

Bulletin



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ACCESS TO CARE

by

Lindsey Robinson, DDS - CDA Vice President

As Chair of CDA's Policy Development Council, I am pleased to provide you with information on the Access Proposal and Phased Strategies for Reducing Barriers to Dental Care recently released by CDA.

Access to dental care continues to be an enormous problem particularly with the poor economy causing an increase in the underserved population. There are numerous and significant barriers to establishing a dental home for people of all ages. California is a large and diverse state of over 37 million people and several indicators tell us that nearly 30% of them experience barriers to care. A 2006 survey of California's kindergarten and 3rd graders found that 28% had untreated decay. In 2007, Denti-Cal's claims data revealed that only 25% of Denti-Cal beneficiaries received oral health care that year. This means that over 5 million people eligible for Denti-Cal dental services did not have a dental visit. Additionally, studies show that children without dental coverage are 2 ½ times less likely to receive care than children with coverage.

CDA has been committed to addressing access issues since 2002 and has been deeply involved in research and analysis on access issues since 2009. In 2002, the CDA House of Delegates adopted an Access to Care position paper affirming that access to oral health care is a matter of importance for all Californians in order to maintain overall health and well being. In 2008, the House reaffirmed this commitment and directed the Association to engage in a broad study of ways to improve access to care for underserved populations. The following year, two dedicated volunteer workgroups were created (the Access Workgroup and the Workforce and Forecasting Research Taskforce) and additional funding was directed towards comprehensive research to more fully understand the issue.

Throughout it all, CDA has taken a comprehensive and evidence-based approach towards developing a proposal to reduce barriers to oral health care and placing an emphasis on beginning preventive care at age one. There are realities – both financial and political - that had to be considered so the proposal is a hybrid of both long term vision

Continued on Page 31

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2012 Annual Meeting Program At A Glance

Speaker Highlights

Thursday, March 29, 2012



Sponsored Course

“Perspectives on the Future Workforce for Pediatric Dentistry: the Midlevel Provider and Access to Care”

Access to Dental Care

For the 45 Million Americans Without It



CSPD's Executive Director, Dr. Ray Stewart, will be the moderator for a panel discussion on the future workforce models in pediatric dentistry. Dr. Stewart will ask a series of questions which each panelist will be asked to address in a 5 - 7 minute answer. This will be followed by a question and answer period from the audience.

Joel H. Berg, DDS, MS, serves as the Chair of the Department of Pediatric Dentistry at the University of Washington and as Dental Director at Seattle Children's Hospital. He is also the Associate Dean for Hospital Affairs at the University of Washington, School of Dentistry, the President Elect of the American Academy of Pediatric Dentistry, and is Director of The Center for Pediatric Dentistry in Seattle. Dr. Berg previously held executive positions at Philips Oral Healthcare and ESPE Dental. He is the author of a multitude of published manuscripts and abstracts, and is a co-editor of a textbook on Early Childhood Oral Health. His current research interests include the development of dental caries prevention programs using risk assessment models, and early childhood oral health.



Jared I. Fine DDS, MPH is the Dental Health Administrator for the Alameda County Health Care Services Agency. For nearly 36 years, he has been a leader in the development of innovative delivery systems and programs that promote the health of children and families emphasizing access to primary prevention and treatment. He established the first continuously operating school based/ linked dental sealant program in 1993 in two Oakland elementary schools. He has piloted a successful national demonstration program known as "Healthy Kids, Healthy Teeth" to increase access to dental care for Medi-Cal eligible children 0-5 years. He is currently conducting a collaborative effort of primary preventive services for children at WIC sites which is being used as a statewide service model. Dr. Fine was an inaugural fellow in the USPHS Primary Care Policy Fellowship, has served as President of the Alameda County Dental Society, Chair of the Oral Health Section of the American Public Health Association, Chairman of Board of the Dental Health Foundation, and Chair of the Scientific Advisory Committee of the California wide First Five Oral Health Initiative. He has recently served on the California Dental Association Access Workgroup and Workforce and Forecasting Research Taskforce.



Paul Reggiardo, DDS is the Public Policy Advocate for the California Society of Pediatric Dentistry. He served as a member of the CDA Workforce Research and Forecasting Work Group, and as a member of the CDA Access Taskforce which produced the final CDA Access Proposal: Phased Strategies for Reducing Barriers to Dental Care. He is a past president of CSPD and of the American Academy of Pediatric Dentistry. He currently chairs the AAPD Council on Dental Benefit Programs. He is a consultant to the CDA Policy Development Council and represents the AAPD on the American Dental Association's Subcommittee on Dental Informatics and the ADA Editorial Panel for the Development and Maintenance of the Systematized Nomenclature of Dentistry. He holds a faculty appointment as Clinical Assistant Professor of Dental Public Health and Pediatric Dentistry in the Herman Ostrow School of Dentistry at the University of Southern California and maintains a clinical pediatric dental practice in Huntington Beach, California.



James J. Crall, DDS, ScD received his DDS, master's degrees and a Certificate in Pediatric Dentistry from the University of Iowa. He is a Diplomate of the American Board of Pediatric Dentistry. Jim was a Robert Wood Johnson Foundation Dental Health Services Research Scholar at Harvard from 1984-86 and subsequently obtained a Master and Doctoral degree in Health Policy and Management from the Harvard School of Public Health. In 1997, he was appointed as the first Dental Scholar-in-Residence at the Agency for Health Care Policy and Research, now the Agency for Healthcare Research and Quality. Dr. Crall has served as a member of or consultant to numerous national panels. Dr. Crall has authored or co-authored over 60 peer-reviewed manuscripts and nearly 40 chapters and commissioned works (including the CMS Guide to Children's Dental Care in Medicaid). He served as Director of the HRSA/MCHB National Oral Health Policy Center from 2000-2008, has been the Child Advocate for the American Academy of Pediatric Dentistry since 1995, and served as Project Director for the AAPD Head Start Dental Home Initiative from 2007-2010. He joined UCLA as Professor and Chair of Pediatric Dentistry in 2004 and currently is Chair of the Division of Public Health & Community Dentistry.



Jenny Kattlove, MS is the Director of Strategic Health Initiatives at The Children's Partnership (TCP). She directs TCP's efforts to increase access to dental care for California's children. She also directs TCP's telehealth program and leads efforts related to ensuring access to affordable, comprehensive health insurance for all children in California. Before joining The Children's Partnership, Jenny worked in Ohio, where she served as the Health Advocate for KidsOhio.org and the Children's Defense Fund. In these roles, she led efforts to increase access to health and dental care for low-income children and families through advocacy, coalition building, outreach and education. Jenny received her undergraduate degree from Lewis and Clark College in Portland, Oregon, and has a Master of Science in Social Administration from Case Western Reserve University in Cleveland, Ohio.



Clinical Interpretation of the Pediatric Medical History

Robert Steelman, MD, DMD is an Associate Professor in the Division of Pediatric Critical Care Medicine/Anesthesiology at Oregon Health & Science University in Portland, Oregon. He also serves as the residency program director for OHSU's Division of Pediatric Dentistry/Pediatric Dental Surgery at Doernbecher Children's Hospital and is an Affiliate Associate Professor in Oral and Maxillofacial Surgery. Dr. Steelman began his dental training at Washington University School of Dental Medicine, receiving his DMD in 1982. He went on to complete an internship in oral and maxillofacial surgery at Emory University and a residency in pediatric dentistry at Baylor College of Dentistry. While participating in the departments of pediatric dentistry and oral and maxillofacial surgery at West Virginia University, Dr. Steelman obtained the MD degree from its School of Medicine in 1993 and completed an internship in pediatrics/anesthesiology, a residency in pediatrics, and a pediatric critical care medicine fellowship. He is board certified in Pediatrics, Pediatric Critical Care Medicine and Pediatric Dentistry and serves as a consultant to the American Board of Pediatric Dentistry. In 2001, he joined OHSU and participates in residency training for both pediatric medicine and dentistry. His publications involve both medicine and dentistry with a focus on children with congenital heart disease and compromising medical conditions.



Dr. Steelman's presentation on interpreting the pediatric dental patient's medical history is sure to reflect the unique perspective of someone who is trained in medicine and dentistry, sedation, pediatrics and surgery. Having shared a pediatrician's view of many of the common conditions of childhood, attendees will take home new clinical pearls sure to be useful in their daily dental practice.

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New Dentist Lectures

Employment Law: How to Minimize Risk and Stay Compliant in 2012

Ali Oromchian, JD is one of the nation's leading legal authorities on topics relevant to dentists. Since its creation, the Dental and Medical Counsel PC law firm has been regarded as one of the preeminent health care law firms devoted exclusively to health care professionals with offices in San Ramon and Irvine, CA and Reno, NV. His clients seek his advice on practice acquisitions and sales, creation of corporations and partnerships, associate contracts, estate planning, employment law matters, office leasing and state board defense. Mr. Oromchian is a frequent speaker on topics such as employment law, negotiations strategies, contract and estate planning throughout North America. He's a loyal supporter of CSPD and is currently serving on the Audit Committee. He lives with his wife, Ozzie Jafarnia, a pediatric dentist, and three daughters in the San Francisco Bay Area. Attendees of his lecture will learn:



- How to make sure you stay compliant with the California and federal wage/hour laws
- Why you need an employee manual and what should be included in it
- How to communicate the policies before you receive a complaint or lawsuit so employees know what to expect
- The best ways to deal with employees who can't seem to comply with your policies
- What to do with veteran employees who don't want to change
- How to calculate time-off, attendance, and deductions when workers are absent
- Top ten items to avoid
- Checklist of items to consider before terminating any employees

"How to Address Privacy, Treatment Plans & Financial Issues"



Robyn Thomason is the Director of CDA's Practice Support Center. She is also a content expert in the area of human resources. Ms. Thomason has been with the California Dental Association (CDA) for 17 years and, for eight of those years, she served as a Risk Management Analyst with TDIC. Robyn assists dentists in various areas of practice management and patient relations. She is a recognized speaker on issues related to practice management, human resources, as well as the California Dental Practice Act. Ms. Thomason's lecture will teach you how to communicate with your patients and their parents in a effective and appropriate manner.

Saturday, March 31, 2012

Oral Pathology of Children and Young Adults

James Kratochvil, D.D.S. is an associate professor at Oregon Health & Science University, School of Dentistry, where he is Chairman of the Department of Pathology and Radiology. He is also on the faculty of the School of Medicine in the Department of Pathology and director of the OHSU Oral Pathology Biopsy Service. Jim graduated from Georgetown University School of Dentistry. Following a general practice residency, he served in the Navy both on an aircraft carrier and in Yokosuka, Japan. He received his training in pathology at Emory University and at the National Naval Medical Center in Bethesda, Maryland. Before retiring from the Navy in 1995, he was Chair of the Oral Pathology Department and director of the oral pathology residency program at the Naval Dental School in Bethesda, Maryland. He is presently a Director of the American Board of Oral and Maxillofacial Pathology and has authored numerous papers and several book chapters in medical and dental publications.



Dr. Kratochvil's presentation will cover the diagnosis and treatment of oral pathology in children and young adults.



While in Portland

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Management of Chronic Conditions of Childhood

James W. Stout, MD, MPH is a Professor of Pediatrics and Adjunct Professor of Health Services at the University of Washington (UW). He leads the Interactive Medical Training Resources (iMTR) group based at UW's Child Health Institute in Seattle. Along with collaborators, iMTR develops, evaluates, and disseminates online resources for remote training and feedback, with a current focus on spirometry. He also is a co-founder of the National Initiative for Children's Healthcare Quality (NICHQ), a non-profit organization headquartered in Boston. He works on local, national, and international projects with the common aim of improving the quality of health care. Dr. Stout is a pediatrician at Odessa Brown Children's Clinic (OBCC), a satellite of Children's Hospital and Regional Medical Center in Seattle, Washington. Since 1994, he has been in general practice at OBCC with a focus on asthma and providing direction for its chronic illness programs.



Dr. Stout's lecture will review the management of chronic illnesses of children and their oral-medical connections, with an emphasis on the conditions of asthma and obesity. Dr. Stout will also discuss the use of motivational interviewing as it relates to the management of chronic illnesses and the promotion of healthy behavior in families."

Phase 1 Orthodontics

Jason Pair, DDS is an orthodontist in private practice in Los Angeles and a Diplomate of the American Board of Orthodontics. After graduating from the University of California, Los Angeles with a BS in physiological sciences, Dr. Pair deferred his acceptance into dental school to spend a year backpacking in South America, where he spent three months in a tent in the Andes and survived an embarrassing spell of amoebic dysentery. Upon his return to the States, Dr. Pair managed to attend over 30 Grateful Dead shows while attending dental school at UCSF, where he was elected to OKU, and orthodontic residency at UCLA, where he was chief resident. He has had publications in the American Journal of Orthodontics & Dentofacial Orthopedics, the Angle Orthodontist, and the American Journal of Orthodontics & Dentofacial Orthopedics. Dr. Pair has previously served as Editor and President of the San Fernando Valley Dental Society, where he continues as a member of their Peer Review committee. As a clinical instructor for the UCLA orthodontic residency program, he continues to lecture regularly to both the UCLA dental students and orthodontic residents. A true Bruin, Dr. Pair was president of the UCLA Orthodontic Alumni Association in 2006.



Dr. Pair's lecture will focus on diagnosis and treatment planning of patients in the mixed dentition, including management of problems in the transverse and antero-posterior dimensions. He will also discuss the etiology, diagnosis and treatment planning of impacted teeth.

Treating Children & Adolescents with Obstructive Sleep Apnea

Kasey Li, DDS, MD enjoys an extensive academic and credentialed career. Specializing in the treatment of obstructive sleep apnea, Dr. Li is distinguished by having certifications in American Boards of Otolaryngology, American Board of Oral and Maxillofacial Surgery, as well as American Board of Facial Plastic and Reconstructive Surgery. Based on his unique background and experience, Dr. Li has pioneered and refined many sleep apnea surgical techniques. Dr. Li is the surgical consultant to numerous sleep disorder centers, including the multidisciplinary Sleep Treatment Team at Stanford Sleep Disorders Clinic. He has published more than 100 scientific articles and book chapters on sleep apnea surgery and maxillofacial surgery. Dr. Li has, by invitation, lectured widely throughout the United States and abroad as an internationally recognized expert in sleep apnea surgery.



The content of the lecture will cover diagnosis and treatment of Obstructive Sleep Apnea Syndrome in Children and Adults.

Sustainability: What Does This Mean in Dentistry?

Eve Cuny, MS is the Director of Environmental Health and Safety and Assistant Professor in the department of Dental Practice at Pacific Dugoni School of Dentistry. Ms. Cuny is a consultant to the ADA Council on Scientific Affairs and the FDI Education Committee. She has served as an expert reviewer and advisor to the Centers for Disease Control and Prevention and is past chairperson of the Organization for Safety, Asepsis and Prevention (OSAP). She is a member of the University of the Pacific sustainability committee and is on the ASTM committee for sustainability in dentistry. She completed the certificate program in environmental hazard management at U.C. Berkeley and has an MS in Healthcare Administration. She has lectured globally for the past 20 years and has published numerous articles in peer-reviewed journals.



Sustainable practices encompass many aspects of personal and professional lives. This course explores the various ways in which dental professionals can address sustainability in every day life. Small, incremental changes can help protect the environment, enrich lives and even save money.



Friends, Family, and Staff! Don't forget to sign up for the CSPD trip to the OMSI (Oregon Museum of Science and Industry) Saturday morning!

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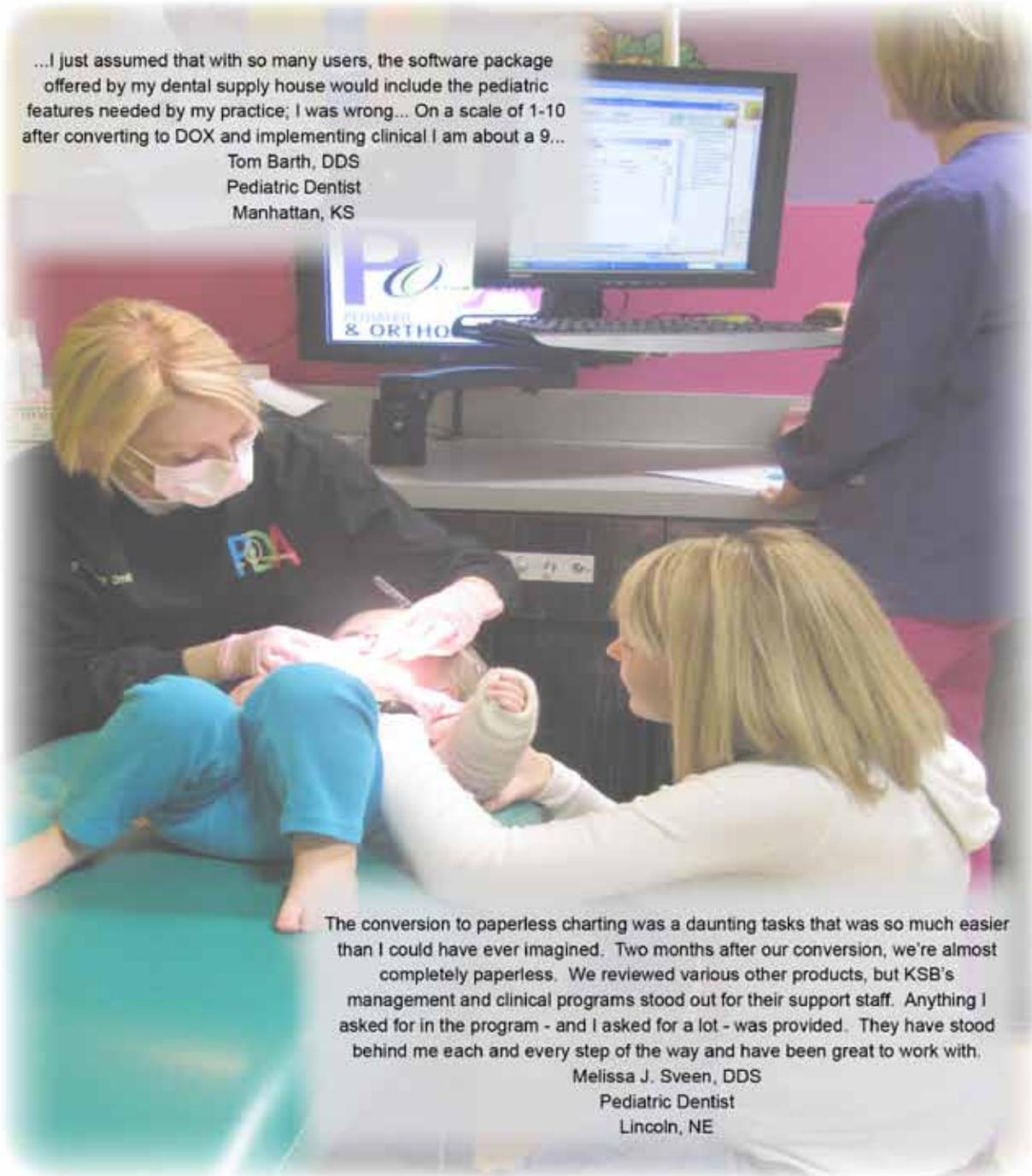
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Tom Barth, DDS
Pediatric Dentist
Manhattan, KS



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Melissa J. Sveen, DDS
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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.



PRESIDENT'S MESSAGE

Taking the Challenge



**Oariona Lowe, DDS
CSPD President**

The excitement and challenge of summer is over. The kids are **Back to School!** Many children are delighted to be back in school and yet others long for extended vacation. Whether children attended a sports camp, photography class, language school, technology camp, or took swimming lessons this summer, they were challenged ...and so were we!

Accepting and embracing challenges unleashes our "tiger instinct." People clamor for direction although this isn't always completely obvious. Many try to solve challenges with quick fixes and restructuring plans. To be successful, we need to establish direction.

Once the direction is set, we develop a vision and strategy to meet that challenge. Planning to meet challenges is a management process and it is time consuming. Whenever something unexpected happens, plans have to be redone. In a dynamic situation, the unexpected often becomes the norm and long-term planning can become cumbersome. Such is life. Among the challenges that face CSPD is the restructuring of our organizational model and moving our strategic plan forward. This summer, Executive Director Ray Stewart and I instituted the first of a series of "small group interactive meetings" through conference calls. We met with many of our committee chairs to discuss the direction of their goals and objectives, begin defining the future, and stressed collaborating with different teams for successful accomplishment.

CSPD is currently challenged to identify future leaders to represent us. Many of the CSPD members are involved in some leadership capacity with other organizations such as the California Dental Association (CDA), American Academy of Pediatric Dentistry (AAPD), and the Western States of Pediatric Dentistry (WSPD). These individuals devote many volunteer hours and their efforts benefit us and all the organizations that they serve. A "Call for Applicants" to apply for both CSPD leadership positions and committees has been

posted in the Bulletin and on the website. We encourage members to get involved and to serve on committees. Visit our website to download an application (www.cspd.org/leadershipdev/) or send an inquiry to our Leadership Development Committee at LDC@cspd.org.

The electronic information age is rapidly changing our profession. Distance learning centers have made education more attainable and affordable. Continuing education courses can be taken anywhere at your leisure. Consumable products have become easier to market and less tedious to sell. Sales people no longer visit private practices on a bi-weekly basis because product information is now available online. Our patient's appointments can be made and confirmed electronically. Practice management systems are available on the cloud. CSPD is even experimenting with e-conferencing for board meetings. It's amazing how technology has transformed the world!

However, all of these wonderful benefits have come at a cost. While at one time "information was king" because only a few people had access to it (to borrow a phrase from Dr. David Rothman), this is not true today. Take heed to the saying, "let the buyer beware." A new challenge confronting our profession is Social Networking and Social Media. What we thought were private matters between practitioner and patient can now become public knowledge. Anyone can access information at any time and from all over the world. Confidentiality and privacy no longer exists. If your patient or parent is unhappy with something you've done, the world can be informed in seconds. While the World Wide Web has been a great tool in improving our communication process, it can have a negative impact on your practice if you're not careful.

To help dentists understand this new phenomenon, CSPD and TDIC are co-sponsoring a special presentation: "**Social Media: the Risks and Benefits**" which will be held on February 4, 2012 in Los Angeles. Check the Bulletin and the website for details.

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Paul Reggiardo, DDS
Public Policy Advocate

Bills of Interest to CSPD

California Legislature 2011-2012 First Regular Session July 1, 2011



CSPD follows a number of bills under consideration by the state legislature potentially impacting pediatric oral health. Updated information on the legislative progress of these initiatives may be found in the Advocacy, Legislation, and Regulatory Matters (ALARM) section of the CSPD website. Members having questions or wishing to comment on these or any other legislative initiatives are invited to contact CSPD's Public Policy Advocate, Dr. Paul Reggiardo, at reggiardo@prodigy.net.

The legislature completed the first half of the 2011–2012 session on September 9th, by passing and sending to the Governor SB 540 (Price) Dental Board of California. This bill would extend the existence of the Dental Board to January 1, 2016, adds a public member, and preserves the dentist majority on the Board (8 dentists, one RDH, one RDA, and 5 public members). Although not certain, the Governor is expected to sign it. The bill contains a number of other provisions affecting the practice of dentistry:

- Deletes the existing sections of the Dental Practice Act relating to advertising of specialty practice or accreditation in a specialty area of practice. The court has made it clear that these statutes are unconstitutional and this bill was the mechanism to comply with the findings of the court.
- The Dental Board is required to comply by Jan. 1, 2013 with the existing statute that requires boards within the Department of Consumer Affairs to adopt regulations requiring licensees to provide conspicuous notice to clients and consumers (patients) that they are licensed by the state and how to contact the licensing board with any complaints.
- Tightens the Board's oversight and regulation of its substance abuse diversion program.
- Creates a Dental Assisting Council of the DBC to consider all matters relating to the training, licensing, and scope of practice of Registered Dental Assistants. The DBC retains the authority to approve, modify, or reject the recommendations of the Council.
- Adds provisions relating to the Dental Hygiene Committee of the DBC.
- Extends the sunset date of the California Dental Corps Loan Repayment program until all the funds in the account are expended.
- Requires that fees established by the DBC may no longer be set by a simple vote of the Board, and must be set by regulation beginning January 1, 2012.

AB 437 (Pan) State Oral Health Infrastructure: As introduced, this bill would remove the requirement that the Dental Director of the California Department of Public Health be licensed in California.

CSPD Position: Watch

Comment: This CDA-sponsored bill is a vehicle for improving the state's oral health infrastructure by reestablishing a state dental director who could then tap into federal and other funding sources through a new state Office of Oral health.

SB540 (Price) Dental Board of California: This bill would extend the existence of the Dental Board of California to January 1, 2016 and would change the composition of the Board to eight practicing dentists and seven public members beginning in 2014.

CSPD Position: Watch

Comment: The Board is currently composed of eight dentists, four public members, one RDA, and one RDH. The proposed configuration would give the Dental Board the same professional/public ratio as that of the Medical Board, and one similar to most other state professional licensing boards. The bill includes a number of other provisions, including replacement of the Board's current standing Dental Assisting Committee and Dental Assisting Forum with a new Dental Assisting Council, an advisory body that would be appointed by the board president

SB 694 (Padilla) Dental Workforce: As amended, this bill would require that Dental Board of California in collaboration with a stakeholder working group to determine the workforce requirements necessary to meet needs of additional children eligible for care under the Patient Protection and Affordable Care Act of 2010.

CSPD Position: Watch

Comment: This is the anticipated "spot bill" sponsored by the Children's Partnership Coalition that would establish a new dental provider category in California. It is not expected to be acted upon until the second legislative session in 2012.



OFFICE FORMS



Please send in your office forms for inclusion on the website. This is a tremendous membership benefit both for those who are just starting in practice and those who may need to update their forms. They are available in the "Members Only" section of www.CSPD.org. Please e-mail them in digital format to either Sharine Thenard or Steve Niethamer.

EXECUTIVE DIRECTOR



Ray Stewart, DMD
Executive Director

As I write this Fall Executive Director Column, I am reminded how quickly time passes. As I age, the process seems to be accelerating! It may be my imagination, but the Fall foliage seems to have arrived earlier this year and the migration of white fronted geese is definitely occurring several weeks earlier than in past years. Perhaps global warming is real and is a precursor to a wet and cold winter ahead.

As if the quickening passage of time and the prospect of an early winter were not enough of a challenge, there also seems to be an increase in the frequency of issues confronting us and our profession. During the past few months,

we have seen a growing number of incidents related to "social media." This relatively new phenomenon can have a profound effect on the way we conduct our practices and how we relate to one another and to our patients.

Similarly, we are confronted by the prospect of having a mid-level provider introduced to the landscape. Legislation has been proposed which will authorize the implementation such a position. Just how all of this will affect the way we practice remains to be seen. If we are not prepared to enter the debate and participate from the field rather than from the sidelines, the outcomes may not be to our liking.

In anticipation of these brewing storms, CSPD has adopted a proactive approach to keeping our members informed and involved in determining how these issues evolve in California. On February 4, 2012 at the Los Angeles Marriott Hotel, we will present a continuing education opportunity: *The Promise, The Possibilities, The Peril: How Social Media Affects Our Dental Practice*. The program will cover both the benefits and potential pitfalls of social media to help dentists make informed decisions about whether or not to incorporate the various aspects into their practice.

The CSPD Foundation will also be sponsoring a panel discussion on the Midlevel Provider at the Annual Meeting in Portland on Thursday afternoon, March 29, 2012 preceding the Welcome Reception. The panel will consist of five experts with varying perspectives on the "Access to Care" issue for children of low income families. This is an opportunity to understand what is happening on the political front and how it may affect your practice. CDA has taken a proactive position in this area the results of which have been widely publicized across the state.

The worst thing we can do is to bury our heads in the sand and expect the problem to miraculously go away or that "someone else" will solve it for us. Get engaged! Be involved! Be sure to join us at both of these events and learn how best to position your practice for the turbulent years ahead.



CSPD is proud to sponsor:

The Promise, The Possibilities, The Peril How Social Media Affects Our Dental Practice



February 4, 2012
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Look for future announcements about this valuable presentation

For more information, contact our Executive Director, Ray Stewart at
drstewart@aol.com or at (831) 625-2773

Delta Requiring New Network Dentists to Enroll in both Premier and PPO

Written by: Greg Alterton 9/20/2011 (Reprinted with permission from the California Dental Association)

Delta Dental of California has instituted a new policy for dentists enrolling for the first time in its Premier product network. Previously, dentists could contract to be part of either Delta's Premier network, or the Delta Dental PPO, or both. Now, dentists who seek enrollment for the first time in the Premier network are also being required to enroll in the Delta PPO network. This policy will impact a dentist who plans to purchase what they believe is exclusively a Delta Premier practice, as the requirement to sign with both networks once title of the practice has changed will result in treatment provided to Delta PPO patients within the practice being reimbursed at the PPO level, without the ability to balance bill those patients to Premier rates. Dentists who exclusively have a Premier practice who are planning on selling, should be aware of this change in Delta policy, and make it part of the notification when selling to a new provider. Delta has also adopted a similar policy related to dentists hired into a practice as an associate. Previously, treatment provided by an associate dentist could be billed under the owner's Delta provider identification with care reimbursed at the owner's fees on file with Delta. Now, Delta is requiring all associate dentists to be contracted directly with Delta, and as with new dentists, associates wishing to sign-on with the Premier network will need to also sign-on with the Delta PPO. Questions about both policies should be directed to your Delta Dental Provider Relations representative.



SOCIAL MEDIA CRISIS



The explosive growth of social media has changed the way people communicate. The news cycle is constant, the volume of stories is growing exponentially, and stories are shared instantly with family, friends, colleagues and mere acquaintances. Consider the following facts: 86% of people ages 18-29 years old and 47% of those ages 50-64 use social networking sites and Facebook has 310 million daily visitors with more than 30 billion pieces of content shared every month. It took 3 years and 2 months for 1 billion tweets to be posted and now it only takes a week. 10 years ago, a crisis or reputational issue for a business may have spread between colleagues and acquaintances and possibly ended up on the local news; today, a similar situation can be broadcast to thousands of people before you have time to check your e-mail.

When facing a social media crisis, the first step is to closely monitor online conversations taking place regarding you or your business. If you are a large business this may be on blogs or Twitter. If you are a small business, these will more likely be taking place on Yelp, Facebook, or location-based services like Foursquare. There are many free tools that you can use to monitor online conversations but it can also be as simple as just logging on to services like Twitter or Yelp and performing a simple search. Google Alerts are also a great free way to stay on top of any blog posts or online news stories that may be written. The key to gaining control of a situation that may threaten your business or reputation is to catch it early and limit the damage.

While every crisis is different, there are a few things that you should keep in mind if you find you or your business facing one of these situations. A Twitter or Facebook campaign can be started by as few as one or two disgruntled clients or customers and can quickly spread to include many more. A blog post can be quickly shared between many people and can lead to additional mentions on Facebook or Twitter.

However, one of the first things you need to determine is how you engage with the campaign. In many situations, an open line of communication between your business and those who started the campaign is the most direct and appropriate way to address any issues. Oftentimes, these campaigns are created in response to a feeling of being ignored through the usual channels. Sometimes it is more appropriate to respond in-kind through the same social media channels that are being used by the detractors. For example, if there are negative messages being discussed in a blog post, responding to the comments or contacting the blog directly is the easiest and most appropriate way to ensure that your side of the story is being seen by as many people as possible. Each unique situation will require different tactics, but direct, open, and honest communication is rarely the wrong way to go. It is also important that you try to avoid being too defensive or confrontational despite the fact that you may see some very negative things being posted online about you or your business. Responding to these types of campaigns with counter-attacks tends to prolong the issue and draw even more negative attention to the situation.

Another important tactic is to engage with supporters and organizations that can come to your aid and help defend your reputation during a crisis situation. By identifying and engaging with these supporters, you can count on their public support to dilute the influence of the negative information being spread in social media. Trade and professional organizations can also be an invaluable ally if you are facing a crisis that threatens your business or reputation. If someone is posting blatant misinformation or libelous attacks about your business on a website, there is a chance you can appeal to the website to correct the information. Whether you directly engage those waging the campaign with a constructive dialogue about the issue(s) or post your side of the story, remaining calm and defending yourself in a factual manner will usually help your case and help to mitigate any issues.

Understanding and monitoring your online presence is necessary in order to identify situations and assess an appropriate response. If an issue arises, it is important to remain calm and react in an appropriate and measured way. Do not rush into a heated debate and consider the most effective way to convey the facts to your audience. Doing so will go a long way in ensuring fair representation for you and your business in the social media sphere.

~ Daniel Harrison, Brunswick Group

Daniel Harrison is an Executive at Brunswick Group, an international corporate communications partnership that helps businesses and other organizations address critical communications challenges

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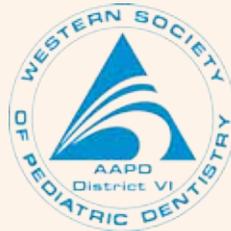


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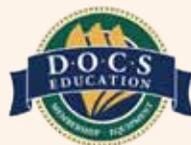


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California Water District Sued Over Fluoridation Program

August 12, 2011 -- The Metropolitan Water District of Southern California (MWD) is allegedly using an unapproved drug to fulfill its water fluoridation program, according to a lawsuit filed August 9 in the U.S. District Court for the Southern District of California (Case No. 11-cv-01765-JLS-BLM).

The lawsuit, filed by four Southern California residents "on behalf of themselves and the general public," alleges that MWD is injecting hydrofluosilicic acid into the water supply for the purpose of treating disease and dental caries. It also alleges that hydrofluosilicic acid has never been approved by the U.S. Food and Drug Administration approval for the treatment of disease or dental caries.

"The MWD's use of an unapproved drug to medicate plaintiffs and other persons in order to forcibly treat disease and dental caries without their consent violates the Constitutional rights of these citizens and violates the Food and Drug Administration Act," the lawsuit states.

The industrial-grade hydrofluosilicic acid that the MWD uses is a byproduct of fertilizer production and should not be confused with different fluoride compounds, such as calcium fluoride or sodium fluoride, that are naturally occurring or already approved for certain uses, according to the complaint.

Fluoridation is typically accomplished by adding one of three compounds to the water: sodium fluoride, fluorosilicic acid, or sodium fluorosilicate -- none of which are FDA approved either, according to Jeff Green, national director for Citizens for Safe Drinking Water and a spokesperson for the plaintiffs.

"MWD has chosen to medicate the plaintiffs with an unapproved drug without their consent that is not produced with controlled manufacturing practices and consistencies in impurities, and analyses of hydrofluosilicic acid indicate contamination of the unapproved drug with dangerous impurities, including lead and arsenic, and varying amounts of cadmium, mercury, beryllium, and other contaminants," the lawsuit states.

The plaintiffs claim that MWD made public declarations that it

intended to add fluoride to the water to safely and effectively treat and prevent dental disease, and then, "in a classic bait and switch, selected and initiated use of an unapproved drug to fulfill that intention," according to the complaint.

The plaintiffs are not seeking monetary damages but are calling for the product to be thoroughly evaluated and approved before continuing to expose consumers without their consent, according to their attorney, Kyle Nordrehaug.

"This case does not challenge the public policy of fluoridation," Nordrehaug stated in a press release. "It does challenge MWD's bait-and-switch tactics of orchestrating statements by them and their down-line distributors of water to individual consumers when MWD knew that the actual drug product that they deliver had never had a toxicological study performed on the health and behavioral effects of its continued use until 2010, much less approval for MWD's perpetuation of absolute health claims."

Green agreed, noting that agencies such as the FDA and the Environmental Protection Agency -- which gave up oversight authority for direct water additives in 1988 -- have not said that fluoride is safe and effective, but rather that the policy of water fluoridation is safe and effective.

"So we could not, in court, go after the public policy," he told DrBicuspid.com. "So if we win this, it doesn't stop them from fluoridating with another substance. It only goes after the selection of the particular product, which has never been proven safe and effective. MWD has made claims that the process is safe and effective, but hydrofluosilicic acid has never been proven safe and effective."

The lawsuit also contends that hydrofluosilicic acid is more harmful than sodium fluoride, fluorosilicic acid, or sodium fluorosilicate, Green added.

The MWD declined to comment, noting that it is still reviewing the litigation.

~ Reprinted with permission from DrBicuspid.com



CSPD members Jeff Huston, Jeff Wood and Joel Berg collaborated with two pediatricians, Katherine Foster and Joe Gantan, in a recent publication. The article "Creating Preventive Oral Health Behaviors with Key Motivational Interviewing Questions" can be found on page 20 of the Fall, 2011 "California Pediatrician." This journal is published twice a year and is read by more than 5,000 pediatricians. It is also sent to pediatric dentists, pediatric residents, and pediatric nurse practitioners.

www.aap-ca.org/news/caPed/California%20Pediatrician%20-%20Fall%202011.pdf



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PRESIDENT'S MESSAGE

Who Benefits?

As I look back on what your Foundation has accomplished since its inception, I think of all the kids who have benefitted from the care of an appropriately trained pediatric dentist.

When I was a child, I was treated by a dentist who I believe was not properly trained to treat children. In turn, I've spend a life long battle overcoming my anxiety when visiting the dentist. This does not hold true for my own child. He was cared for by a properly trained pediatric dentist with all the skills and knowledge to make my son's first visit to the dentist fun and enjoyable. I am happy

to say that due to this experience he enjoys going to the dentist and recognizes the long term benefits of regular visits.

With the holiday season fast approaching, I know that many organizations will be sending out their pledge notices to kick off their annual giving campaigns. This also holds true for the CSPD Foundation.

So I'm asking you the question, "Who Benefits?" That's the question I asked myself when I write a check to any Foundation. I question how my donation will be utilized and who benefits in the long run. There are many organizations to choose from so you have to examine where you feel your donation will be used best.

I personally give to many organizations, both privately and professionally. The Foundation is high on my list, not because I am

the President of the Foundation, but because I am convinced and know that my money will be well spent assisting the educational programs with the additional funds needed to help the pediatric dental programs throughout California. In the end, the children will benefit from this training. Thinking back to when you were in school, don't you wish that the program you attended offered more training so you could be the best you could be?



*Steve Gross, CDT
CSPDF President*

This year alone the Foundation has funded over \$100,000 towards additional faculty for the programs in California. In turn, this leads to the additional training of the young pediatric dentist who will be caring for the oral health of children. Many of these children will be visiting a dentist for the first time and this experience will last a lifetime. I can always remember the smile on my son's face when were visiting the dentist.

Question: **Who Benefits?** Answer: **The Children!** Isn't this why you became a pediatric dentist in the first place? So, when deciding to whom you should donate – please choose the CSPD Foundation. I know there is a child out there who will appreciate it.

Please visit www.cspd.org and click on the [Foundation page](#).

As always your comments and concern are always welcome -please contact me at steve@theadg.org



CALL FOR APPLICANTS - WARREN BRANDLI LEADERSHIP INTERNSHIP



Santos Cortez, DDS



CSPD is accepting applications for the 2012–2013 Warren Brandli Leadership Intern program. This program offers a unique opportunity for leadership development and is specifically designed for current pediatric dental residents or for those pediatric dentists who finished their postgraduate training in the past 5 years. The objective of the program is to introduce the selected intern to the inner workings of

CSPD and help them learn the art of organizational governance and the importance of child advocacy. This will help provide young, hopeful leaders with the knowledge and confidence necessary to become further involved with CSPD, AAPD, CDA or any other related organization. The internship serves as the true breeding ground for our future leaders in pediatric dentistry.

Participation in the program will require the intern to attend and participate in all CSPD board of director meetings for the year. The CSPD Foundation supports the participant's travel and lodging expenses. The intern will be assigned a leadership mentor who will guide him or her throughout the year. The due date for the 2012-2013 application is November 10, 2011. The term begins in April, 2012 at the CSPD Annual Meeting. Applications and further information can be obtained on the CSPD website (www.CSPD.org) and should be sent to CSPD's Executive Director, Dr. Ray Stewart.

Thank you for your interest and your dedication to the mission and goals of CSPD.

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Faculty Spotlight

5 Questions with Jung-Wei Chen, DDS

by Justin Shuffer, DDS



Dr. Jung-Wei Chen earned her DDS at the Taipei Medical College School of Dentistry in Taipei Taiwan, Republic of China in 1996. She received her Certificate in Pediatric Dentistry and a Masters Degree in Oral Biology from the University of Maryland in 2000. Dr. Chen taught as an Assistant and then Associate Professor in the Department of Pediatric Dentistry at The University of Texas Dental Branch at Houston and earned her Master's and Doctorate degrees in Health Informatics from that school in 2002 and 2007. Since 2008, she has been a full-time Associate Professor and the Program Director at

Loma Linda University School of Dentistry in the Advanced Specialty Education Program in Pediatric Dentistry. Dr. Chen is a Diplomate and board examiner of the American Board of Pediatric Dentistry and also serves on the Board of Directors for CSPD.

Dr. Chen is the recipient of numerous national and international awards, scholarships and grants, and has published many articles. While at the University of Texas, Dr. Chen's research explored oral manifestations and dental care in HIV infected children, child temperament related to sedation outcome, trauma treatment for pediatric patients, treatment options for cleft lip and palate, and periodontal disease in children with Type 2 diabetes.

1. Why did you choose a career in academics?

When I graduated, I felt there were a lot of things I needed to learn and I am still curious about so many topics in pediatric dentistry and research. As Confucius said "After you started to learn, you will know you didn't have enough knowledge yet." Because I only have two hands and the number of patients I can treat is limited, I am able to help a greater number of patients by teaching more residents to become great pediatric dentists.

2. What is the most rewarding aspect of training future clinicians?

I enjoy seeing the residents making progress and treating patients with great compassion, knowledge, and skill. The patients truly appreciate the residents and conversely I can see the pure love and compassion the residents display helping children be free of pain and discomfort. When I can see the treatment is provided without any condition and is performed well, the patient receives the benefit of quality treatment and a visit without fear.

3. What is the greatest challenge new graduates face when entering the post-residency world?

They must try to not fall into the money trap and always remember why they chose to be a pediatric dentist. With new graduates facing huge loan amounts, they panic and try to find a "good job" to pay the loan back. But when you see patients and see how much money you can charge, you can lose sight of the patient. Instead you may see restorative, orthodontics, sealants, insurance, money, production, etc. This is the money trap. The trap that makes you lose your original pure thought of why you wanted to be a dentist, a pediatric dentist, and a very special person who can free children from pain and fear. I am not telling you not to work or make money or pay your loan, but to do your work with compassion, love, and pure intention. Do this and the money will come to pay off your loans.

4. If you had a magic wand, how would you change the way we currently train pediatric dentists?

If I had a magic wand, I would hope that all residents would be loan free and paid well during training so they can feel relaxed and focus on learning. Without loans, they would have the ability to spend more time in research or extend their clinical training if that is their desire. The residents must also keep on learning the most current information about clinical care. I would also wish that all patients have insurance so they can have access to care and residents will have more chances to learn.

5. Outside of pediatric dentistry, what are your passions in life?

My life revolves around meditation, being a working mother, and being a program director. It is very hard to balance my life. Meditation gives me the chance to calm my mind and make it clear and tranquil so I can face all the challenges with high efficiency and less stress. Meditation gives me the mind training and mind power to be able to make critical decisions quickly which is especially important when moving from child to child during the day. Music is another thing that keeps me relaxed and calm. I play piano with my son so we can enjoy time together, and my whole family loves to sing so we always have music in our house. Humming the songs to patients is an effective behavior management tool as well. I also love to play ping-pong, go hiking, cooking, swimming, playing with my son, tea making, etc. I enjoy life and have so many passions!



Bridging the Gap Grant to UCSF Update



The CSPD Foundation Board recently received a letter of thanks from the UCSF Division of Pediatric Dentistry extending their profound gratitude for the \$25,000 grant for faculty support. Program Director and Division Chair, Dr. Pamela Den Besten, writes that "these grant funds have helped us to hire Dr. Aparna Aghi as a 50% part time faculty member. Dr. Aghi also serves as the Associate Director of the pediatric dentistry postgraduate clinics. Aparna has been an incredibly positive addition to our faculty. She teaches in our postgraduate clinic, sedation clinic, as well as our pre-doctoral clinics. She has taken a leadership role in the design of our clinical facilities in the new children's hospital at Mission Bay and in directing the renovation of the treatment rooms in our Parnassus clinic. Aparna provides leadership in working with our Chief Resident on issues related to clinic scheduling, treatment records, and our annual retreat." Dr. Den Besten continues, "The timing of the grant from CSPDF came at a time of critical need for additional faculty in our training program...we feel a real partnership with CSPDF in addressing our needs by funding this grant and in promoting excellence in our faculty and training programs. We look forward to a continued partnership in this important endeavor to train our future colleagues in pediatric dentistry."

Dr. David Perry, CSPDF Board appointed liaison to the San Francisco program, helped to tailor the Bridging the Gap request to allow for maximum impact on the program. He hopes that contributors to the Foundation will continue for this and other projects through their generous donations.

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- Invitation to the President's Circle reception at the CSPD Annual Meeting

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

Student Group Activity Report for CA Pediatric Dental Residencies - Justin Shuffer, DDS

There are 6 dental schools in the state of California and the CSPDF has been involved in supporting pediatric dentistry awareness, community outreach, and the promotion of evidence based learning amongst students, residents, and faculty. To increase awareness of pediatric dentistry and to further support our students, we have elected to make additional funds available to the respective schools and are looking forward to furthering the promotion of education, research, and the advancement of oral health to children, adolescents and those with special needs. The CSPDF generously grants funds to the respective universities to support our cause and listed below are some of the activities that we are proud to support. Updated 9/18/11

LLU Report - Lauren Gutenberg, DDS

On August 22, 2011 the Loma Linda University Pediatric Dentistry Study Club and Loma Linda University Pediatric Dental Residents sponsored an event "How to Apply to a Pediatric Dentistry Residency" for current students, recent graduates, and alumni who are potentially interested in pediatric dentistry. Each resident briefly described their experiences in the application and interview process to pediatric dentistry residency programs. Residents then entertained many questions that the attendees had about the application and interview process including PASS, Match, interview skills, where to get involved for a future in pediatric dentistry, and what a pediatric dentistry residency is all about. Approximately 20 current students and recent graduates attended the event including international dental students. The study club provided a nice meal for the attendees and allowed the residents and students an opportunity to socialize. The Pediatric Dentistry Study Club will soon be hosting Journal Club meetings once a week. Members will have an opportunity to read recent articles from *Pediatric Dentistry* and discuss them with the residents and faculty.



UOP Report - Jeff Wood, DDS

We have had our regular meetings with review of a current journal article at each meeting. The primary focus over the past quarter has been the various training programs, interviews, etc.

UCLA Report - Setareh Ghafouri, DDS

They continue to meet at least once a month with either the Journal Club or at the General Meeting. In August, they reviewed the research article "Current Status of Nitrous Oxide as a Behavior Management Practice Routine in Pediatric Dentistry" and visited STS Preschool. In September, they set up mobile dental equipment in classrooms to provide education, screenings, sealants and fluoride to children in elementary schools in rural Bishop (Inyo County).

USC Report - Julie Jenks, DDS

They continue to meet twice a month with the Pediatric Dentistry Selective. In May, they had two meetings in which the students presented on Pulp Therapy for Primary Teeth and Early Childhood Caries. Julie attempted to enclose a few of the pictures from one of those meetings; however, her computer is not cooperating. The Pedo Study Club had a meeting about a month ago in which Dr. Berdan presented on Pulp Therapy for Young Permanent Teeth. The Pedo Study Club had a meeting last week where Dr. Udin presented his talk on "Pulp Therapy for Primary Teeth."

Western University Report - Justin Shuffer, DDS

No report.

UCSF Report - Brent Lin, DDS

In this past academic quarter, the students have organized community outreach programs at various areas in San Francisco and northern California, under the leadership of the newly elected student officers. In collaboration with the local and state health department, they have conducted dental screening, oral health education, and preventive dental care, including topical fluoride application and sealants, for children in various sites. Examples of these events include health fairs in Bayview and Visitacion Valley. The Bayview Health Fair was so successful that the residents were invited back for another event. Here is a press release: www.ucsf.edu/news/2011/06/10035/ucsf-offers-free-dental-screenings-children-bayview.

Our student group also organized and worked with San Francisco Boys and Girls Club to perform dental screening and oral health education (with interactive methods to engage children) at Camp Mendocino over the summer. It was such a wonderful and successful event that all the students have already reserved their participation for next year.

As the application due date approaches, the student group also organized the dental student educational events. The first event is "Panel Discussion: What to Know about Applying to Pediatric Dental Programs."

Finally, the Student United of Toothfairy (SUAT), which is led by D3 student Kaitlin Jennison, has continued to sustain 16 preschools in the SF Bay Area for midday tooth brushing programs. The group is currently restocking all of the schools for the Fall. Furthermore, SUAT is in the midst of trying to start a prenatal dental education program at WIC sites in San Francisco.



CSPD WELCOMES INCOMING RESIDENTS

Each year, CSPD contacts the California Pediatric Dentistry Post-doctoral programs and requests information on their incoming residents. The program directors provide photos and profiles of their residents so that we might get to know them. If you encounter them, please encourage them as they enter into our pediatric dentistry family.

If your residents are not shown and you would like to include them, please contact Dr. Francesca Artiga - francescadds@gmail.com or Dr. Jessica De Bord - jdebord@usc.edu

LLU SCHOOL OF DENTISTRY



Morris DeLeon, DDS was born in Guatemala. He received his Diploma of Dental Surgeon in 2002 from UMG of Guatemala and his DDS in 2011 from the International Dental Program at Loma Linda University. He was awarded with the Advanced Standing Diploma and an award for the highest quality of care for patients. Following graduation, he was accepted to the pediatric residency program at LLUSD. Dr. DeLeon enjoys spending time with his wife and two children. He enjoys going to the movies, cooking, the outdoors and traveling.



Stephanie Phan, DDS was born and raised in Sacramento, California, and received a Bachelor's degree in Biology from the University of the Pacific in 2007. She obtained her DDS from UCSF Dental School in 2011, where she served as Class President, ASUC Vice President of Student Affairs, and Membership Chair of the UCSF ASDA Chapter. Professionally, Stephanie has expressed interest in prevention and oral conscious sedation and her future plans include private practice and part time teaching in California. In her free time, Stephanie enjoys outdoor activities, traveling, music and baking.



Jocelyn Lee, DDS was born in Taiwan and came to the United States before college. She earned her B.S. degree in Biochemistry and Psychology from U.C.Davis in 2001. After receiving her D.D.S. degree from UCSF in 2006, she went on to complete a General Practice Residency at VA Palo Alto Healthcare System and has been practicing in both private practice and community clinics for the past four years in the San Francisco Bay Area. She enjoys traveling, photography and spending time with her husband and family. She plans to practice pediatric dentistry in a combination of private practice, community outreach and teaching.



Uyen Phan, DMD grew up in Massachusetts and attended Mount Holyoke College, where she received her Bachelor's degree in Biology in 2002. Following her undergraduate studies, she received her dental training at Tufts School of Dental Medicine and earned her DMD in 2006. After practicing in underserved communities of Boston and Georgia areas for five years, Dr. Phan relocated to Southern California to attend the Pediatric residency program at Loma Linda University. She enjoys snowboarding, tennis, hot yoga, photography and traveling. After residency, Dr. Phan hopes to continue providing dental services to underserved children and practice global outreach.

USC SCHOOL OF DENTISTRY



Mae Aghili was born in Southern California and graduated from UCLA in 2003. She received her DDS degree from USC in 2007 and practiced general dentistry prior to her acceptance into the pediatric dental residency program where she hopes to pursue her interest in behavior management and conscious sedation. After graduation, she hopes to teach and work in private practice and continue traveling.



Jenna McDonald was born and raised in San Diego and graduated from UC Davis in 2006. She received in DDS from UCLA in 2011 and is looking forward to learning more about behavior management and preventive dentistry in her residency program. When not in school, she enjoys running, skiing and hiking. She plans on practicing in San Diego when she completes her program.



Brandon Gire was born and raised in Southern California and graduated from San Diego State in 2007. He received his DDS from UCSF in 2011 and is looking forward to learning more about oral conscious sedation and managing special needs patients while in his residency program. He enjoys snowboarding, surfing, music and movies and would like to join or start a practice in Southern California upon graduation.



Christopher Neal was born and raised in Michigan and graduated from Michigan State in 2005. He received his DDS from USC in 2011 where he hopes to learn more about special needs patients and participate in community outreach and the mobile clinics. Christopher enjoys traveling, tennis, golf skiing, and attending football and baseball games. After graduation, he plans on practicing in either California or Chicago.



Joyce Huang was born in Taipei, Taiwan but grew up in Northern California. She graduated from UC San Diego in 2006 and received her DDS degree from UCLA in 2011. She is interested in preventive dentistry and enjoys cooking and baking when not in school. Upon graduation, she plans on a career in both private practice and teaching.



Geraldine Ruiz was born in El Salvador but was raised in Southern California. She graduated from CSU Long Beach in 2007 and received her DDS from UCLA in 2011. Her areas of interest in school include public health and preventive dentistry and outside of school include exercise, dancing, traveling and spending time with family and friends. Upon graduation, she plans on practicing in Southern California.



Christopher Leyster was born in Southern California but grew up in the state of Washington. He graduated from St. Martin's University in 2006 and received his DDS from the University of Washington in 2011. He is interested in learning more about sedation, prevention and growth and development. When not in school, Christopher enjoys music, food and boating. Upon graduation, he plans to associate in private practice.



Naomi Zaul was born and raised in Northern California and graduated from UC Davis in 2007. She received her DDS from UCLA in 2011. Preventive dentistry, pulp therapy and oral conscious sedation are some of the areas she is looking forward to learning in her residency program. When not in school, she enjoys exercise, music and sports. Upon graduation, she plans on working in private practice with community involvement.

UCLA SCHOOL OF DENTISTRY - WESTWOOD



Jonathan Chang, DMD was born in Fort Worth, TX but was raised in Los Altos, CA. In 2006, he graduated from UC Davis with a BS in Exercise Biology. He received his DMD degree from Temple University in 2011. Jon is excited to learn and grow with his fellow residents at UCLA. Upon completing his residency, Dr. Chang's plans include private practice, community outreach and special care dentistry.



Michelle Chen Dean, DDS was born in Cebu, Philippines and moved to California at the age of 3. She received her BA. in Mass Communications from UC Berkeley in 2003 and her DDS from UCLA School of Dentistry in 2011. After completion of her residency program, she plans to dedicate her time to private practice, community outreach, and teaching.



Sahar Doostzadeh, DMD grew up in Orange County, California. She graduated from UCLA with a BS in Biology in 2006 and from UNLV with her DMD in 2010 where she was a founder of the Children's Saturday Morning Clinic and participated in several dental outreach mission trips including trips to Haiti and Tonga. She continued her training at UCLA Hospital Dentistry residency providing dental services for medically, mentally, and physically challenged pediatric and adult individuals. She is looking forward to continue treating special needs patients at UCLA and once she has completed her training, Dr. Doostzadeh plans to work in private practice with hospital privileges in addition to being involved with organized dentistry, community outreach, and teaching.



Christine Hwang, DDS was raised in Arcadia, CA and graduated from UCLA in 2007 with a BS degree in Biology. She graduated from USC Dental School in 2011 and was awarded the Floyd E. Hogeboom Award for outstanding achievement in pediatric dentistry. Volunteering at various mobile clinics during dental school has furthered her interest in pediatric dentistry. Dr. Hwang is excited to begin the UCLA Pediatric Dentistry Program. Her future plans include private practice, teaching, and community outreach.



Cicely Smith, DDS grew up in Shell Beach, California. She graduated from Stanford University in 2005 with a BA in Human Biology and minor in Cultural and Social Anthropology. In college, her volunteer projects focused on cancer awareness and foster youth advocacy. Following graduation, she served as a Stanford Public Interest Network Fellow at Shelter Network, a non-profit organization that provides housing and support services to homeless families and individuals. Cicely attended the UCLA School of Dentistry where she was active in the student chapter of the AAPD and oral health education for underserved populations. She received her DDS degree with honors in 2011. Upon completion of her training in Pediatric Dentistry, her plans include private practice, community dentistry and teaching.

UCLA CHAT PROGRAM in VENICE



Sona Gill, DDS was born in Fremont, CA and spent time living in Santa Cruz, the UK, India, and Thailand. Dr. Gill graduated with a BS in Molecular and Cell Biology from UC Berkeley in 2005 where she conducted research in endocrinology, participated in competitive dance, and held various leadership roles in community service projects. Following graduation, she opened a dance school to teach Indian folk dance to children in Fremont, CA. In 2011, Dr. Gill graduated from the UCLA School of Dentistry with a DDS degree and was awarded the Southern California Society of Dentistry Award for excelling in Pediatric Dentistry. Dr. Gill's future plans include working in private practice in an underserved community, participating in pediatric dentistry advocacy, and teaching.



Natalie Umof, DDS, MHA was born in Newport Beach, California and raised in Claremont, California. In 2006, she graduated with honors from USC with a BA degree in Health and Humanity and a minor in Spanish. Prior to entering dental school, she earned a Master in Health Administration at A.T. Still University. She graduated from UCLA School of Dentistry in 2011 where she was co-president of the UCLA Student Chapter of the AAPD and was active in community service including a mission trip to Costa Rica. Dr. Umof is excited to begin her training in the CHAT/Venice's pediatric dentistry program at UCLA. After graduation, Dr. Umof's plans include teaching, community outreach, and private practice.

UCLA CHAT PROGRAM in SAN DIEGO



Megan Burns, DDS was born and raised in Seattle, Washington. She began her undergraduate education at the University of Pennsylvania, but quickly realized she missed the mountains and the great outdoors; she transferred to Colorado College where she completed a bachelor's degree in Biology and pursued her love of long distance running, hiking, snowboarding and camping. Following her graduation, Megan returned to her hometown of Seattle, Washington and began working as an assistant in an oral surgery practice where she had the opportunity to travel to Guatemala with a group of oral surgeons who provided cleft lip and palate repair and extractions. After earning her DDS degree from USC in 2010 where she worked in several community outreach programs, she moved to the town of Walla Walla, Washington to complete a one year AEGD residency while working in a community health clinic which primarily treated children. She is very excited to be returning to Southern California and to be a part of the UCLA-CHAT Pediatric Dental Residency in San Diego. Upon completion of her training, her plans include private practice and continuing to provide dental care to underserved children.



Kemia Wendfeldt, DDS was born and raised in Argentina. She completed her dental degree at the Universidad Nacional de La Plata in Buenos Aires Province and then worked at different community clinics for low income families. Being the first generation of Japanese descent in Argentina, she decided to move to Okinawa, Japan where she subsequently met her husband, Scott. After moving to the United States, Dr. Wendfeldt obtained her DDS degree from UCLA. Dr. Wendfeldt is passionate about improving the oral health of children, especially those in underserved areas. She plans to practice pediatric dentistry in a community setting or hospital and continue to volunteer with dental mission trips to Mexico with organizations such as Amigos del Los Califonios and St. Leo's Dental Mission.



Winston Lin, DDS was born and raised in Sacramento, CA. He graduated from UCLA in 2006 with a BS in Psychobiology and from UCLA School of Dentistry in 2010. Dr. Lin went on to complete a General Practice Residency at UCLA Harbor Medical Center and is ecstatic to continue his education as a Bruin at the UCLA-CHAT Pediatric Dental Residency in San Diego. Upon completion of his residency training, Dr. Lin plans to practice in a both a private and community setting and to stay involved in both academics and outreach.



Josh Connolly grew up in Lafayette, CA and graduated from UC Berkeley in 2001 and UCSF Dental School in 2005. After practicing for 5 years with underserved pediatric populations in the deserts of California and New Mexico, his interests turned to public health. He moved to Atlanta to be closer to the Centers for Disease Control and while there received a Master of Public Health degree from Emory. He looks forward to honing and enhancing his knowledge base and abilities in the field of pediatric dentistry and enjoys very short walks anywhere but the beach, not watching television, cold weather, and signaling before turning.



Niki Fallah was born and raised in San Francisco, CA and graduated from UC Berkeley with a BA in American Studies. During that time she realized her passion for community outreach programs and became involved in many organizations, treating women and pediatric populations, including Planned Parenthood of Golden Gate. Niki received her DDS degree from the University of Southern California where she devoted most of her time towards treating the low-income pediatric population of Southern California at the Queens Care Clinic. She was also involved with the Maternal Child Adolescent Clinic at USC (MCA/USC), a nationally acclaimed LA County clinic that helps low-income HIV positive patients and their families. Niki is excited to finally be back in San Francisco where she intends to continue her community outreach involvement upon completing her pediatric residency. She has over 15 years experience working with children as a dance choreographer, sharing her passion of dance. Niki enjoys spending her time dancing, skiing, The Dailey Method, being with family and friends and going to San Francisco Giants games!



Sheila Nguyen was born and raised in California's Bay Area. She completed her undergraduate training with a BS in Human Biology at UC San Diego where she served as Clinic Manager for one of the UCSD Student-Run Free Dental Clinics and was Team Captain and a 400m hurdler for the UCSD Track & Field Team. She also assisted chair side at Thousand Smiles in Mexico and traveled on the USNS Mercy to provide care to the underserved of Southeast Asia. For her achievements and service, the San Diego County Dental Society awarded Sheila the San Diego Dental Health Foundation Scholarship in 2006. She received her DDS degree from the UCSF School of Dentistry where she continued her record of service and leadership in community outreach, student government, and organized dentistry. Upon graduation, Sheila was inducted into Omicron Kappa Upsilon national dental honor society. Sheila then moved to Hilo on the Big Island of Hawaii to undergo Advanced Education in General Dentistry residency training. During her year in Hilo, she also was the Hurdles Coach for Waiakea High School and hopes to coach again once she is a pediatric dentist. In her spare time, Sheila enjoys running, lifting weights, camping, hiking, biking, surfing, and all outdoor activities.



Shirin Mullen is a native Texan who attended the University of Texas, Austin where she obtained a BS in Nutritional Sciences. She continued her studies at UCSF where she earned her DDS degree. Shirin's passion lies in service to her community. As an Albert Schweitzer fellow, she provided oral health education to over 400 foster and inner city children at Camp Mendocino. She enjoys spending time volunteering with the Junior Youth Spiritual Empowerment Program where she focuses on empowering youth to become active agents of positive change in their communities. The American Dental Education Association and the California Dental Association have awarded her the Dental Student Scholar distinction in recognition of her academic achievements, dedication to community service, and excellence in leadership. Shirin enjoys going out into the community and meeting new people.



Wendy Yang joined the UCSF Department of Pediatric Dentistry this year after completing her dental degree in Chicago at the University of Illinois, Chicago. Prior to this, she received her Bachelor's Degree and Master's Degree in Oral Biology at UCLA. While in dental school, she enjoyed doing community service as well as participating in organized dentistry. She is active in the American Association of Women Dentists, American Association of Public Health Dentistry, Asian American Student Dental Association, and Delta Sigma Delta. During her free time, she enjoys cooking, capoeira, learning new languages, and running her jewelry company "Joa."

In Memoriam

Edward S. Mack, DDS

Edward S. Mack, DDS (1918 - 2011) retired pediatric dentist and third-generation resident of San Francisco, died September 13 at the age of 93. Dr. Mack graduated from Stanford University in 1938 and served his country during the Second World War as a Navy dentist. Returning to San Francisco, he created a successful dental practice implementing innovative techniques which were the subject of a Time magazine article. He ascended to the top of his profession when elected president of the American Society of Dentistry for Children, named an ASDC "Great" and also received the American Dental Association Award of Excellence. He was the president of CSPD from 1977-1978. Edward Mack was the son of the late Anita and David Macowsky, and the brother of the late Milton Mack and the late Melville Mack. In 1945, he married the late Susan Brand from Scarsdale, and fathered three sons, Ronald Mack, DDS (Janet Mack) of Pacifica, Bruce Mack of Los Angeles, and Kevin Mack, DMA (Mary Ellen Mack) of North Haven, CT. He was the proud grandfather of two boys, great-grandfather of three girls, and was beloved by family and many friends. Donations in his memory may be made to the Dugoni School of Dentistry or the San Francisco Symphony. May his memory be a blessing for us all.

Chrys Anixiadis-Cutrone, DDS

Chrys Anixiadis-Cutrone, DDS (1962 - 2011) was born in Greece and practiced in San Juan Capistrano. She was a graduate of USC pediatric program and past president of their USC Pediatric Alumni group several years ago. She passed away on September 19, 2011 after battling cancer. She leaves behind her daughter, Samantha, her son, John, her husband, John, and many other relatives, colleagues and friends.

Services will held on October 30, 2011 at 11:15 AM at the Greek Orthodox Mission of South Orange County at 27129 Calle Arroyo #1803 San Juan Capistrano, CA 92675. Donations to the Chrys Cutrone Education Fund may also be sent here. Please contact drclaro@gmail.com or lawyerirene@hotmail.com.



EVIDENCE BASED DENTAL PRACTICE

I had the privilege of being one of the 100 dentists who were selected to attend the ADA's 4th "Evidence Based Dentistry" (EBD) Championship Conference at their Chicago headquarters at the end of July. According to the ADA, "champions" are credible individuals that support the transfer of evidence based knowledge among their peers and in their community. Some of the highlights were a hands-on training session to learn to search online for scientific evidence, an opportunity to interact with the professions most passionate EBD practitioners, and listening to presentations from expert EBD speakers in research, private practice, industry and academia. The participants applied the EBD principles to clinical scenarios and had panel discussions to determine the barriers to EBD practice and ideas to overcome these barriers. Pediatric dentistry was well represented with about 10% of the participants. Lindsey Robinson and I were the CSPD member champions.

Dental practice in the US has gone from being 'experience and expertise' based to 'evidence-based' in the past 3-4 decades. Nevertheless, we have a lot of catching up to do with our colleagues in medicine. Intuitively, we all practice EBD. However, the question to ask ourselves is- "Do we practice EBD on the basis of the best current evidence?" Each year, the investigators publish reports of more than 500 human clinical trials related to each dental specialty, the reports of which appear in more than 50 journals. Therefore, to provide patients with the highest quality care based on the best current evidence, we would need to identify, obtain, read and appraise more than one article per day, 365 days per year, for the rest of our professional lives! Fortunately, we are blessed with multiple valuable resources which make it easier to practice EBD.

A clinical guideline or a clinical recommendation is a recommendation for patient treatment made by an expert panel based on the best evidence available as determined by a Systemic Review. The AAPD guidelines (www.aapd.org/media/policies.asp) summarize the clinical evidence and can help make EBD treatment decisions. An "evidence summary" is a short (1-2 pages) summary and discussion of a systematic review. Evidence summaries can be found on the ADA's EBD website (www.ebd.ada.org), JADA, Database of Abstracts of Reviews of Effects (DARE) and the EBD journals. The EBD website

is a wonderful, user-friendly tool at our disposal which allows us to search a topic with systematic reviews plus critical summaries including those from the Cochrane Collaboration in as little as 5-10 minutes (the amount of time most of us have to research a topic in our busy practice lives!). Of course, there are a multitude of other resources to go to during the slower 'back-to-school' days in our practices! PubMed has online tutorials that enable it to be used to its full capacity www.nlm.nih.gov/bsd/disted/pubmedtutorial/. We can go a step further by evaluating the quality of the evidence found through PubMed with appropriate tools from www.unisa.edu.au/CAHECATS/ or the Center for Evidence-Based Medicine www.cebm.net/.

As an illustration of how handy some of these resources can be, I got a chance to do a small EBD exercise recently. A teenage patient of mine who had just had his braces removed asked me if a product he had heard of called "MI paste" would help with the white spots on his teeth. I was delighted to find a Critical Summary of "Caries preventive effect of casein phosphopeptide-amorphous calcium phosphate (CPP-ACP): a meta-analysis" on www.ebd.ada.org. The preliminary evidence based on the meta-analysis (the highest level of evidence) suggests remineralizing and caries preventive effects. My patient, who is a science major, was pleased to receive a print-out of the critical summary that I used to answer this clinical question. The summary can be found at www.ebd.ada.org/SystematicReviewSummaryPage.aspx?srId=6d74d1df-46b6-4650-b350-cde47305cbcd#.

Finally, we can absorb and share this critical EBD knowledge in informal and formal ways by actively involving our staff and colleagues in the process and by incorporating EBD in treatment planning conferences in residency programs, study club discussions, presentations, practice websites, social media and patient newsletters.

I urge all of you to join hands in embarking on this wonderful journey of evidence based dental practice and continue to improve the oral health of children based on the best current evidence.



Shukan Kanuga, DDS

Online Education

The following is a letter from Roland Hansen, DDS, MS to Mr. Steven Gross, President of the CSPD Foundation, regarding faculty shortages:

Online education has received a number of critical reviews from many different observers over the past several years. Occasionally the criticism has arisen from academicians who believe that their livelihood is being attacked. Recently, an article appeared in Fortune Magazine entitled, "The Big Threat to Teachers Unions." David Kaplan writes in the May issue that teachers unions are among the most reviled institutions in America. In fact, legislators are moving to limit their bargaining power and minimize their pension holdings. Contained within this article is an interesting sidelight that supports the position of the Online Education Committee of CSPD as they continue to extend their online offerings. Mr. Kaplan quotes Terry Moe of Stanford University who has written about the "big threat" in *Special Interest*, a book that reveals the power of The National Education Association and the American Federation of Teachers and suggests that their opposition will not require the full force of legislative action to curtail their powerful lobby.

The author expounds on a very interesting facet that plays to the interest of CSPD and their Foundation. Moe states that it is superfluous for legislatures to instigate reform for one very good reason. He is quoted here stating that "...education technology is a tsunami that is only now beginning to swell" and that "fast web connection and cheap technology will massively substitute for expensive labor." These statements and similar ones expounded by the Online Committee have been a part of our contention for at least ten years. Our motto has been to make online education readily available to our members at the lowest cost. Naturally, we believe that distance education is highly valuable to our members and the Foundation Board has consistently supported that position.

This article in Fortune is further proof that online technology is here to stay and that it has ramifications that extend well beyond our current online programming. Mr. Moe suggests that we should "imagine your high-schooler learning American history from a teacher in Milwaukee and calculus from someone in Boston." However, when the need to train pediatric dentists comes to mind, we might find a user learning behavioral techniques from a pediatric dentist in Milwaukee and local anesthesia from a practitioner in Boston. Considering the dearth of professorial talent in many of our dental schools, the use of distance learning will very likely ameliorate some of the faculty shortages.

This set of circumstances seems to prove that the Mission of CSPD and their Foundation falls into a category that should be considered highly desirable, and a valuable adjunct to pre and post-doctoral education.



Regenerative Dentistry - A research group in Japan successfully transplanted a mature tooth, periodontal ligament and alveolar bone into a properly-sized excavation in alveolar bone and achieved bony integration. Access to the entire research article can be found on the Internet at: www.plosone.org/article/info%3Adoi%2F10.1371%2Fjournal.pone.0021531 For a copy of the Press Release see: www.tsuji-lab.com/en/topics/pdf/media_2011-07-13.pdf

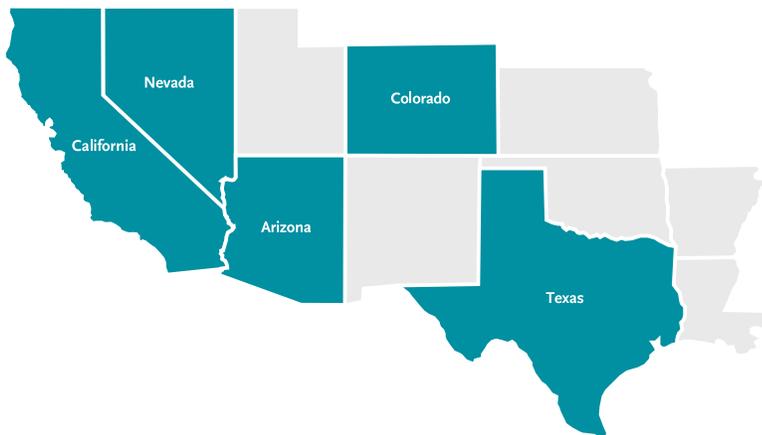


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Online Continuing Education



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CSPD History from 1974 - 1979 (Part 1)

by
Weyland Lum, DDS

The following is a timeline of the early days of CSPD (then called the California Academy of Pedodontics)...

In 1974, a letter of inquiry regarding interest in the formation of the California Academy of Pedodontics was sent by Weyland Lum to those dentists who limited their practice to pedodontics. The issues of concern were an absence of a unified pedodontic organization to deal with 3rd party matters and that there was no specific pedodontic peer review group.

Pedodontists interested in forming the California Academy of Pedodontics mentioned in the initial letter were Richard M. Adams, James E. Berger, Winston Edie, Walter B. Hunter, Edward S. Mack, John H. Osgood, Phil Soderstrom, William R. Snaer and Ronald J. Wong.

A large number of positive replies prompted an organizational meeting which was held on December 14, 1974 at the San Francisco Airport Hilton. In attendance were Jack Bamrud, James E. Berger, Winston W. Edie, Merle J. Fisher, Rupert Fixott, Melvin Freeman, David Good, John N. Groper, Edward J. Hoffman, James McInaney, James J. Leib, Weyland Lum, Edward Mack, John G. Murphy, Charles A. Soderstrom, Charles M. Spitz, Eva Sulon and Robert W. Weis. Weyland Lum served as the Interim President and John Groper served as the Recording Secretary.

Members of the Organizing Committee were James E. Berger, Rupert Fixott, Melvin Freeman, David Good, John Groper, Edward Hoffman, Hugh Kopel, Weyland Lum, Edward Mack, James McInaney, David Rotner, Charles Spitz, Eva Sulon, and Robert Weis.

The minutes of the organizational meeting showed that the six purposes of the newly created California Society of Pedodontists were:

1. Create a Peer Review body governed by pedodontic specialists
2. Resolve issues with the California Dental Service
3. Develop continuing education programs
4. Provide input to third party carriers
5. Form liaisons with other groups
6. Organize quality and utilization control

David Good and James McInaney were appointed to draw up the Constitution and Bylaws. David Good was also appointed Interim Treasurer.

The second organizational meeting was held in Los Angeles at the International Hotel on March 15, 1975 where the following officers and directors were elected: President Weyland Lum, President Elect David Good, Secretary Robert Weis, Treasurer Charles Spitz, Editor Hugh Kopel, North Directors Eva Sulon and Edward Mack, and South Directors Ernest Horany and Thomas Barber. Dr. Sid Francis was invited to speak at the meeting. The first formal Board meeting was held on April 5, 1975. The following items were discussed: there was a recommendation to the CDA that the term "Pediatric Dentist" be considered ethical and synonymous with "Pedodontist," a Hugh Kopel proposed initiating a newsletter, Charter Membership deadlines were set, membership categories were discussed and Tom Barber was tasked with creating a logo. The following appointments were made:

Liaison Committee: William Snaer (Chair), Larry Luke, Charles Bona

Constitution & Bylaws: John Groper (Chair)

Dental Care: Ed Hoffman, Roy Nakai, Roland Hansen

Peer Review: Winston Edie, Elverne Tonn, James Stenger, Jack Bamrud, Kent Payne, Melvin Rowan

Special Committee: Graphic Art Design – Tom Barber

The second board meeting was held on June 21, 1975 at the home of David Good and the minutes reflected that Charles Spitz and Charles Bona provided input at the Board of Dental Examiner's meeting regarding issues on Dental Auxiliaries. Dave Good filed Articles of Incorporation with the State and finalized the Constitution. It was reported by Secretary Robert Weis that there were 180 members and a membership drive would be initiated. The deadline for Charter Membership was set for December 31, 1975. The Editor, Hugh Kopel, reported that a Newsletter will be inaugurated for the balance of 1975, published in January, May and September in 1976, and will be sent to other state pedodontic societies to keep them informed of CSPD activities.

The term "pediatric dentistry" was endorsed by ASDC and accepted by CDA and was considered by AAP to be synonymous with "pedodontics." Letters were sent to the ADA to request formal recognition of the term. Peer Review committee chairman, Winston Edie, requested that CSDC and SCDC relinquish peer review authority to CSPD.

President Elect Good reported that the first general meeting will precede the CDA meeting in San Francisco on September 27th with Dr. Robert Moyers as the speaker. The second general meeting was scheduled for April 24, 1976.

The third Board meeting was held at the Hyatt Regency hotel in San Francisco on September 27, 1975. Board member Tom Barber recommended that topics for the general meetings should reflect the goals of CSPD. President Elect David Good has begun plans for the next general meeting in Palm Springs on March 6, 1976. Chair of the Liaison Committee William Snaer, reported on the situation of pending Registered Dental Assistants legislation. Chair of the Dental Care Committee, Roland Hansen, will send out a questionnaire requesting membership input as to the direction the committee should take. The Constitution and Bylaws were unanimously accepted and copies will be sent to the membership. Winston Edie, Chair of the Peer Review committee, reported that SCDC and CSDC have agreed to relinquish their peer review authority to CSPD. The ADA Board of Trustees recommended indefinitely postponement of the CDA resolution concerning the synonymous use of the terms "pediatric dentist" and "Pedodontist."

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WEBSITE NOTES

CSPD's Home Page Has a New Look!

Almost a decade ago in 2002, CSPD paid into a new website template program offered by AAPD to its component societies. This was an easy and affordable way of updating our first website, which had been created in 1994, to a more "modern" format. This template has served CSPD well but it became increasingly evident that it was in need of change.

Initially, we purchased two upgrades to the AAPD website template that included a "Find a Pediatric Dentist" and "Members Only" option in addition to the basic eight page program. Over the years, we've added pages for the CSPD Foundation, Advocacy, Legislation and Regulatory Matters (ALARM), Online Continuing Education, Professional Opportunities, Leadership Development and the advertisements in the left column of our Home Page that help pay for the website.

Adding an additional page to the website is a big job that involves keeping track of a myriad of details. Menus, links, graphic files and the HTML code must be tweaked to so that they work and easily viewable on the new page. Pages like Opportunities and OCE are connected into new data bases that contain information that must be kept fresh and look good when displayed on an increasing number of different browser programs.

We have known for a while that the trend was to a wider website page with multiple columns but have stayed with the original narrower

format just to keep our cyber world simpler ... until now. With a gentle push from Anna Chen (and with a small desire to update our website before the AAPD goes live with their new and improved website), we have changed our Home Page to a wider format.

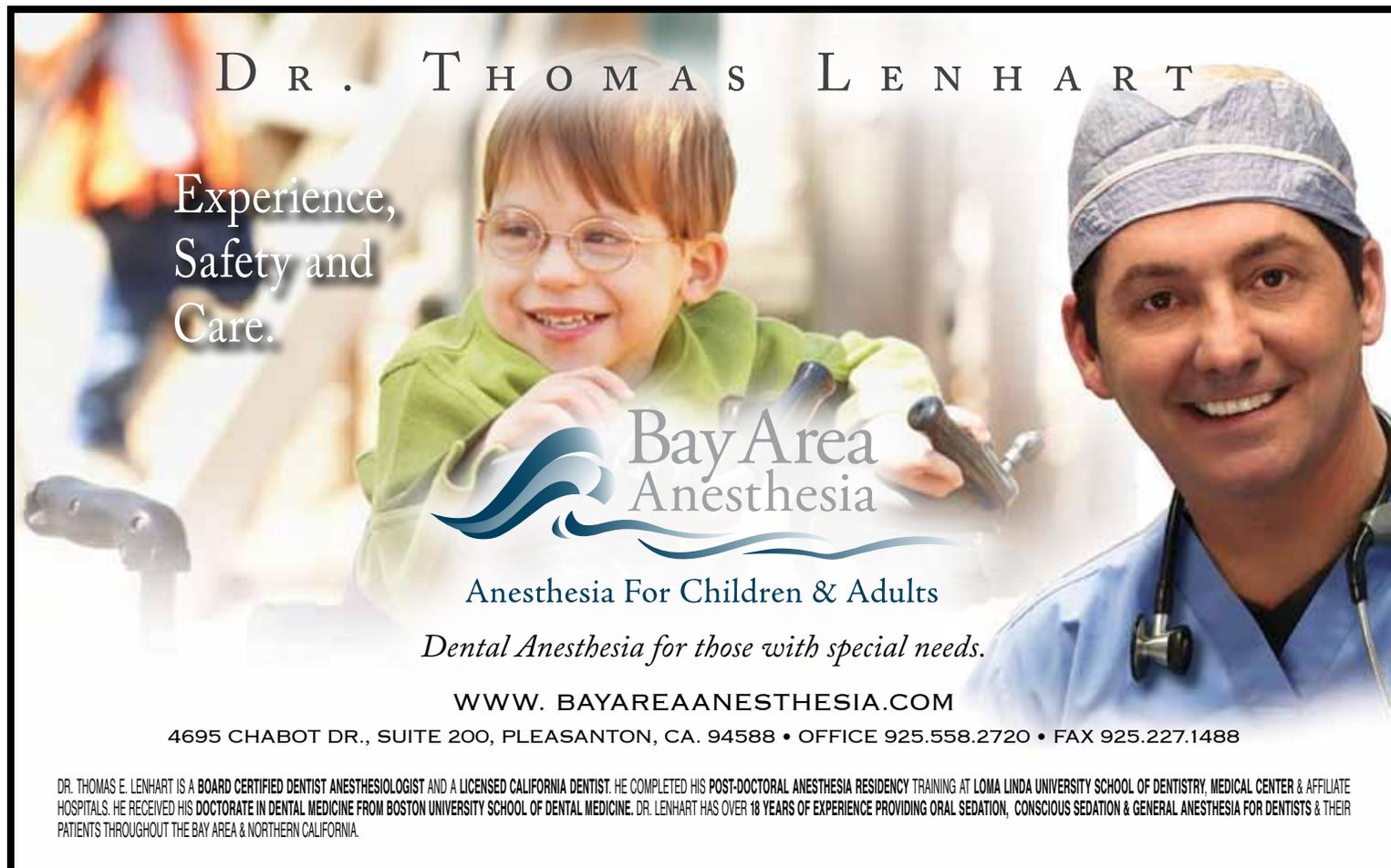
We hope our members enjoy this new look; however, please keep in mind that the very latest trend in website format is towards a narrower center page that displays better on smart phones and mobile devices. Oh well, a webmaster's work is never done!

View the Photos and a Movie of the Annual Meeting in San Francisco

Links to the usual collection of meeting photos are available at the bottom of the Home Page. This year, CSPD also experimented with videotaping some of the Annual Meeting Program. Some of the video and photos were then combined to make a short movie of the event. You can view this experiment by visiting www.cspd.org/images/2011SFVideo/CSPD36thWSPD9thAnnualMeetingSanFrancisco2011.html. Please forgive us for the long link. We are trying to keep this movie somewhat hidden from the public. It is made for our members who want to relive some of the great times we had during this memorable meeting. Enjoy!



Steve Niethamer, DMD
Website Editor



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NEW CSPD MEMBERS

Affiliate Member

Steve Yun, MD.....Santa Ana, CA

Post-Doctoral Student Members

Michelle Aghili.....Los Angeles, CA
 Joshua Connolly.....San Francisco, CA
 Morris DeLeon.....Loma Linda, CA
 Brandon Gire.....Manhattan Beach, CA
 Joyce Huang.....Los Angeles, CA
 Christine Hwang.....Los Angeles, CA
 Jocelyn Lee.....Loma Linda, CA
 Christopher Leyster.....Los Angeles, CA
 Winston Lin.....San Diego, CA
 Jenna McDonald.....Los Angeles, CA
 Shirin Mullen.....San Francisco, CA
 Christopher Neal.....Los Angeles, CA
 Seran Ng.....Las Vegas, NV
 Sheila Nguyen.....San Francisco, CA
 Stephanie Phan.....Loma Linda, CA
 Uyen Phan.....Loma Linda, CA
 Geraldin Ruiz.....Los Angeles, CA
 Wendy Yang.....San Francisco, CA
 Naomi Zaul.....Los Angeles, CA

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.AAPOrg/membership section or they can contact Oariona Lowe at w.roslo@verizon.net for membership information.

UPCOMING MEETINGS and CONTINUING EDUCATION DATES

CSPD

February 4, 2012: [The Promise, The Possibilities, The Peril - How Social Media Affects Our Dental Practice](#), Los Angeles, CA
 March 28 - April 1, 2012: [CSPD's 37th Annual Session](#) in Portland, OR

AAPD

Nov 4-5, 2011: [Pediatric Medicine Update](#), Boston, MA
 Jan 27-29, 2012: [Joint AAO-AAPD Conference](#), Marco Island, FL
 Feb 10-12, 2012: [Comprehensive Review of Pediatric Dentistry](#), New Orleans, LA
 March 1-3, 2012: [Contemporary Sedation of Children for the Dental Practice: Enteral and Parental Techniques](#), Baltimore, MD
 March 3-4, 2012: [Management of Pediatric Sedation Emergencies: A Simulation Course](#), Baltimore, MD
 March 23-24, 2012: [Contemporary Practice Management for the Pediatric Dentist](#), Tampa, FL
 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

Reading About Leadership

From the CSPD Leadership Development Committee

Looking for something new to read? In response to the request of our members, the Leadership Development Committee has compiled a list of reading materials on the topics of:

- 1) Organizational and Management Skills
- 2) Leadership and Team Management
- 3) Communication, Marketing, and People Skills

Whether you are interested in joining organized dentistry, already actively involved in leadership, or just looking for ways to better manage your dental team in private practice, this list is sure to have something that can help you become a better leader.

Have you read something recently that you feel belongs on this list? The Leadership Development Committee welcomes your suggestions. Follow this link to learn more: www.cspd.org/leadershipdev/

26th ANNUAL CHARLES A. SWEET, SR. MEMORIAL LECTURE

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&

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Greg Psaltis, DDS

Arthur A. Dugoni School of Dentistry
April 21, 2012

CSPD Professional Opportunities



- Opportunities Wanted
- Opportunities Available
- Faculty Positions Available
- Practices for Sale
Offices for Lease

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 www.cspd.org.

DISTRICT VI UPDATE

Trustee Activities/ States:

California

Congratulations to the CSPD for providing a full day of pediatric dental track of programs for the 2012 California Dental Association's Anaheim Meeting. With the CDA's Access Proposal to expand existing workforces by enhancing the pediatric skill sets of GP colleagues, CSPD will be a major part of the solution.

In early 2011, Delta Dental Plan of California announced that they were going to freeze the maximum allowable reimbursement rates of their Premier Plan to 2010 levels. Although this has since been rescinded, it appears that this may be a trend with dental insurance companies: Delta Dental of Washington's announced a 15% reduction of their Premier rates this summer and Delta Dental of Idaho will be reducing their PPO reimbursement by 4 - 13% in November. Dr. Paul Reggiardo told me there is a shift in dental insurance plans whereby PPO's account for over 70% of plans nationwide.

Another area of concern is the recent legislation passed in California that allows dental licensure by "portfolio." Dental students will have the option of taking a school-based licensure exam that allows them to build a portfolio of completed clinical experiences and competency exams in seven subject areas over the entire course of their final year of dental school. A critical component of this licensure pathway is the third party independent examiner/evaluator. I feel strongly it should not be a faculty member. If it is conducted by faculty members, I foresee several potential problems: no student anonymity, instructor bias - both positive or negative, and possible pressure from the dental school administration to have a faculty examiner/evaluator pass a candidate even if he/she doesn't display competency in a subject area.

Congratulations to the CSPD Foundation for their "Bridging the Gap" Program which has provided \$75,000 in grants to California pediatric dental residency programs in the last three months. Now that's putting your money where your mouth is!

The California Dental Association has released their Access Proposal: Phased Strategies for Reducing Barriers to Dental Care in California. This is the most extensive study to date that focuses on potential solutions to improving access to the underserved. In my opinion, this will be the model followed throughout the country.

Alaska

In July, I attended the Alaska Pediatric Dental Society's first continuing education program that was expanded to invite and attract people from outside of their state. It was a fantastic program with speakers that included Barbara Sheller, Marcio da Fonseca, Eugene Casagrande and June Takagi. Congratulations to Christine Roaloff for all her efforts.



*Jade Miller, DDS
District VI Trustee*

Nevada

Within my home state of Nevada, I have been working with the State Health Division for the past few years to develop an Infant Oral Health Campaign. It was kicked off in June and I was involved with the radio and television production. This will be a 12 month campaign of statewide education.

Washington

The Washington State Academy of Pediatric Dentistry had their Annual Meeting at the Coeur d' Alene Resort in Idaho on October 1, 2011. The WSPD Board of Directors met on September 30, 2011.

AAPD Council on Continuing Education Liaison

The Council on Continuing Education has been very busy under the outstanding leadership of Mike Ignelzi. For the last several years, membership (especially younger members) has requested a comprehensive practice management course specific to pediatric dentistry. Over the past year, the Council has developed a Practice Management Continuum developed by pediatric dentists for pediatric dentists. The intention is to develop a series of 3 - 4 courses that will repeat every 2 years. The initial course will be centered on practice transitions related to purchasing/selling a practice, associateships, present employment models, team development, management and stellar customer service in a competitive marketplace. The tentative date is March 23-24, 2012 in Florida. Stay tuned.

Non-Trustee Activities:

I BECAME A GRANDFATHER. As you can tell, I am a little excited.

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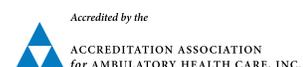


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The WSPD Board of Directors in Action



Jonathon Lee, DDS

Hughes (OR), Nate Stevenson (UT), Dan Cook (WA), and John Gibbons (WA). Jade Miller (Trustee and NV-Substitute Director)
Those absent: Michael Clark (WY), Jeff Wood (CA), Diane Stacey (NV) Micheal Clark (WY) and Diederik Millenaar (BC)

The 2012 CSPD/WSPD Annual Meeting will be held in Portland Oregon from March 29, 2012 – April 1, 2012. Look for registration information in the near future at www.cspd.org. WSPD will be increasing its support of the meeting which is run by our largest component, CSPD. Please plan on attending what promises to be a superb meeting. The AAPD Annual Session will be held in San Diego, CA and WSPD will be co-hosting a reception with CSPD that Saturday evening.

facebook

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."

On September 30, 2011, the WSPD Board of Directors met at the Washington State Academy of Pediatric Dentistry Annual Meeting at Coeur d' Alene Resort in Coeur d' Alene, Idaho. In attendance at the Board of Directors Meeting: Christine Roalofs (AK), Sarah Holland (Alberta), Bobby Yang (AZ), Steve Chan (CA), Sara GhaemMaghami (CA), Jonathon Lee (CA) Ora Lowe (CA), David Rothman (CA), Lynn Fujimoto (HI), Jonny Ukich (ID), Kevin Rencher (MT), Ryan

Every year, AAPD makes \$2,000 available to each District. These funds are specifically targeted to support resident activities at a major meeting within each district and were first made available when I was Chair of AAPD's New Pediatric Dentist Committee. This year, the WSPD Board of Directors has allocated the \$2,000 for the pediatric dental resident's attendance at the 2012 CSPD/WSPD Annual Session in Portland, OR. In addition, the WSPD will be paying the \$4,000 honorarium to sponsor the 2012 WSPD Lecture by Dr. Kasey Li. As a Platinum Sponsor and Co-Host for the 2012 CSPD/WSPD Annual Meeting, WSPD will be contributing another \$2,000 to increase the CSPD/WSPD co-branding of the meeting. For example, registrants will be receiving a CSPD/WSPD Eco-Friendly Tote Bag that can be used to tote groceries.

The WSPD is supporting Dr. Santos Cortez as its AAPD District VI Trustee nominee to succeed Dr Jade Miller when Jade's term expires in 2012. The WSPD appreciates the hard work and dedication that Jade has done these past years as our representative at the AAPD Board of Trustees. In addition to being our Trustee, Jade has recently become a new Grandpa!

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and pragmatic incrementalism. The proposal must be re-evaluated regularly to ensure it stays relevant and achievable over time.

Of course finding money is always a challenge. Historically, when there has been federal funding for state programs, California never receives those dollars. And now that there is funding that the state should be able to go after, they can't because of a lack of administrative infrastructure. This proposal has components in it that will actually help secure some of the funding that does exist. Additionally, having a clear plan will assist with coordinated efforts to create partnerships and leverage funding sources in order to maximize what's available when it becomes available.

Conceptually, the three-phased proposal is simple. It's all about collaborating efforts by focusing on what's been shown to work and placing these efforts where they can be expected to have the greatest impact. At the tactical level, there are many layers and details.

Access is a multi-faceted problem that requires multi-faceted solutions, and the 3-phase proposal serves as a road map for a series of 20 targeted and prioritized recommendations with the following goals:

- Establish state oral health leadership and optimize existing resources
- Focus on prevention and early intervention for children
- Innovate the dental delivery system to expand capacity

The first phase focuses on establishing a foundation for public oral health programs and enhancing the capacity within the dental public health system and Federally Qualified Health Center's dental services. It also calls for the promotion of community water fluoridation and increasing care to children by expanding on programs such as the CDAF Pediatric Oral Health Access Program (POHAP). Phase 1 also calls for the alignment of CDA Foundation strategies with the phased approach recognizing that, as the philanthropic arm of CDA, the Foundation has a role in supporting and promoting many of the proposal recommendations. The final objective in Phase 1 recommends further study on the safety, quality, cost-effectiveness and patient satisfaction of irreversible dental procedures performed by non-traditional providers.

The second phase of the proposal focuses on prevention and early intervention for infants and children by reaching them in school-based/linked programs, preschools and in Women, Infant and Children (WIC) programs. This phase also includes incentivized Medicaid reimbursements to qualified dentists to increase care to very young children, support dentist participation in Medicaid, and lower caries risk through early prevention.

Phase three anticipates the re-establishment of adult Medi-Cal dental benefits, seeks to build the capacity of hospital-based dental care, and supports the requirement for a one-year post graduate residency for dental licensure which is currently an option in California.

It is important to remember that the goal of the recommendations is to improve access for the 30 percent of Californians who experience barriers to care while preserving the dental delivery system that serves the majority of Californians. In my view, the work CDA has accomplished thus far is the most comprehensive research analysis and set of recommendations put forth on this topic by a dental association anywhere in the country and will advance CDA's vision of promoting oral health and the profession of dentistry in the state of California. The access report and recommendations will be presented to the House of Delegates for consideration at its meeting to be held in November.

The entire access report, commissioned research and a video presentation can be found at www.cda.org/access.

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