 Pinole, CA 94564 or GarySab@comcast.net).

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MISSION OF THE BULLETIN

The Bulletin of the California Society of Pediatric Dentistry shall be to examine and identify the issues that affect the specialty of Pediatric Dentistry and the oral health of teenagers and children. All of our readers should remain informed and participate in the formulation of public policy and personal leadership to advance the purposes of the Society. The Bulletin is not a political publication and does not knowingly promote the specific views at the expense of others. The views and opinions expressed in the Bulletin do not necessarily represent those of the California Society of Pediatric Dentistry.



Program At A Glance

Speaker Highlights

Thursday, April 7, 2011

"Childhood Obesity"

Jeannie Huang, M.D., M.P.H. and Immi Song, D.D.S., M.S.

Jeannie Huang, M.D., M.P.H. is an Associate Professor in Pediatrics at the University of California, San Diego. As a practicing specialist in pediatric gastroenterology and nutrition, Dr. Huang is very familiar with the clinical issues of pediatric obesity and its co-morbidities. She is director of the HOPE project, which is an online curriculum for clinicians and clinicians in training on the important topic of pediatric obesity. She is also active in a number of research efforts directed at clinical weight management involving both primary care and subspecialty patients.



Immi Song, D.D.S., M.S. is an orthodontist practice in Albany, CA and is also an Adjunct Clinical Professor at UOP Dental School. Dr. Song received her dental degree from Columbia University and her specialty training in Orthodontics and Oral Biology from Northwestern University. She has spoken for the CDA Foundation on the topic of "Dental Professionals Against Violence."



Friday, April 8, 2011

"Oral Health and Culture: Recognizing Differences in the Patient Population"

Charles J. Alexander, Ph.D. currently serves as the Associate Vice Provost for Student Diversity and Director of the Academic Advancement Program and as an Associate Adjunct Professor in the Division of Public Health and Community Dentistry at UCLA. He has been a consultant and peer reviewer to various federal agencies and universities; published in the area of using non-cognitive factors in the selection and admissions process and workforce diversity in the health professions. He has also been a faculty member and guest lecturer at a number of universities and colleges, and a presenter at many national and international conferences. He was the past Chair of the Robert Wood Johnson Foundation's Dental Pipeline Project Advisory Committee.



"Forensic Odontology: CSI Dentistry"

Duane Spencer, DDS is a 1965 graduate of the USC School of Dentistry. Following 4 years of active duty as a Naval Dental officer, he moved to the East Bay where he continues to practice pediatric dentistry in Walnut Creek. He is a Diplomate of the American Board of Forensic Odontology and the recent Chairman of the Board's Certification and Examination Committee. He is a Fellow of the American Academy of Forensic Sciences and has served for many years as forensic dental consultant to the Alameda, Contra Costa and San Mateo County coroners, the CA Dept of Justice and numerous northern CA law enforcement agencies. He is a member of



the Contra Costa County Child Death Review Team and Child Abuse Prevention Council and has served on state POST (Peace Officer's Standards and Training) committees. He has both published and lectured internationally in the field of forensic dentistry.

Friday, April 8, 2011

New Dentist Lecture

"Branding: Survival Skills in a Down Economy"

Ruchi K. Sahota, D.D.S. and Robyn Thomason

Ruchi K. Sahota, D.D.S., is a general dentist in Fremont, California and is on staff at the local hospital, Washington Hospital Township. She is a consumer advisor for the American Dental Association, Associate Editor of the California Dental Association, and immediate past chair of the ADA Committee on the New Dentist. Dr. Sahota is clinical instructor at the Arthur A. Dugoni University of Pacific School of Dentistry and a consultant at the Veterans Affairs Medical Center General Practice Residency in Palo Alto, California.



Robyn Thomason is a Content Expert/Practice Analyst in the new Practice Support and Development Center of the California Dental Association (CDA). Previously she worked for TDIC for 8 years as a Risk Management Analyst. This new department assists dentist in various areas of practice management. While the course is designed for the New Dentist, the CDA Practice Support Center offers practical management information to dentists at all stages of their careers.



Saturday, April 9, 2011

"Lab to Lips: Minimally Invasive Dentistry"

Dan E. Fischer, DDS graduated OKU from Loma Linda University in 1974, and taught in its Restorative Department before establishing a private practice. After balancing his day job with after-hours research for 15 years, he shifted his primary focus to R&D, though he maintains a part time esthetic dentistry practice. As President and Chief Executive Officer of Ultradent Products, Inc., Dr. Fischer remains involved with the invention and innovation of many patented dental products. In 1994, Loma Linda University named Dr. Fischer its Alumnus of the Year, and in 1997, the state of Utah awarded him the Governor's Medal for Science and Technology. Dr. Fischer lectures internationally on new concepts in dentistry, and has published several articles in U.S. and European journals. He is presently a member of the Academy of General Dentistry, the Academy of Operative Dentistry and the American Dental Association. Dr. Fischer currently serves as an adjunct professor at Loma Linda University and the University of Texas, San Antonio.



“Sweet Success with Xylitol”

Larry Bybee, D.D.S. is a 1978 graduate of Creighton University School of Dentistry in Omaha, Nebraska and he is an affiliate member of the AAPD. After 18 years of general family practice, he decided to limit his practice to the treatment of children and associated with Dr. Russ Misner, a pediatric dentist, in Pocatello, Idaho. Together they have developed various Xylitol product formulations and created various continuing education products related to Xylitol including office brochures, pamphlets, office manuals, DVD's and orthodontic and pediatric Xylitol implementation programs. This lecture includes all aspects of Xylitol from history to public health. He will also share with you the implementation of “breaking the cycle of dental decay and gum disease in your family” that is currently being used in their clinic. This topic will include the use of whole food nutrition, Xylitol, brushing and flossing, oral disinfections and remineralization.



“Orofacial Genetics Genome”

Timothy Wright, DDS, MS is currently the Bawden Distinguished Professor and Chair in the Department of Pediatric Dentistry at the University of North Carolina. He received his DDS degree from the University of West Virginia and completed his specialty training in Pediatric Dentistry from the University of Alabama at Birmingham. He has extensive clinical experience in the diagnosis and management of developmental defects of teeth. His research involves both the diagnosis and treatment of hereditary diseases involving teeth and the craniofacial complex. He has been funded by the National Institutes of Health for the past 20 years and he has authored over 150 scientific papers and presented extensively both nationally and internationally on the topics of dental defects and their treatment. Dr. Wright has won numerous awards for his research related to special patient care.



Powerpoint Slide Show Reminder

- Please send us 3 - 5 photos of the interior of your office for a PowerPoint slide show.
- Please caption at least one slide with your name, e-mail and photo number. Send the photos to Steve Chan, Annual Meeting Chair, at justkids1895@gmail.com.

Important Changes and Updates to our Continuing Education Program

It's getting close to that time of year again ... No, not Christmas (sadly that is over). No, not taxes (but congratulations on being so proactive). I'm referring to our Annual Meeting! Every year, CSPD strives to provide our members with high quality continuing education programs. This year's Annual Meeting in San Francisco continues with this tradition. Dr. Steve Chan is to be congratulated for his effort to increase the value for your registration fee by including additional opportunities to obtain continuing education units. This year's meeting will have 20 CE units available. He has scheduled a program that should have something which appeals to everyone.

Due to the need to be compliant with the ADA CERP regulations as well as Dental Board of California regulations for continuing education providers, there will be some changes at this year's Annual Meeting and all future continuing education meetings.

At this year's Annual Meeting in San Francisco, please be aware of the following changes:

1) YOU MUST SIGN IN AT EACH LECTURE THAT YOU ATTEND.

Look for the table(s) which will have sign in sheets. To help minimize a bottleneck, the area will be divided into alphabetical groupings. **Please arrive early to facilitate this process.** In the future, we will try to have a more sophisticated system.

2) YOUR WRITTEN CERTIFICATION OF COURSE COMPLETION (most think of this as the CE certificate) will be handed out at the end of each individual course.

3) A COURSE COMPLETION CODE WILL BE GIVEN AT THE END OF EACH COURSE.

Please be patient with us during this period of change. We understand that these new protocols are different than what has occurred in the past. However, if we jeopardize your CE units by not being compliant with the regulations, we really have not done our members a service.

To help give our members continuing education courses that will be valuable to you, the Continuing Education Committee has

put together a survey to assess our member's needs. This will be sent soon so please look in your e-mail for an online survey request so you can give your valuable input. Your responses are greatly appreciated and will help us to determine future topics, meeting locations, and other issues that pertain to continuing education. This is your chance to help direct the future of our continuing education program.

The Online Continuing Education Subcommittee has been hard at work to provide you with online CE courses. Please check the CSPD website (www.cspd.org/oce) to review their offerings. This committee is always adding new courses and selected courses from the Annual Meeting will be added to the growing library of lectures.

Also, as part of the Continuing Education Committee's duties, we are developing a speaker's bureau of member presenters. If you are interested in lecturing for our organization, please contact me at karihouse@pobox.com. Please include your name, contact information, lecture topics that you would be willing to present, and your curriculum vitae. Our members have a wealth of information to share and your experience is invaluable.

We appreciate your understanding during this time of change and look forward to continuing to work together to make our continuing education program an important member benefit. I look forward to reading your answers from the Continuing Education Survey and to hearing from those of you who would like to be listed in our Speaker's Bureau of member presenters. You are always welcome to contact me at the above e-mail address if you would be interested in participating in the Continuing Education Committee.



**Karilyn House, DDS
CE Chair**

Thank you to our Sponsors for the 2011 CSPD/WSPD Annual Meeting!

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GATEWAY TO GOLD MOUNTAIN ...

The 2011 theme for the CSPD/WSPD Annual Meeting is an homage to my grandmother. On Chinese New Year this February, our family will be celebrating her 106th birthday. Imagine how much life she has seen in the last century.

In China at the turn of the 20th century, there was famine, unimaginable poverty, fighting warlords, and no ability to rise above the station of your birth. In the 1880's, my grandfather left the known universe of his family and homeland with the hope that the fabled stories of the land across the seas, America, were true.

My grandmother made the journey by ship some 87 years ago. San Francisco was known as "The Gateway." It was the portal of entry to a land where stories told of a Gold Mountain. She came, with only the clothes on her back and a suitcase, seeking hope.

In 2011, we are still reeling from a terrible economic black hole. Just as my forebears, we will pass through that same Gateway. We gather for our Annual Meeting to bond, to refresh and to gather new experiences. More than 100 years later, we are still seeking hope.

In the past few Annual Meetings, we've been supported by an average of 17 sponsors. With the bad economy, we frankly had a difficult time finding sponsors. We have lost 2/3 of those past sponsors. Money is tight. Sponsors have to make a living too. Trade shows have a notoriously low return on investment. We have been able to find a few brave souls ... who are willing to gamble on us.

Talk to them. Salute them. Thank them for defying the doom and gloom of this economy. Sponsors are subsidizing every single person coming to the Annual Meeting. A simple thank you goes a long way.

We will have nearly 50 sponsors/exhibitors at our show. We've reached out to new sponsors with new markets. Our core exhibitors will bring new hygiene products, new and improved restorative, cosmetic, and ortho materials/services, dental supply show specials, and the latest toy crazes. Save your orders for the show - there will be cost savings opportunities.

We have an array of practice solution companies, web applications firms, office design firms, digital and 3D cone radiography companies, and state of the art technology equipment companies offering new tools to help keep you competitive in the marketplace.

We'll have two of the largest accountant firms in Northern CA that specialize in dental practices. From their experience with hundreds of practices, they see bigger economic trends in all areas of our practice. They offer practice profiles, guidance on the practice valuation, accounting gauges to monitor income/expense, fees and salaries and much more.

We'll have practice financing companies and three banks to teach: how to analyze bank products, how to construct a business plan, how to construct financial statements, how to prepare for loans, what you need to start, acquire, buy in, or to expand a practice. They will also share trends they see in our industry.

We'll have attorneys specializing in leases, associates contracts, and personnel issues; malpractice companies discussing risk management; insurance companies teaching us how to protect what we have; equipment specialists displaying new products, and medical gas companies to share updates on new federal, state, and local compliance regulations that are sweeping throughout California.

Web based marketing and social networking are increasingly playing a dominant role in how new patients are coming to us. In this tough economy, we have sponsor/exhibitors that can teach us how to capitalize on this new phenomenon.

A unique emerging tool in the marketplace is xylitol. We will have exhibitors helping to explore leading edge clinical applications. This is a paradigm shift where instead of treating the result of a disease process we prevent it.

The single most powerful tool the Annual Meeting offers is that it brings us together. Where else can we share what no one except a pediatric dentist understands? Where else can we learn what's relevant to our practice ... and what's not? Where else can we ask how others solve problems, both human and technical, that are currently facing us today?

Epilogue: In researching my grandmother's journey, we discovered that in the year she left China there was a federal Exclusion act that barred any Asian females from entering into this country. We believe she was on the last ship to this country as the law was enacted. My path might have been different had she not gotten on that ship. My Gold Mountain is to be able to be here today.



Steve Chan, DDS
Annual Meeting
Chair

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Dental Board of California Update

The Dental Board of California met November 4-5, 2010 in Sacramento. The following summarizes actions and issues coming before the Board pertinent to pediatric oral health. CSPD is represented at each meeting of the Dental Board and updated reports are posted in the Advocacy, Legislation and Regulatory Matters (ALARM) section of the CSPD Website. Members having questions or comments should contact CSPD's Public Policy Advocate, Dr. Paul Reggiardo, at Reggiardo@prodigy.net.



**Paul Reggiardo, DDS
Public Policy Advocate**

Foreign Trained Dentist Eligibility Requirements to Obtain a California Dental License

In May, a subcommittee of the Examination Committee was appointed to assess the eligibility requirements of foreign trained dentists completing ADA-recognized specialty training and wishing to sit for a California licensing examination. Currently, California does not have a provision to allow dentists who graduate from a non-CODA accredited dental program to take a clinical examination for licensure unless they first complete a two-year pre-doctoral study known as the International Dental Program (IDP) at a CODA-accredited dental school. The subcommittee report recommended a convening of the specialty community and other stakeholders to evaluate various pathways to general or specialty licensure for graduates of non-CODA approved dental schools who have completed a CODA-approved post-doctoral program in an ADA-recognized specialty. The Examination Committee will take up this recommendation at their next meeting in February, 2011.

Comment: California does not have a specialty license or permit and grants only the general dental license. If a mechanism were adopted to allow a foreign-trained dentist completing specialty training to sit for the California licensure examination, there would be no restriction on the scope of practice of that license. If the Board were to decide, instead, that the scope of practice of that license or permit should be restricted to the area of qualifying specialty training, then the Board would have to seek statutory change from the legislature establishing a specialty dental license or permit. CSPD will monitor this activity closely, opposing any effort to establish a dental specialty permit or license.

Conscious Sedation and Oral Conscious Sedation Review

In October of 2007, the American Dental Association House of Delegates adopted revised "Guidelines for the Use of Sedation and General Anesthesia by Dentists." The Dental Board of California governs conscious sedation and oral conscious sedation through provisions of statute and regulation embodied in the Business and Professions Code. In July, a two-person subcommittee of the Board was charged with reviewing and reporting back to the Board on consistency of the new ADA Guidelines with current California statutes and regulations. That report, presented to the Board, found that "The scope of practice for dentists who provide sedation and anesthesia in California are generally consistent with the ADA educational guidelines, with some differences. The Subcommittee does not recommend any changes to scope of practice as defined by the present Dental Practice Act permit categories."

The report went on to recommend "revision of the Dental Practice Act sections related to general anesthesia and conscious sedation to improve clarity and where possible consistency with nationally recognized guidelines, such as the ADA Guidelines. This will require both statutory and regulatory amendments [which should be] clearly stated and agreed to by all communities of interest."

In this regard, the California Dental Association volunteered to assemble a stakeholder workgroup, attended by Dental Board-appointed representatives, which would evaluate current regulation and present proposed changes for consideration and possible action by the Board.

Comment: CSPD has proposed that Dr. David Rothman represent Pediatric Dentistry on that CDA work group.

Regulation of Mobile or Portable Dental Service Providers

At the request of the California Dental Association, and with the support of CSPD, the Board agreed to establish a two-member subcommittee to review California's current regulations governing mobile and portable dental service providers. The subcommittee will report back to the Board in February, 2011 as to the necessity of proposing regulatory reform to ensure accountability and public safety.

Comment: Current regulation is lax. CSPD supports measures to assure emergency and follow-up care, supply culturally and linguistically appropriate information to patients and parents on the providers and services rendered, afford access to dental records, and supply information on how and where to file a complaint or inquiry should that be necessary.

Review and Update of the Material Safety Data Sheets

The Dental Restorative Materials Fact Sheet (DMFS) was last revised in 2004. At its November meeting, the Board appointed a two-member subcommittee to determine and report back to the Board in February, 2011 if revision of the current DMFS is necessary and warranted.

Comment: At the meeting, the Consumers for Dental Choice testified that the current DMFS "massively understates the 'risks' [of amalgam's mercury content]" and that "numerous changes have occurred [since the last revision] that require the Board to strengthen the warnings about mercury in the fact sheet."

Registered Dental Assistant Written Examination Statistics

In July of 2009, with the dissolution of the Committee on Dental Auxiliaries (COMDA), responsibility for the licensing of Registered Dental Assistants (RDA) passed to the Dental Board of California. The 2009 pass rate for the RDA written examination barely exceeded 50%. Utilizing this year a new written examination administered by the Board, the pass rate has increased to 61%.

Comment: While an improvement, the still low pass rate for the written examination discourages interest in registered dental assisting as a career choice and limits the number of persons entering the field. Pediatric dentists and those general practitioners treating significant numbers of children are particularly affected. Approximately 2,000 candidates take the RDA examination annually. The pass rate for the practical examination approaches 80%.

District VI Update

I would like wish you all a happy and prosperous New Year and give you a brief synopsis of activities at the national, district and state level.

I serve as Board liaison to the Council for Continuing Education. We continue to see a strong response for the Symposium and ongoing CE courses. This past Symposium on Nutrition was an outstanding course and was well attended although prior to the course I had my reservations as to the potential turnout. I firmly believe we have the responsibility to bring certain CE topics to our membership even if it is not a "heavy hitter." We must provide a broad scope of topics that encapsulates comprehensive care for our patients.

Due to strong interest in the Comprehensive Review of Pediatric Dentistry course for the past few years, it was increased to 3 courses per year. This year, we have seen a decrease in attendance and will reduce it back to 2 courses a year. The Council feels this is a cyclical occurrence and the drop is due to the decrease in individuals needing to complete their Board Certification. It is felt that there will be an increase in demand as people will take the Comprehensive Review course for their ABPD Renewal for Certification Process. Currently, we are seeing a shift to increasing demand for the Oral Comprehensive Review.

The Sedation Review course in October launched its first parallel dental assistant course and it was an overwhelming success. Their definitely is a demand for staff CE. Another inaugural course that started out very strong was the Medical Emergencies course in early November.

District VI has many outstanding upcoming events planned. For those of you whom have never been to Alaska, here's your perfect opportunity. Alaska has scheduled a continuing education course on July 29 -30, 2011 in Anchorage. So take a fishing pole and see the most beautiful landscape in the USA. Alaska also launched its Head Start Program in October.

I am looking forward to another great CSPD/WSPD meeting in San Francisco on April 7 - 10, 2011. Pediatric dentistry is well represented at the state level in California as Andy Soderstrom is the current CDA President and Lindsey Robinson is Vice President.

Hawaii is investigating the use of expanded functions dental assistants and Luther's Pediatric residency on Oahu has been accredited and will train four residents per class.

Oregon has a great slate of CE planned. Jessica Lee will present on trauma at their annual meeting in Sun River on March 11 - 12, 2011. Catherine Flaitz will speak about pediatric oral pathology on June 10th.

As many of you are aware, The Office of Head Start (OHS) has elected not to exercise the final 2 years of their contract with the AAPD Head Start Dental Home Initiative. Unfortunately, OHS has not included the AAPD in the discussion of the future plans related to oral health related activities. I feel that the potential impact on the improved oral health of more than 1 million children will be significantly compromised.



Jade Miller, DDS
District VI Trustee

(ROTHMAN, continued from page 1)

6. The development of a professional community responsible for the oversight and monitoring of quality of both practice and professional educators.

As well stated by the authors, the primary feature of any profession - the commitment to serve responsibly, selflessly, and wisely - sets the terms of the compact between the profession and society. We, the members and leadership of CSPD, fulfill these guidelines as professionals. Many other occupations such as lawyers, physicians, architects, engineers, and teachers also are professionals as defined by these guides. However, I am not sure that actors, athletes or politicians fit these roles well as it can be argued that these three "careers" appear interchangeable. I bring this up because of a very serious problem that is happening right now and I begin by the caveat that we must be careful whom we support and in whom we place our trust in the political arena. We must scrutinize political records and voting history before we support a politician - especially if they fail in one or more of the six traits listed above. We must vet voting records to be sure that he or she meets our standards of support for the community we treat and serve selflessly. I have been surprised at whom we have supported or elected by virtue of their degree. (I am not so naive as to believe that political connections are not important but then who is accountable to whom?) Do these candidates support our Mission or Vision? Have they shown a willingness to push our agenda forward?

I am stunned by what is happening around our country today. Our new health care legislation, The Patient Protection and Affordable Care Act, is being challenged and overturned by the Federal Appeals Courts at the state level which is where basic healthcare is provided to our primary practice population: infants, children and adolescents. (By precedence, states only have the right to tackle specific areas of national legislation that are challenged, not overturn the whole thing!) The U.S. barely makes it into the top 20 of industrialized nations of the world in terms of the health of our children and nation. I will be the first to admit that there are flaws in the legislation, the result of too many politicians and lobbyists pushing their own agenda into the mix. However, this legislation is a start, a place from which we can jump off and learn to swim. The health of our children and future generations guarantees us a leading place at the table of world political powers. The whole process of challenges and court cases in 26 states is a product

of petty partisan politics; the primary interest of the politician is to be reelected, not the health of a child. It is often said (I don't remember by whom) that if the astounding reforms of Social Security or major infrastructure bills that brought us the interstate highway system and national parks were introduced today, they would be tied up in the court system and never be started, let alone completed. Avoid political partisanship and obstructionism and do what is good and what is right for the children for they are the innocents in this battle of the titans; they choose not to be there and are not responsible for the actions of the elders of society.

I remind you never to forget your commitment to the oral and general health of children and their families and to act as professionals. Dental caries still ranks as one of the most prevalent diseases in children and is not close to eradication as long as poor dietary habits and poor oral hygiene are the norm and challenges to water system fluoridation continue. Water system fluoridation still ranks as the most cost effective means of decay prevention in the preschool and school age population and concerns are well taken about infant ingestion. (In truth, how many glasses of tap water at 0.8 ppm would have to be ingested to exceed the maximum daily recommendation and cause fluorosis?) And please, follow the guidelines about being a professional and continue to act for the well being of this fragile and vulnerable population. It is said we should be at the table during all discussions; I say we should be at the table leading the discussions with the intent of improving the lives of the children.

I am proud to be a member of the dental profession and especially of CSPD because of its commitment to the overall health improvement of children and their families. Thank you for the honor to have served you in the role of President. I look forward to the continued growth of our Society and working with the new leadership team and Board of Directors. See you atop Nob Hill in San Francisco at our Annual Meeting.

BOARD OF TRUSTEES

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Steve Gross, CDT
 CSPDF President

PRESIDENT'S MESSAGE

Success Begins with Small Steps – Then Springs Forward in Leaps and Bounds

In the nine years since the inception of the CSPD Foundation, CSPD members have contributed over \$1 million in support of a very specific mission: to address the crisis in pediatric dental education in California. While the board has made it clear to membership that our early years would focus on the building of a large enough corpus of funds to realize our mission, the feasibility study conducted by Netzel-Grigsby indicated that our donors were a bit frustrated at the lack of apparent progress toward our goal of assisting the residency programs.

the Foundation approved the launch of a new funding campaign which will address the issues our founding members and benefactors have been so passionate about over the years.

First, we are funding two Brandli interns this year. These interns will also serve as members of the Board of Trustees for the Foundation. These individuals will be mentored by seasoned veterans who will nurture and guide them to become the future leaders of CSPD and the Foundation.

Second, the Board agreed to fund a new Lunch and Learn series that will circulate throughout the pediatric dental residency programs ensuring supplementary education that will increase the skills and knowledge of future pediatric dentists.

Third (and most significant) your Foundation passed a motion that will put into place a new funding program that will immediately begin to address the crisis in the pediatric educational programs in California. This new program is different from any other program in our profession. It will help create a heightened awareness of our cause and continue the cultivation and growth of the Foundation with new private and corporate benefactors!

As always, please contact me with your comments and concerns at steve@apliancetherapy.com.

Even though the Foundation has contributed over \$200,000.00 towards pediatric education in California, the study further demonstrated that the Foundation will only be successful in fundraising at a higher level if we do a better job of letting our donors know what has been accomplished so far; including details about the very exciting campaign which we are now ready to launch in 2011.

From the interviews which we recently conducted with the pediatric dentistry program directors of the six California schools, we learned that, while they share some common problems, they have varying priorities in terms of needs and possible solutions. They are all in agreement that an infusion of dollars from the Foundation could somehow be put to good use to enhance faculty development, recruitment and retention.

On January 9, 2011, after spending most of our holiday season working on these issues,



The Gift of Health

The Foundation has developed an opportunity to honor a person or to donate for a memorial gift. Gifts

of \$25 or more can be made using the donation form on the website (www.CSPD.org.) A letter will be sent to the person or family for whom the gift is made plus a letter to the donor for tax purposes.

There will be a one-time listing in the CSPD Bulletin of the gift. Please write out how you would the listing published on the donation form.

Watch for our "Official Launch" Announcement at the CSPD/WSPD Annual Meeting in San Francisco - April 7 - 10, 2011

Our 2011/2012 Annual Giving Campaign is underway. Please consider us first on your list of charities supporting pediatric dental education. Giving has never been easier - log onto www.CSPD.org - click on the Foundation link and follow the prompts.

2011 - 2012 ANNUAL GIVING CAMPAIGN DONORS

as of 12/31/2010

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Other

Earl Goldstein	Sumalee Sangsuresak	Sharine Thenard	Patricia Turley
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2 Warren Brandli Leadership Interns Are Named for 2011



Dr. Jessica De Bord is an Assistant Professor of Clinical Dentistry in the Division of Dental Public Health and Pediatric Dentistry at the Herman Ostrow School of Dentistry of USC. She earned her BA from San Diego State University and her DDS from the UCLA School of Dentistry. Dr. De Bord completed her residency training in Pediatric Dentistry at the University of Washington (UW) and Seattle Children's Hospital, where she served as Chief Resident. During her residency she completed a Certificate in Maternal and Child Health through the UW School of Public Health as well as an MS in Dentistry. She is currently completing an MA in Bioethics and Humanities at UW.

Dr. De Bord's primary clinical and research interests are the oral health of children with developmental disabilities and ethics. She serves on the American Academy of Pediatric Dentistry Committee on Special Needs and is a member of the Clinical Advisory Board of the National Down Syndrome Society. She has been involved with Special Smiles, the oral health component of Special Olympics, since 2005. The San Gabriel-Pomona Regional Center has recognized her with the Community Service Award for Service to the Developmentally Disabled and the Elizabeth Guinn Memorial Award for Commitment to Improving the Quality of Life for Persons with Developmental Disabilities.



Dr. Francesca Artiga is a first year pediatric dental resident in the UCLA - Community Health and Advocacy Training (CHAT) Program in San Diego. In 2008, she obtained her DDS degree from the University of California, San Francisco. She is enthusiastic about the future opportunities that she will encounter throughout the Warren Brandli Leadership Internship, and hopes to gain insight on the role that CSPD and organized dentistry plays on a local, state, and national level. Specifically, she hopes to learn more about the ongoing and challenging

role of CSPD in support of California's Pediatric Dentists and pediatric population. Dr. Artiga strives to promote and develop future leaders within organized dentistry and to advocate for the oral health care needs of children throughout her career.



Annual CSPDF Silent Auction



The CSPD Foundation is gearing up for our Auction at the CSPD/WSPD Annual Meeting in April. In previous years, the auction items have been outstanding. To date, we have received:

- Guided Fly Fishing Trip ([Ray Stewart](#))
- 1 Week in a Mexico time share ([Richard Sobel](#))
- ATPA Symposium - 4 nights at Green Valley Ranch, 2 airline tickets to Las Vegas and tuition for the 27 hour symposium ([Steve Gross](#))
- Dodger tickets, Space Maintainer products and a Golf Set ([Steve Gross](#))
- 2 Pebble Beach *Concours d'Elegance* tickets ([Matthew Hamilton](#))
- Golf Weekend In Palm Desert ([Mel Rowan](#))
- Private Train Car ("Montana") from LA to San Diego ([Lisa Brennan](#))



We are challenging each and every one of you to join us in making this year's event one of the most successful we've ever had. Do you have tickets for a sporting event? Do you have fine wines or maybe a vintage Dom Perignon? Jewelry? Anything? Let's auction it for a worthy cause. You're entitled to a tax deduction for any and all donated items.

To make a donation or for more information, please contact me at (310) 869-4272 or at mchamilt02@yahoo.com. To ensure a listing in the registration packet, please donate by March 10, 2011. Thank you in advance for your generosity.

Matthew C. Hamilton, DDS, MS
2011 CSPDF Auction Chairperson

CSPD Foundation Thanks You



Lisa Brennan, DDS

The Foundation is very pleased with how well the 2010-2011 Campaign is going. Forty-five members have donated \$27,700 since this year's campaign started in September. We would like to hear from all the remaining 497 members over the course of the year.

The CSPD Foundation continues to offer special giving categories of an honorary or memorial gift. This would be great for your colleague who you are not sure what birthday present to give them or has everything. Please download the form from the website and follow the instructions.

Many thanks from the Board of Trustees of the CSPD Foundation!

Annual Giving Campaign 2011 - 2012

(All contributions accrue yearly helping you achieve a personal level of satisfaction)

All donors receive the following benefits:

- Recognition in the CSPD Foundation's Annual List of Contributors published in the CSPD Bulletin and Annual Meeting program.
- Recognition in the CSPD Foundation's Annual List of Contributors published in the Giving Campaign annual brochure.
- Badges showing membership level to be worn during the CSPD Annual Meeting.
- Recognition in the CSPD Foundation's Annual List of Contributors displayed prominently at the annual CSPD meeting.

President's Circle donors receive the following additional benefits:

- Special designation in Annual List of Contributors, in all CSPD Bulletins at the Annual Meeting
- Personal Annual Briefing by Foundation Trustees
- Invitation to the President's Circle reception at the CSPD Annual Meeting

MEMBERSHIP OPPORTUNITIES

Presidents' Circle

- Diamond Life.....\$25,000 may be payable in up to 5 annual Installments of \$5,000 each
- Platinum Life.....\$10,000 may be payable in up to 10 annual installments of \$1,000 each
- Gold Life.....\$5,000 may be payable in up to 5 annual installments of \$1,000 each
- Patron.....\$1,000 may be payable in 1 annual installment of \$1,000

Circle of Friends

- Sustaining.....\$500
- Contributing.....\$300
- Member.....\$200
- Student.....\$25

Special Giving

- In Memory Of _____ Amount _____
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- Give what you can – denote below amount enclosed

Corporate Allies

- Recognition in the CSPD Foundation's Annual List of Contributors published in the CSPD Bulletin and Annual Meeting program.
 - Recognition in the CSPD Foundation's Annual List of Contributors published in the Giving Campaign annual brochure.
 - Badges showing membership level to be worn during the CSPD Annual Meeting.
 - Recognition in the CSPD Foundation's Annual List of Contributors displayed prominently at the annual CSPD meeting.
 - Special designation in the Annual List of Contributors, in all CSPD Bulletins and at the Annual Meeting
 - Personal Annual Briefing by Foundation Trustees
 - Invitation to the President's Circle reception at the CSPD annual meeting
 - Mentioned by name at every social event during the CSPD annual meeting
- Corporate Life.....\$10,000.may be payable in up to10 annual installments of \$1,000 each
 - Corporate Sustaining.....\$5,000 may be payable in up to 5 annual installments of \$1,000.00 each
 - Corporate Friend.....\$1,000.00

Name: _____
(please list name above exactly as you wish to be recognized in all publications)

Amount Enclosed: \$ _____

Return to: CSPD Foundation, PO Box 221608 Carmel, CA 93922

EXECUTIVE DIRECTOR'S REPORT



Ray Stewart, DMD
Executive Director

CSPD BOARD ACTIVITIES

This has been a very busy and eventful past quarter. The Leadership Development Committee and the Constitution and Bylaws Committee have been working particularly hard as you will see as the Slate of Officers and Board Members and the proposed Amendments to the CSPD Bylaws are circulated and voted upon at the Annual Meeting in San Francisco.

CSPD was well represented this past quarter at the CDA House of Delegates meeting in Los Angeles. Sixteen pediatric dentists attended the Second Annual Pediatric Dentistry Caucus including David Rothman (CSPD President), Paul Reggiardo (CSPD Public Policy Advocate), Ray Stewart (CSPD Executive

Director), and several Delegates and Trustees. The real pleasure was having two pediatric dentists from the CDA Executive Committee, CDA President Elect, Andy Soderstrom and CDA Secretary and CSPD Immediate Past President, Lindsey Robinson, join us to discuss the issues coming before the House over the ensuing three of days. Having two pediatric dentists on the CDA Executive Committee ensures that our specialty is well represented in matters which pertain to the health and welfare of the children for whom we care.

HEAD START DENTAL HOME INITIATIVE

The Head Start Dental Home Initiative has recently undergone some major changes in the administration of the program. Unfortunately the contract between Head Start and AAPD, which has been in effect for the past three years, was not renewed. Needless to say, this has created a confusing and contentious atmosphere resulting in several state leaders and staff resigning. However, we will still be proceeding with the implementation of local Mentorship Teams in each of the CDA component societies in Central California which will lead to the recruitment of Provider Networks to fulfill the ultimate goal of this program: provide a dental home for each and every Head Start child in California. The launch of the HSDHI in Southern California, led by Santos Cortez, is still scheduled for April of this year.

ANNUAL MEETING

The 2011 Annual Meeting is coming together quite nicely under the capable direction of Steve Chan who has done a remarkable job of recruiting a record number of sponsors for this meeting (currently 48 with several more on the waiting list). The program has something for everyone and is being held at what is arguably one of the finest locations for a meeting anywhere in the world. Registration is proceeding on schedule with 180 people registered as of February 1st.

MEMBERSHIP STATISTICS....WE CAN DO BETTER

A recent review of CSPD Membership revealed some very interesting and somewhat disturbing statistics. The current policy for membership in CSPD is that all members who joined after 1998 are required to maintain membership in the national organization (AAPD) as well. Similarly, all members of AAPD are required to

maintain membership in their respective State (CSPD) and District (WSPD) units. When comparing the 2010 membership rosters of each of these organizations, it was revealed that there are sizable numbers of members who do not comply with these policies.

There are 193 dentists in California who have membership in AAPD but not in CSPD. Of this 193, 45 are general dentists who are Affiliate members of AAPD and 148 are pediatric dentists. Similarly, there are 53 dentists who are members of CSPD but are not members of AAPD. Of this number, 7 are general dentist Affiliate members, 7 are Postdoctoral Student members and 39 are pediatric dentists.

Further examination of the past several years of membership statistics shows that our retention and conversion of Student Members who eventually become Active Members has varied considerably. Bear in mind, all Student Members are automatically converted to Active Member First Year Out of Training (AM-1) in the year of graduation from their program. Those who pay their first year dues (which are 50% of regular Active Member dues) are considered to be "converted."

For the past three years, there has been an average of 26 postdoctoral students who are Student Members of CSPD completing one of the four California residency programs. (9 - UCLA, 5 - UCSF, 8 - USC and 4 - Loma Linda). On average, there are 10 Student Members from various out of state programs each year. (12 graduated in 2010 and 7 are finishing in 2011)

Of the 26 residents who graduated in 2008 and became AM-1 members, 8 were dropped from membership because they failed to pay dues. 3 of those 8 practiced outside of California and of the 5 in state, 3 are members of AAPD and 2 do not belong to either AAPD or CSPD.

In 2009, 9 AM-1 Members were dropped for failure to pay dues. 3 of these are practicing in another state. Of the 6 who do practice in California, 1 is on active duty in the Armed Services, 4 are AAPD but not CSPD members, and 2 do not belong to either AAPD or CSPD.

In 2010, 5 AM-1 members were dropped for non-payment of dues. Of these 5, 1 practices outside CA, 1 has an uncertain status, and all of the 3 who practice in CA are members of AAPD.

This equates to an average "conversion" rate of Student Members to Active Members of 80%. Not bad, but one has to ask why so many students choose to retain AAPD membership but drop their CSPD membership?

The far more disturbing statistic is the fact that there are 148 pediatric dentists practicing in California who choose to maintain membership in AAPD and not in CSPD/WSPD. I believe that it would be an informative exercise to ask our Membership Committee to survey those AAPD/Non-CSPD members in an effort to determine why they choose not to seek or maintain CSPD membership.

Although it is supposedly a requirement that members maintain tripartite (AAPD/WSPD/CSPD) membership, this is a requirement that has not been enforced by any of the organizations. Rather than following the punitive course of forcing AAPD/WSPS/CSPD membership, I think that it would be more productive to determine the reasons why so many do not choose to maintain tripartite membership, address those grievances, and make every effort to have them voluntarily decide to become members of all three bodies. *We can do better!!*



GOT E-MAIL?

The CSPD Board greatly encourages you to provide your email addresses to the CSPD headquarters office.

From time to time, there is urgent business or information we wish to provide to the members and we would appreciate feedback as well.

Please provide your email addresses and notify our Executive Director of any changes.

Send to:
DrRSTEWART@aol.com,

Treasurer's Report



Dennis Nutter, DDS
Treasurer

Summary Assessment: CSPD's financial condition is one of good health. It has consistently been able to meet its mandated reserve requirement (the average of the last two years operating expenses). Both reserves and assets have steadily increased over the past five years. (See Figure 1) The Executive Director, Executive Committee and Finance Committee are all working to ensure that the operation of the organization is well managed. Current projections for CSPD's revenue sources indicate that we will complete the year with operating results that are favorable to the current year's budget.

2010-2011 Budget: The current operational budget proposes operating revenues of \$233,500 of which \$820 was projected to come from reserves. The operating expenses were estimated at \$234,320 for a net deficit that coincidentally equaled \$820. Profits realized from the Annual Meeting in Cancun have already restored the revenue taken from reserves, reversed the deficit and added to our operating funds.

Reserves: In the second quarter of 2010-2011, CSPD's reserves were reported at \$216,316. When the operating funds are added to this number we derive the reported assets of \$365,580. Each year, CSPD attempts to maintain in its budget an "issues fund" (in a sense a strategic reserve) in order to meet unexpected expenditures. This year, a strategic reserve was conservatively budgeted at \$8,000 and eventually allocated for a first time "audit" of CSPD Finances. While the "audit" itself did not prove that costly, much, if not all of the surplus, will be used to carry out the accounting reforms it has recommended.

Investments: CSPD's investments currently consist entirely of savings accounts. This has not been the favored investment vehicle of the past. At the time CSPD's investment policy was last reviewed by the Finance Committee, the trend of the financial markets was uncertain due to the "PIGS" (Portugal, Italy, Greece and Spain) Euro crisis. I argued in the Finance Committee that the financial reserves of our organization were not something that could be risked and lost. For this reason, CSPD's assets, while safe in savings accounts, are deplorable underperformers in the investment arena. This policy will soon be reviewed by the Finance Committee.

Financial Audit: In 2010, the CSPD Board of Directors moved that President David Rothman appoint an Audit Committee to evaluate the need for financial review of CSPD's accounts and financial procedures. Per the memory of those currently in CSPD leadership, this had never been done. Dr. Stephen Blain and Attorney Ali Oromchian were appointed as auditors because they are outside of the present CSPD leadership but have institutional knowledge of the organization. After cursory evaluation of CSPD procedures and in consultation with accounting experts, the audit committee recommended a "financial evaluation" of CSPD finances. This is less than an "audit" and is therefore less expensive, but still evaluates current procedures and makes recommendations for improvement.

That evaluation has been completed. It recommended a number of reforms of financial procedures to assist our ability to track and control our financial operations. Foremost among them is a recommendation to integrate the method in which our financial reports are produced. A side effect of this is that the new system will necessitate the initiation of a new phase of five-year trends. Numbers used for the old five-year trends will not likely make sense in the new reporting template. So, while it may be five years before you see the next five-year trend in CSPD finances, rest assured that the procedures and internal controls of your organization's finances are stronger as a result.

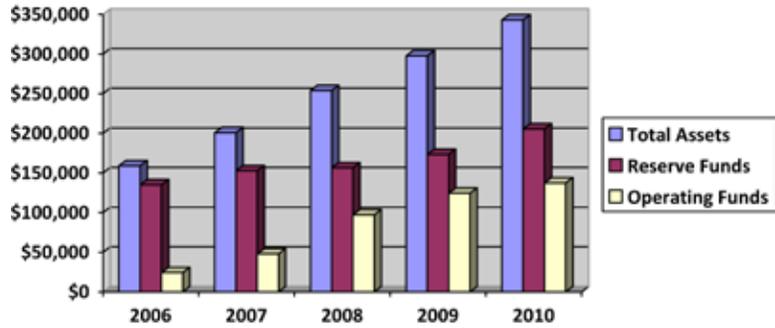


Figure 1: Five-year Trend in Fourth Quarter Assets

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Technology - Don't Back Up Your Data

I know, I know....has Dr. Lavine lost his mind? Hasn't he been preaching data backup as loud as he possibly could for year and years? Doesn't he spend at least 30 minutes in his all-day lectures discussing backup strategy?

Well, don't worry...I haven't lost my marbles (yet!). I've just developed a complete paradigm shift in how I approach data backup and protection. Let's look at a typical scenario. An office has a dedicated server and perhaps 8 - 10 computers throughout the office. The office backs up nightly to an external hard drive or tape and that device is removed from the office every evening and taken offsite. So, if anything ever happens to the office server, you're protected, right? As I've found out over the past few years, the answer is usually no. The problem isn't that your data is offsite and protected...you've got that covered. The problem is how long it takes to recover from a disaster. If someone accidentally deletes a file or your practice management data becomes corrupted, that's easy ... just restore the missing or corrupted file from your backup. You're still able to run the practice with no downtime. But, what if something happens to your server or main computer to make it non-operational? Motherboards can get destroyed by power surges. Servers can be stolen or ruined by fire or flood. If you don't have a server that is running, what do you do with the backup? That's the real problem that had me worried for a long time...how long would it take for a support technician to get an office back up and running if the server was gone?

Unfortunately, I found out the hard way with a few of our clients that the answer is ... too long. The fastest we were able to get an office up and running was 24 hours and that was because they were able to go out and purchase a brand new server locally. Other offices averaged 48 - 72 hours, and a few were longer than that. The real problem that has been overlooked by many dental offices when it comes to their backup system isn't if the data is protected, but how much downtime will the practice suffer if something goes wrong. For most offices, if your server is down you are down. You cannot schedule patients, cannot take digital x-rays, cannot create treatment plans, cannot access patient data ... you're literally dead in the water.

But, what if there was a system available that could guard against this? What if there was a way to be back up and running within 30-60

minutes even if your server was destroyed? What if you could combine this system with automatic backup to an offsite location that required no input from you or your staff? Wouldn't a system like this be valuable for any dental practice?

Systems like this have been available for a few years for large corporations as they really couldn't recover from a disaster without it. The concept is called "business continuity" and that seems to be a proper description: being able to continue to run your business even in the face of a disaster to your technology systems. The main deterrent for a dental practice to incorporate something like this was cost, but the costs have now dropped enough to make it a very viable option for dental offices. For most practices, they are looking at a startup cost of around \$1500 and then a monthly fee to back up the data of around \$50 - 100.

We've been installing these types of systems for a few years now and have been very pleased with the results. The system has two components: a device that sits in the office with a copy of the data, and online backup to secure servers that are spread around the country. The unique aspect of the in-office device is its ability to provide "virtualization." If your server goes down, you can tell the device to act as a virtual server. As far as your computers are concerned, the real server is still up and running. Even if the entire office burned down, within a short period of time, you could access your data from a home computer or laptop and function normally. This is the concept behind business continuity; no matter what happens, the office will be able to function normally with little to no downtime.

In a down economy, every practice worries about their spending, and that's no different when it comes to technology purchases like backup and business continuity. However, the question you should be asking is what would it cost to the practice to NOT have business continuity, and what is it worth to be able to sleep well at night knowing your office will recover from a disaster?

Feel free to contact my company, Dental Technology Consultants, to get more info about the business continuity systems we now recommend.



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Save the date.

CDA's 2011 Leadership Education Conference
March 11-12
LAX Marriott, Los Angeles

Look for your brochure and registration information to arrive in November. Please contact Jessica Barker at 800.CDA.SMILE, ext. 4903 or jessica.barker@cda.org for more information.

Just a Review

I've been searching for something on the website that is new and exciting about which to write. When I log onto www.cspd.org, I see a mature website that's less exciting for me to explore than in past years. Back when I was designing the website and trying to figure out how all of the HTML code works, it was fun and entertaining. Now some of that newness is gone. But for others not as familiar with the website, they might appreciate a quick review to help with their explorations.

The **Home page** was recently modified to list some advertisers in the left column which helps CSPD's bottom line but may make the design a little busier. Clicking on these sponsors' ads will link you to more information about these companies. Also, if you like photos, we have many, many pictures from past meetings still available from links found at the bottom of this page. In the center of the page are more recent announcements and "teasers" with links to more information.

The **State Unit Leadership page** tries to connect the names to the faces and vice versa. Contact information is available for those members who have comments and want to pass them on to an officer, board member or appointed officer. As the new Strategic Plan is implemented, the total reorganization of the committees will help our organization be more efficient but will result in more work to change the layout in order to display them correctly. You can always find the location of the future Annual Meetings at the bottom of this page.

The **Membership Information page** still lists many of the benefits of membership, explains the various types of memberships and allows potential members to download applications.

The **Advocacy, Legislation and Regulatory Matters (ALARM)** page contains many of the reports generated by Dr. Paul Reggiardo, our CSPD Public Policy Advocate. A multitude of forms, translations and reports are available for members to view. Legislative bills likely to affecting dentistry and actions of the Dental Board of California are on hand along with archived past reports.

The user name and password for the **Members Only page** are found on CSPD's annual billing. Inside this area, members can find a PDF file of the Membership Directory, CSPD's Strategic plans, the Administrative Policy and Procedure Manual, the Constitution & Bylaws, a Patient Safety Incident Report for Behavior Management, many of the archived Bulletins, and a great number of office forms and promotional literature that may be copied and used in your office.

Our **Online Continuing Education page** continues to be popular with those wanting to fulfill CE requirements for recertification of their

Oral Conscious Sedation Certificates. Our library also now contains Dr. Featherstone's and Dr. Berg's lectures given in Cancun along with other programs to help you, your staff or new associate review some pediatric dental topics.

Even though I've seen most of the links before, our **Links page** has a list of all our members' website pages which, if you're not careful, can steal hours from your day!

CSPD/WSPD Annual Meeting in SF

The **Calendar of Events page** lists many of the meetings that may interest CSPD members. Most important now is our Annual Meeting Event page which contains the latest news about our San Francisco meeting including the schedule of events, information on lectures, lists of local activities, hotel rates, alternative places to stay and more... There is also a link to register for the meeting. Registering online instead of by mail has been a tremendous help to our meeting planners. We now know at any moment how many members are planning to attend functions so that food and beverage needs may be better estimated.

Donate to the Foundation 24/7

The **CSPD Foundation page** contains news about the Foundation and their achievements. Interested parties can find applications for the Warren Brandli Leadership Intern program along with applications for other grants and awards. The most important new change here is the addition of a "Donate Now" button that links to a page where donors can safely make online payments to the Foundation.

Find an Associate or a Job

The **Professional Opportunities page** helps bring employers and employees together. Dr. Alex Alcaraz does a fine job maintaining this section. Most likely all of our members will need this benefit at some point in their careers.

Please visit our website regularly. If you have some great ideas, see something that needs changing or have news that needs to be added, please send your comments to the Website Editor.



Steve Niethamer, DMD
Website Editor

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NEW CSPD MEMBERS

Active Member

Amit Shah.....Riverside, CA
 Angela Lee.....San Diego, CA

Post-Doctoral Student Members

Mikaeya Truesdell.....Kansas City, MO
 Yvonne Lee.....Los Angeles, CA
 Yu-Sing Kao.....San Francisco, CA
 Jeremy Horst.....San Francisco, CA
 Susan Poorsattar.....San Francisco, CA
 Carrie Tsai.....San Francisco, CA
 Karen Lam.....San Francisco, CA

Pre-Doctoral Student Member

Euphemia Johnson.....Raleigh, NC

CALIFORNIA PEDIATRICIANS WELCOME CSPD ASSOCIATE MEMBERS

Pediatric Oral Health issues are of primary concern for our pediatrician colleagues. With the advent of the establishment of the Dental Home and Oral Health Assessments the American Academy of Pediatrics needs our help and support. The AAP welcomes our members to join their organization as Associate members.

All interested CSPD members should contact their local California Chapters through www.AAP.org/membership section or they can contact Oariona Lowe at w.roslo@verizon.net for membership information.

UPCOMING MEETINGS and CONTINUING EDUCATION DATES

CSPD

April 7-10, 2011: CSPD's 36th Annual Session in San Francisco, CA

AAPD

March 11-12, 2011: CDA Leadership Education Conference, Los Angeles, CA

March 16-17, 2011: AAPD Lobby Day, Washington, D.C.

March 25-27, 2011: Comprehensive Pediatric Dentistry for the General Practitioner, Washington, D.C.

May 26-29, 2011: AAPD 64th Annual Session, New York, N.Y.

May 24-27, 2012: AAPD 65th Annual Session, San Diego, Ca

2013 Orlando; 2014 Boston; 2015 Seattle; 2016 San Antonio; 2017 TBD; 2018 Hawaii

See www.CSPD.org and www.AAPD.org for more sponsored courses

Looking for a Part-Time Pediatric Dentist in Marin County

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25th ANNUAL

CHARLES A. SWEET, SR. MEMORIAL LECTURE

An Update in Early Diagnosis and Minimally Invasive Restorative Care for Children

presented by

Kevin J. Donley, DDS, MS

Behavior Guidance for Today's Pediatric Dental Patient

presented by

Issa S. Sasa, DDS

Arthur A. Dugoni School of Dentistry
 April 30, 2011

CSPD Professional Opportunities



Alex Alcaraz, DDS,
 Membership Services

- Opportunities Wanted
- Opportunities Available
- Faculty Positions Available
- Practices for Sale
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Have you been thinking about hiring an associate, but just aren't sure where to look? Or are you finishing your residency soon, and aren't sure where you'd like to live and practice? The answer is right on the CSPD website. To look at these opportunities and others, go to <http://www.cspd.org>.



CSPD is now on Facebook!



As Membership Services Chair, I am always looking for new ways to help benefit the membership of CSPD. One of the most valuable benefits has been our "Opportunities" postings on the CSPD website. The site provides our members with a webpage to search for and list job openings as well as offices for sale and lease. The listings are displayed for six months and are continuously updated. This is one of the most frequently visited areas on our organization's website. If you haven't seen it yet, please visit the site at www.cspd.org/opportunities.

In this New Year, the Membership Services Committee wants to elevate CSPD to the next level of service. We have established a form on the 'Members Only' section of our website to submit any comments or suggestions regarding member benefits. Several members have used this form to submit some great comments which have helped improve our website. In addition, we recently set up a Facebook page on www.cspd.org. This page will be similar to the AAPD Facebook page with announcements and recent updates of what's going on with CSPD and pediatric dentistry in California. We will also notify our members when a new 'Opportunity Posting' has been listed on the website. If you have a Facebook account, join us! Take a look at our new page and let us know if you have any ideas or feedback.

As part of the updated strategic plan we are working towards improving our web services in order to better serve our members. For instance, we have now given our members the choice to receive the Bulletin in either paper or electronic form. However, by doing this we want to make sure members still feel personally connected with CSPD. I feel one of the best times for this personal interaction is at our Annual Meeting. I invite all of you to attend but I especially want to encourage our residents and new graduates to attend our New Dentist Lecture. The topics presented this year will include branding and social networking. Following the lecture will be the New Pediatric Dentist reception sponsored by NuSmile Crowns, WSPD, AAPD and CSPD.

This is a great place to meet other new pediatric dentists and share information about finding jobs or starting a new practice. It's also a great time to meet board members and learn more about getting involved with CSPD. I look forward to seeing you in San Francisco!



*Alex Alcaraz, DDS
Chair, Membership Services*



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Jonathan Lee
WSPD President

Greetings! 2011 represents a new beginning for WSPD as we launch the WSPD-AAPD District VI Leadership Caucus at the Annual CSPD/WSPD Meeting. At this caucus, the leaders of your state and district/province components will discuss issues that our membership wants us to explore at both the district and the national level. The WSPD appreciates you and your opinions. Please let your state/district/province leader know what issues you want brought forth to the national level and the AAPD General Assembly.

An example of this interaction occurred recently when Kevin Earle, Executive Director of the Arizona Dental Association, engaged WSPD

member, Rick Chaet of Arizona, for help with an issue regarding The BODEX Mobile Dentistry Bill (HB 2233) where the operator of Reach Out Health Care America (ROHA) proposed to amend the section on informed consent to allow the conversation to be recorded.

Mr. Earle of AzDA writes, "What they are proposing to "record" is the conversation between what are effectively a telemarketing [person] with a person at the other end of the phone who may, or may not be, the parent or guardian of a child in the school. All of this occurs BEFORE the child has even been seen by a dentist. They are asking the person to consent to a laundry list of procedures, including exams, x-rays, fillings, "baby" root canals, and stainless steel crowns, among others. They have gotten the ear of several legislators, including the sponsor, and may even have BODEX convinced that this is acceptable. Our stand is that the information they are providing does not meet any standard of informed consent. Are there any resources at AAPD that can be helpful here? We need to come up with something definitive. Can you guys put me in touch with anybody there?" [sic]. Through Rick, the AzAPD, WSPD and AAPD leadership was alerted and appropriate action was taken.

The WSPD was also alerted to an issue regarding insurance benefits. Finances are one obstacle which prevents children from receiving proper treatment for early childhood caries. While patients may have insurance coverage, they may not be able to afford the copayment. This financial issue may even occur when there is dual insurance coverage and the secondary insurance does not reimburse for services because of problems with coordination of benefits and "non duplication of benefit" provisions.

Waiving the patient's copayment is not a solution and is a violation of the ADA Code of Ethics and some state regulations and laws. A dentist who accepts a third party payment under a copayment plan as payment in full, without disclosing to the third party payer that the patient's payment portion will not be collected, may be engaged in fraud. The essence of this ethical impropriety is deception and misrepresentation; an overbilling dentist makes it appear to the third party payer that the charge to the patient for the services rendered is higher than what the patient is actually paying.

In 2008, to improve the coordination of benefits with dual insurances, California passed AB859 - The Coordination of Benefits with Dual Insurance Law:

"The California Department of Managed Health Care (DMHC) licenses 21 managed care dental plans in California. Each of these plans is bound by the provisions of the Knox-Keene Act, including the coordination of benefits law. The Department of Insurance issues certificates of authority to insurance companies doing business in California. "Doing business" means a company that sells insurance either in the individual market, or to groups located in California, or where the group has a majority of its members in California. If, for example, an insurance company is located outside of California, and sells coverage to a group that is also located outside of California, but the employer group has employees living and working in California, while the insurance company may cover those California residents, the insurance company is not subject to California law, unless a majority of its employees live in California."

Under AB 895, both a managed care plan regulated by the California Department of Managed Health Care (i.e. HMO/capitation) and a more traditional dental insurance plan regulated by the California Department of Insurance (i.e. fee for service) must adhere to the following two requirements:

- An enrollee's or insured's primary dental benefit plan must pay the maximum amount required by its contract or policy.
- The secondary dental benefit plan must pay the lesser of either the amount that it would have paid in the absence of any other dental benefit coverage or the enrollee's or insured's total out-of-pocket cost payable under the primary dental benefit plan for benefits covered under the secondary dental benefit plan.

In California's case, there is a federal loophole to this law. The latter requirement applies only to those managed care and insurance plans regulated by the California Department of Managed Health Care or the California Department of Insurance. Self-funded, employer-sponsored, and trust account benefit plans are regulated instead by the federal Employee Retirement Income Security Act (ERISA) and are exempt from these state regulations regardless of other considerations.

This is a real public policy inequality issue because of the inability of subscribers (whether it is for themselves, their spouses, domestic partners or dependents) to receive a benefit for which they or their employers have paid a premium when a secondary insurer denies a claim payment because of a "non duplication of benefit provision." Here is an example of the problem: The primary insurer pays 50% of the cost of a service and the secondary insurance, which would have covered the same service at the same 50% had it been primary, now does not pay anything.

The problem with this provision is that the secondary carrier has collected a premium for which it now has escaped any obligation of payment because of the existence of a primary insurance. As a matter of public policy, why is an insurance carrier allowed to collect a premium for which it has no payout responsibility?

This is the argument which should drive statutory or regulatory change. Either prohibit or refund the premium of a secondary carrier when another carrier is primary, or ensure that a benefit is available from the secondary carrier when a premium is paid.

Speaking with CSPD's Public Policy Advocate, Dr Paul Reggiardo, he suggested that there are two options to address this loophole:

- Close the loophole by seeking federal legislation that would modify the provisions of the Employee Retirement Income Security Act of 1974 (ERISA).
- Seek legislation similar to California's AB 895 on a state-by-state basis. Although this improves coordination of benefits at the state level, it would still be leaving open the ERISA loophole. However, this option would improve access to care by reducing the financial burden of patients who have dual coverage. This effort would need to be coordinated by the AAPD much like the 10-year effort to secure general anesthesia reimbursement legislation in each of the 50 states.

The WSPD Board of Directors brought this issue before the AAPD Leadership and asked them to consider developing a charge for the AAPD Council on Government Affairs to resolve the federal loophole. The WSPD Board of Directors would also like the AAPD leadership to consider developing a charge for the AAPD Council on Dental Benefits Program to help states develop legislation similar to California's AB 895.

This issue was brought forth before the AAPD Winter BOT Meeting. Jade Miller WSPD-AAPD District VI Trustee reports that the AAPD Board of Trustees addressed the WSPD's letter regarding the issue of improving coordination of benefits with dual insurances and correcting the loophole in ERISA Non-duplication of Dental Benefits. The BOT were informed by AAPD staff and AAPD's Congressional Liaison that this has been an issue the ADA, as well as AAPD, has attempted to

address for a long time. Unfortunately in the past, there has been no interest by Congress to open up the ERISA laws. Although the AAPD Board of Trustees feels it is not fruitful to develop a strategic plan charge, they will continue to work with our legislative facilitators to address this issue. The WSPD encourages you to approach your local legislators about this issue.

Your input and opinions are important and guide the direction of your membership organizations. Remember we are here to serve you.



In this day of Social Media, WSPD now has a Facebook page. Just go to the WSPD website <http://www.aapd.org/district6/>, scroll to the Facebook Link at the bottom and become a fan by selecting "Like."



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