

Bulletin



Spring 2016

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President's Message

David Okawachi, DDS, MS



As I assume the presidency of our wonderful organization, I reflect back on my initial contact with CSPD. I was a pediatric dental resident at USC and Dr. Hugh Kopel was going to be installed CSPD's eighth president. I had no idea what the California Society of Pediatric Dentists (our organization's name at the time) was all about. I just knew Dr. Kopel urged me to attend the meeting. At that time, we residents were completely on our own. We paid for the meeting, our lodging and transportation. If my memory is correct, there were only a handful of pediatric dental residents in attendance. Am I dating myself? Of course. I've seen our organization transform over the years in order to continue to be relevant to our members and the children of California. Where are we now?

Today CSPD boasts a membership of over 900 members in all categories. We have strong pediatric dental residency programs that do their best to, along with CSPD and their respective alumni organizations, support their residents and encourage their attendance at our annual sessions. Speaking of annual sessions, Silverado was our largest meeting to date and if you attended, I'm sure you enjoyed the food, wine, speakers, golf, scenic area and camaraderie. Thanks to the hard work of our annual meeting chairperson, Ora Lowe and our talented violinist and annual meeting event coordinator, Jacob Lee, I have yet to speak to anyone in attendance that just wasn't amazed at the whole affair. We kicked off our CSPD/WSPD Annual Meeting with our Welcome Reception outdoors surrounded by the beautiful Silverado Country Club golf course. The outstanding food was paired wonderfully with the wines and beverages served. In previous years I remember thinking about where we should enjoy dinner after the welcome reception. Not a thought crossed my mind about dinner. The delicious hors d'oeuvres seemed endless.

At our installation luncheon I made note that I look forward to working with a superb board of directors that will aid me in guiding CSPD throughout this new CSPD business year. As my predecessors before me, I know I will only be successful by utilizing the talents, skill and hard work of our Executive Committee, Board of Directors and Appointed Officers. As I had stated before, I am tremendously fortunate to have inherited three key appointed officers in Paul Reggiardo our Public Policy Advocate, Steve Niethamer our Website Editor and online CE guru, and Ora Lowe our Annual meeting chairperson. I apologize for not recognizing another important team. A big part of CSPD is communication and we have a new Bulletin editor in MyLinh Ngo. Along with Nancy Kwon Hsieh, Alison Jackson and Clarice Law we

IN THIS ISSUE

President's Message	1
Board of Directors.....	3
Executive Director's Report.....	5
Western District Trustee Report.....	6
Public Policy Advocate's Report.....	9
2016 Annual Meeting.....	11
Website Notes	16
Foundation President's Message	18
Annual Campaign Donors	20
Letter to the Editor.....	21
Introduction of Graduating Residents..	22
Announcements.....	26
CSPD Leadership Program.....	27

(Continued on page 4)

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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 by email to MyLinh Ngo, DMD at MyLinh.ngo@gmail.com or to Nancy Kwon Hsieh, DDS, MS at nancy_kwon@yahoo.com.

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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 (continued from page 1)

David Okawachi, DDS, MS

look forward to continuing the tradition of getting the news out to you, the members. It is with open arms that I wholeheartedly welcome this integral part to continue with CSPD's ability to keep you informed.

As in previous years, the AAPD president-elect is invited to our annual meeting and we welcomed Jade Miller in Silverado as he holds this position. Jade is very familiar with CSPD as he had been our Western District Trustee prior to beginning his climb up the AAPD leadership ladder. Our executive committee traditionally meets with the AAPD president-elect for an informal "get to know you" session and Jade was able to share a little bit about his goals and desires for his upcoming AAPD Presidential year. We all look forward to continuing to build a mutually strong bond with AAPD. Jade wanted to make sure he had a chance to meet with all the alumni receptions and we did so prior to our Saturday night Gala at the Artesa winery. I am encouraged that Jade will keep our relationship with AAPD strong. So, bottom line, the 2016 CSPD/WSPD Annual Meeting in Silverado was an event to remember.

I am extremely happy to be working with Andy Soderstrom our Executive Director who will make sure we run a tight ship. As you all know, Andy, a past president of CDA, came to us with a wealth of knowledge regarding organized dentistry and organizational relationships. Andy is no longer our "New ED," he's our organization's fourth ED. His experience is truly appreciated by me.

Every CSPD year there seems to be some key leadership project. When I first came on board, CSPD was growing. Along with growth came growing pains. We had outgrown the ability to continue as an organization dependent upon its volunteer workforce alone. I believe an earlier strategic planning session recommended we consider an association management company (AMC) to help provide much of our society's daily services and routine organizational business. Your CSPD board of directors began vetting association management companies. Continuing to improve services for our members through improving services for our leadership is not an easy task. For the past four years we have enjoyed working with Smith Moore and Associates, a professional association management company. Every year we are fine tuning our relationship with them. The next big project was our executive director search. Unbeknownst to many, we held



a nationwide search for a replacement for Ray Stewart, our executive director at the time. We vetted candidates and as I had mentioned earlier, were fortunate to have our own Andy Soderstrom become CSPD's fourth executive director. Most recently our project was to review a Charter Affiliation Agreement (CAA) presented to us for signature by the American Academy of Pediatric dentistry. Up until this year, although CSPD was a recognized state unit of the American Academy of Pediatric Dentistry, there was never a signed charter affiliation agreement. All states and districts were presented with the same document for signature. It is now "in writing" and official.

What is your leadership's key project this year? "Organization." I hope to help CSPD become a little more organized as we have gone through so many transitions these past few years. We need to take a step back now and make sure we are organized and positioned to continue to be relevant. We need to keep our membership aware of issues we as practitioners face on a daily basis. We need to show our over 900 strong members why it is so important to belong to CSPD. We are not only continuing plans for our 2017 Annual Session to be held in Las Vegas, we are beginning plans for our big Annual Session to be held in the Autumn of 2018. We will continue to be the voice of pediatric dentistry in the state of California regarding pediatric dentists and the children we serve.

Executive Director's Message

Andrew Soderstrom, DDS



"It was the best of times, it was the worst of times,..." is the famous beginning to Dickens' novel *"A Tale of Two Cities."* Dickens chronicles the troubling situation the French peasants experienced under the rule of the French aristocracy culminating in the French Revolution. While it would be an extreme stretch to compare my first year as the Executive Director to the period of turmoil

Dickens described, there are some parallels. If nothing else, I hope I've piqued your interest to read my *"A Tale of a Rookie ED."*

"It is the best of times, it is a time of change and concerns,..." Having spent many years in volunteer leadership for dentistry, it has been a time of adjustment for me to become an advisor, a mentor or the voice of experience while holding back the urge to debate and support my position on the issues at hand. I have been tremendously fortunate to work with a group of volunteers who have been partners during this period of transition. The members of the Executive Committee, the Board of Directors, the Committee Chairs and members are all dedicated to seeing that CSPD thrives as an association, represents the interest of pediatric dentistry in California as well as nationally, and continue to strengthen the value of a CSPD membership. CSPD's membership has grown to an all time high of more than 900 members. Engaging the residents during their residency has been a key element in growing our membership. Having had numerous opportunities to interact with the residents, I'm impressed with their knowledge, enthusiasm and desire to be engaged. They are the future – leaders, advocates, oral health providers – and yes, the future is bright!

Since the mid 80s, I have attended most of the CSPD Annual Meetings. During that period, the Annual Meeting has evolved and improved. The quality of the scientific programs is comparable to those offered by the AAPD. CSPD recently entered into a partnership with the AAPD to assure both groups are able to offer quality continuing education programs. Our social events provide the opportunity to network, renew old friendships or start new ones. If you joined us in Napa, you were part of our largest Annual Meeting ever. If you weren't able to make it this year, we hope you'll join us in Las Vegas next year for what promises to be another outstanding meeting.

Moving forward, we are exploring new ways to keep you informed of developments/issues that affect pediatric dentistry and/or your practice. With the emergence of social media as one of the primary methods our newer members use to communicate, we are planning to increase our use of social media to keep you informed. CSPD presented three regional continuing education courses last year. Due to their success, we plan to continue to offer courses at times other than the Annual Meeting. In the Advocacy arena, CSPD, with the support of the CSPD Foundation, continues to send residents to Washington DC and Sacramento to advocate on your behalf regarding issues of relevance to our patients and our ability to provide care to them. I hope you would agree that *"It is the best of times."*

With the good comes the let's just say there comes some not so good news. As a result of the passage of the ACA, millions of new children now have access to dental insurance. However, the majority of the expansion has been in Medicaid (Denti-Cal). There has been a great deal of press and related legislative action related to California's failing safety net system. In a previous message I opined that there are some exciting opportunities and potential fixes in the works. With nearly 58% of children ages 0-5 in California enrolled in Medi-Cal, in my opinion, we have reached a critical mass of individuals who can't be ignored any longer. It is imperative that our political leaders implement reforms to create a system that will entice providers to participate. I'm encouraged by the commitment to social justice our residents and new grads express. In the good old days, those of us who chose to see Denti-Cal patients were able to offset the low reimbursement with what we collected from private insurance. When you considered the tightening we have seen with private insurance benefits and taking into account the tremendous debt our new grads have, one has to wonder if it will be possible for them to engage as safety net providers.

I hope that I have presented some compelling reasons supporting why it is important to be a member of organized dentistry. Yes there is a cost, but I view it as an unappreciated asset. This asset value is appreciated by minimizing actions that would put unnecessary burdens on our profession. Your membership is key to keep the voice of dentistry loud and strong.

Western District Trustee Report

John Gibbons, DDS, Western District Trustee



This time of the year marks the completion of my first year as the Western District Trustee and what a year it was. I have taken to heart the responsibility to represent, with the best of my ability, my district and all of the states and providences in it. Sometimes that is no small task. I truly believe that I have the honor and privilege of speaking for the most organized, innovative and involved district in

the AAPD.

During the course of the last year I attended over 24 meetings and six conference calls related to my responsibilities as the Western District Trustee. One of the most important benefits of attending so many meetings is the opportunity to meet so many amazing people. Our Academy is blessed with dedicated quality volunteer leaders at the state, district, and national level. I have been fortunate to have made friendships through the various boards I have been a member of that will last the rest of my life. I would like to share some of the highlights from this last year.

One of my goals as Western District Trustee, is to attend as many state, district, and national board meetings as possible. To that end I have had the privilege to attend all five AAPD Board of Trustee meetings, four California Board of Directors meetings, three Western Society of Pediatric Dentistry Board of Trustee meetings, and three Washington State Academy of Pediatric Dentistry Board meetings. I also was able to attend the AAPD, CSPD/WSPD, Washington and Nevada annual meetings. What I have learned from all these board meetings is that there are a whole lot of selfless volunteers behind the scenes that spend countless hours to make our Academy the envy of all the other dental organizations. I hope that you will take the time to thank these volunteers next time you get a chance. Also please attend your state, district, and national annual meetings. The 520 of you who attended the CSPD/WSPD in Napa know what a great opportunity it is to have world class continuing education with friends and colleagues in a spectacular setting.

In June, I was able to attend the New Board Member Orientation at the Academy's new headquarters in Chicago, followed by the AAPD's National Media Training program. This was an opportunity like no other. AAPD's Robin Wright and past Chicago Morning Talk Show Host Dick Helton have been putting on this workshop for the AAPD for many years and the program they have developed is like a boot camp for speakers. On completions of this fun program you will have developed a better skill-set to handle media events that are either good or bad. If you are interested in attending the National Media Training program contact your state or district president.

One of the dominate themes of the national, district and state board meetings this last year was regarding the Chapter Affiliate Agreement. The Academy was advised by outside council to have a signed agreement with each state and district. There were a lot of difficult moments that our leaders had to work through before the document was signed. I would like to personally thank everyone involved for their input and sacrifice. I know we are better and can accomplish more when we work together to further our common goal of optimal oral health for every child.

Each AAPD Trustee is assigned several AAPD councils and committees to be a liaison to. This last year I was assigned with at large Trustee, Jessica Lee, to be the liaison to the Council of Clinical Affairs and Council of Scientific Affairs. In November I attended a two day CCA/CSA workshop in Chicago. Every year this group takes 20% of the AAPD Reference Manual and either reaffirms, revises, or retires those documents. This is a year -long assignment. It is a very humbling experience to be with this group of experts gathered from across our nation as they work to keep our guidelines the gold standard of dentistry.

Last year when AAPD President Robert Delarosa attended the CSPD annual meeting he was able to hear the presentation on millennials by the Warren Brandi Leadership Interns, Dr. Patricia McClory and Dr. Sahar Hamedani. Dr. Delarosa was so impressed with the presentation that he had them present it to the AAPD Board of Trustees in Seattle and then formed a Millennial Task Force. I look forward to the findings of that task force and I am pleased that the Academy is actively engaged in how best to serve this new generation. California's development of their young leaders is inspirational. It is always the highlight of each year to be able to go to the AAPD Lobby Days and work with the residents as we advocate for the children that our profession serves.

A Note from the WSPD President

Oariona Lowe, DDS



It was nice meeting and seeing many of you during the CSPD-WSPD Annual Meeting at the Silverado Resort in Napa, CA last month. We had a great time networking, sharing experiences, renewing old acquaintances, and meeting new friends.

This past year was quite eventful for the WSPD and the CSPD. We were busy reviewing and suggesting changes to the AAPD

Charter Agreement for our Districts and States. The result of our efforts is represented in the updated AAPD Policy and Procedure Manual.

Hope to see you all in San Antonio for the AAPD Annual Session. The AAPD Leadership Caucus, hosted by WSPD, is planned for Saturday, May 28th from 2:00pm - 3:30pm in the Convention Center, Room 221B. Our speaker for this event is Dr. Dave Rothman. His topic is "Manipulating through the legislative minefield of sedation and anesthesia: Response to a proposed law and how not to do it!" Please join us for this most informative presentation.

The CSPD-WSPD Reception, hosted by SML, is scheduled on Saturday, May 28th from 5:00pm - 8:00pm in the Marriott Rivercenter, Salon I. Please join us!

Report of the Meeting of the Dental Board of CA

Paul A. Reggiardo, DDS, CSPD Public Policy Advocate

The Dental Board of California met May 11-12, 2016, in Anaheim. The following report summarizes actions and issues coming before the Board pertinent to pediatric oral health. CSPD is represented at each meeting of the Dental Board and updated reports are posted in the Advocacy, Legislation and Regulatory Matters (ALARM) section of the CSPD Website. Members having questions or comments should contact CSPD's Public Policy Advocate, Dr. Paul Reggiardo, at Reggiardo@prodigy.net.

Pediatric Dental Anesthesia

In response to the death of a sedated six year old undergoing an oral surgery procedure late last year, Senator Jerry Hill (Chair, Committee on Business, Professions and Economic Development) sent a letter to the Dental Board in February asking that the Board research whether California's present laws, regulations, and policies are sufficient to provide protection of pediatric patients during dental anesthesia. In response, a two person subcommittee of the Board was appointed at the March meeting to assist staff in conducting this research and report back to the legislature. Specifically the committee will conduct:

1. A review of the present laws, regulations, and policies in California; and a comparison of this information to other states' policies.
2. A review of all incident reports related to pediatric anesthesia in California for the past five years.

The subcommittee is now in the process of gathering the data related to statutes, regulations and policies for California, other states, and associations. Staff is in the process of pulling the cases for review. A draft report will be submitted to the full Board at its August meeting and public comment on the draft will be invited. Following the August meeting, the subcommittee will continue to refine the report based on public written and verbal comments, and a final draft report will be submitted to the Board for discussion and possible action at the December meeting. Senator Hill has asked that the final report be prepared and submitted to the Legislature by January 1, 2017.

***Comment:** This process will continue regardless of the outcome of AB 2235 (Thurmond), as amended 4/11/16, which calls for the creation of a similar committee with similar responsibilities. The bill differs in the reporting time frames and some additional requirements.*

Medi-Cal Dental Program Update

Paul A. Reggiardo, DDS, CSPD Public Policy Advocate



Assembly Bill 2207, authored by Assembly Member Dr. Jim Wood, puts forth a number of measures intended to improve the delivery of dental services in the Medi-Cal Dental Program by, among other provisions, expediting provider enrollment and increasing the access and utilization responsibilities of the Department of Health Care Services. The bill would also require a Medi-Cal Managed Care

Health Plan to provide dental screenings and appropriate referral to dental providers when dental disease or other problems are detected or suspected.

The bill comes on top of a number of recent devastating reports on the chronic failure of the Denti-Cal program to adequately service the oral health needs of Californians, especially children.

State Auditor's Report. In December of 2014, the Office of the California State Auditor found that an insufficient number of Denti-Cal providers, low reimbursement rates, and a failure to adequately monitor the program resulted in limited access to care and low utilization rates for Medi-Cal beneficiaries across the state. The audit found 16 counties had either no Denti-Cal providers or no providers willing to accept new Medi-Cal patients. Another 16 other counties had an insufficient number of dentists seeing Medi-Cal patients, bringing into question the state's ability to provide timely and adequate care to beneficiaries. The report was especially critical of the state's reimbursement schedule, which failed to fairly compensate providers.

Office of the Inspector General Report. The Office of the Inspector General (OIG) of the Department of Health and Human Services in January 2016 issued a report titled "Most Children with Medicaid in Four States are Not Receiving Required Dental Services." The study examined Medicaid dental claims in California, Indiana, Louisiana, and Maryland in 2012 and 2013, focusing on three required dental services — biannual oral examinations, dental prophylaxis, and topical fluoride applications — for children continuously enrolled in Medicaid for two consecutive years. The OIG found that three out of four children did not receive all required dental services, with one in four children failing to see a dentist at all. All four States reported that they do not routinely track whether children are receiving all required services mandated by the Early Periodic Screen, Diagnosis and Treatment



(EPSDT) provisions of Medicaid law. Specific to California, 29% of children in the covered two-year period received no dental services, 40% failed to receive all mandated biannual services, and only 22% received all services.

Little Hoover Commission Report. In April of this year, the Little Hoover Commission, an independent state agency charged with recommending ways to improve the efficiency and effectiveness of state programs, completed a public review process and published a report highlighting (1) the lack of providers in the Denti-Cal program, (2) low and inadequate provider reimbursement rates, and (3) enrollment, billing, and other administrative deficiencies. That report provided eleven recommendations to the legislature on how to improve the Denti-Cal Program, some of which are included in AB 2207. That report is available at www.lhc.ca.gov/studies/230/Report230.pdf.

Medi-Cal Children's Health Advisory Panel. The Medi-Cal Children's Health Advisory Panel, created by the legislature in 2014, is an advisory body to the Department of Health Care Services (DHCS) on policy and operational issues that affect children in Medi-Cal enrollment and eligibility. The panel consists of 15 members, each a designated stakeholder or professional representing the interest of children's health. In 2015 a Pediatric Dental Subcommittee was appointed to recommend ways to the DHCS to improve the delivery of oral health services in the Medi-Cal Dental Program. The subcommittee identified nine measures which, after approval by the full Panel, go to the DHCS for formal response.

These and other measures are placing increased public and legislative focus on fixes, including increased funding, to make the program more accessible to beneficiaries and more acceptable to providers.

Public Policy Advocate's Report

Legislative Bills of Interest to CSPD

Prepared for the California Society of Pediatric Dentistry May 2016

Paul A. Reggiardo, DDS, CSPD Public Policy Advocate

CSPD follows a number of bills under consideration by the state legislature which potentially impact 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 matters are invited to contact CSPD's Public Policy Advocate, Dr. Paul Reggiardo, at reggiardo@prodigy.net.

AB 648 (Low)

Virtual Dental Home Implementation Project. This bill would establish the Virtual Dental Home (VDH) Grant Program to facilitate, coordinate, and encourage development and expansion of the delivery of dental health services through use of the VDH model.

CSPD Position: Support

Comment: Efforts to find funding for the bill raised administrative complexities that could not be resolved prior to the first session legislative deadline. It is now likely that funding will be needed from the General Fund or from the Denti-Cal Medicaid Waiver in the form of a Dental Transformation Initiative pilot project.

AB 2207 (Wood)

Medi-Cal Dental Program. This bill would attempt to improve the Medi-Cal Dental Program by, among other provisions, expediting provider enrollment and increasing access and utilization oversight responsibility of the Department of Health Care Services. The bill would require a Medi-Cal managed care health plan to provide dental screenings and appropriate referral of beneficiaries to dental providers.

CSPD Position: Support

Comment: The bill would add to the performance measures reported by the DHCS for both the dental fee-for-service program and dental managed care plans the total number of patients seen on a per-provider basis and the total number of dental services rendered by each provider during each calendar year. The bill was developed in conjunction with, and has the support of, the Department of Health Care Services, partly in response to the April 2015 Little Hoover Commission report.

AB 2235 (Thurmond)

Pediatric Anesthesia. This bill would require the Dental Board of California to investigate and report if current laws, regulations, and state policies are sufficient to minimize the risk of injury or death stemming from the administration of general anesthesia or "deep sedation" to minor dental patients. It would also require that an informed consent for a minor dental patient contain information regarding monitoring equipment.

CSPD Position: Support

Comment: The bill has been considerably modified since its initial introduction, which would have required that an informed consent for a minor dental patient contain the information that if the dental procedure and the administration of general anesthesia / conscious sedation are performed by the same individual there is an increased risk of an adverse event, including death. The current provisions of the bill require posting on the DBC website detailed anonymized data concerning all adverse events involving pediatric dental anesthesia or deep sedation. The position of the Board of CSPD is that while adverse occurrences in the administration of anesthesia in the dental or oral surgery office are extremely rare, even one is too many, and we agree with the need to examine closely any tragedy to see if it provides clues of ways to make sedation and anesthesia even safer for children.

AB 2495 (Santiago)

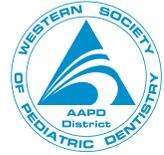
Dental Corps Loan Repayment Program. The bill would move the California Dental Loan Repayment Program (DCLRP) under the jurisdiction of the Dental Board of California (DBC) to the Health Professions Education Foundation (HPEF housed in the Office of Statewide Health Planning and Development (OSHPD)).

CSPD Position: Under Consideration

Comment: The Legislature passed the DCLRP in 2002, allocating \$3 million from the State Dentistry Fund (derived from licensing and other fees) to be disbursed as educational loan repayment for dentists practicing in underserved areas. Fourteen years later, a little more than half of these funds are still sitting in the grant fund, yet to be awarded. This bill would place these funds (for the same purpose) to the HPEF, which is better able to administer the program.

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A Note from the Annual Meeting Chair

Oariona Lowe, DDS, WSPD President



Our NAPA meeting was a great success. Despite the sold out rooms at the Silverado Resort, we recorded the highest number of attendees at this meeting and we had a lot of fun! Over 500 guests joined us to celebrate our 41st annual session. Our speaker line up was amazing, drawing international attention with attendees from around the world. Our lecture series started

with a Behavior symposium arranged by Dr. Dennis Nutter, featuring Dr. Gerald Wright giving us a historical perspective on Behavior Management. Dr. Stephen Wei 'wowed' the audience with his honorary presence and outstanding presentation. They were joined by Dr. Martha Ann Keels, Dr. Man Wai Ng and Dr. Francisco Ramos-Gomez. A first of its kind, "WOW Luncheon Rounds and "CSPed Talks" were successfully received with an array of speakers who spoke on office management, a digital software program, managing a successful and profitable office, avoiding legal landmines, social media, Phase I orthodontics: when to refer, Zirconia crowns, and much more. Speakers included Jed Best, private practice from NYC; Anna Chen from Loma Linda; Boyd Martin, Orthodontist; Steve Yun, Dental anesthesiologist; Gary Sabbadini, private practice; Ali Oromchian, from Dental and Medical Counsel; Debra Coley, Dorostkar office administrator; Aparna Aghi, private practice; Steve Gross from SML and Scott Childress from Smile Savvy.

The GALA

Our Saturday Night GALA was a huge success due to the outstanding efforts and magnificent display of creativity from CSPD Vice President Dr. Jacob Lee who was also our Annual Meeting Event Coordinator. He successfully organized, an evening to remember at the Artesa Winery. The event started with wine tasting and Hors d'oeuvres. Then Dr. Lee and his son, Aaron Lee, invited guests to proceed to the Barrel room for dinner with a classical piece on their electric violins. The memorable evening continued with a slide presentation honoring our past presidents and co-volunteers. This was followed by Dr. Andy Soderstrom's Table Clinic Awards presentation with cash prizes totaling \$1,000.00. Then CSPD President Dr. Dave Okawachi and his beautiful wife Gabriela opened the dance floor with the Tango. The first ever CSPD and WSPD Board members "flash mob" dance took place at the conclusion of dinner as AAPD President-Elect Dr. Jade Miller and Western District Trustee Dr. John Gibbons were escorted to the dance floor by Drs. Sharine Thenard (CSPD Immediate Past President) and Dr. Oariona Lowe (WSPD President). The enchanting décor of the Barrel room was arranged by our SMA meeting planning team.

Music and Wine flowed throughout the night and the guests demonstrated their dancing skills donning the beautiful red scarves donated by CSPD and WSPD. Thank you to SML (Space Maintainers Laboratory) for sponsoring the GALA. *Our hats off to Jacob for an amazing evening. Oh, what a night!*

Kudos to all the member-volunteers involved with the Annual Meeting. A job well-done! **See you next year in Las Vegas.**

2016 ANNUAL
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APRIL 21-24, 2016



Photos of the Annual Meeting, courtesy of Dr. Steve Niethamer.



Intern Project Report

Social Media

Amita Ruehe, DDS and Drew Colantino, DMD



Social media has proven to not be a fleeting trend. This technology is not only for the young, as it turns out a majority of companies now use social media. According to Forrester research, a third of adults post at least once a week to social networking sites and about 70% read blogs and tweets and watch YouTube. Given this trend, the findings of the *Harvard Business Review*, *The New Conversation: Taking Social Media from Talk to Action (2010)* and *Kellen, Social Media Impact Study for Associations (2015)* were reviewed and summarized here to give members some insight into what social media can do for their company or organization.

The most common social media platform used by companies and organizations are social networking sites such as Facebook. The average organization uses three different social media channels. The most common combinations are blogs + social network + multimedia sharing (36%) or blogs + social network + microblogs (35%). In most organizations and companies, this social media responsibility falls onto a marketing or communications department or manager. About 24% of

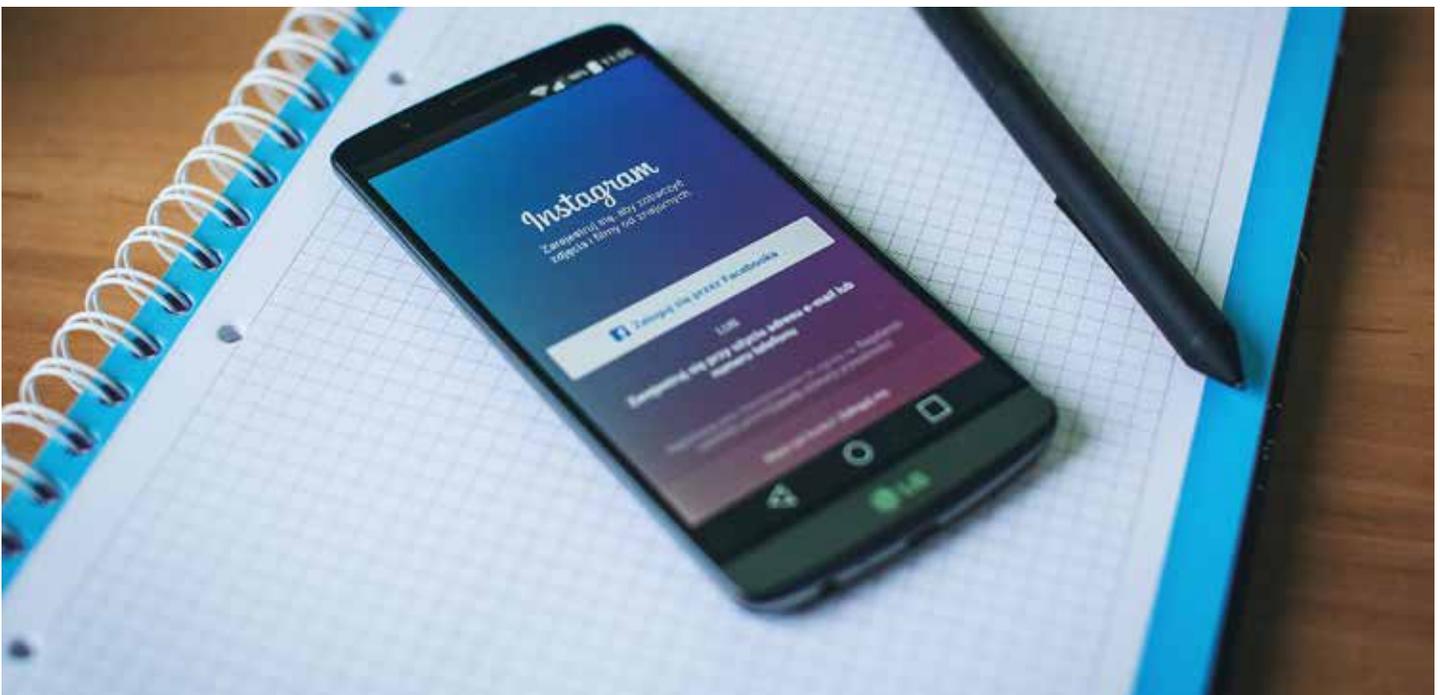


professional societies dedicate more than ten hours per week to social media, compared to just 15% of trade associations. Only 12% of companies feel as though they are effective users of social media. An effective user of social media is defined as a user who is able to monitor what was being said about them, can measure the frequency of discussion about the organization and are

able to identify positive and negative comments. Most organizations are focused on “making noise” about their company and products and less on understanding and participating in the conversations already going on about them on the Web.

Here are some tips for the best way to integrate social media into your practice:

1. Take a multiplatform and tailored approach.
2. Have a communications team with digital media skills and knowledge.
3. Integrate it into marketing, know that there is a significant time commitment.
4. Have a set goal of what you want to accomplish.
5. Measure its effectiveness through metrics.



Membership Services Committee Report

The Controversy of Progressive Pediatric Dentistry

Suzy Tavana, DDS, MS, CSPD Secretary/Chair of Membership Services Committee



I am sharing a story with our members that is controversial, exciting, sad, and hopeful. Social media has been a hot topic for CSPD leadership this year, culminating in a truly amazing presentation to the board from our Warren Brandli Interns in April 2016. Let me start from the beginning...

Over a year ago a private Facebook group was started by a passionate pediatric dentist interested in creating a community and forum for our colleagues to learn from each other and grow. The Progressive Pediatric Dentist was born. This private group had a few stringent rules: no advertisements, no corporate input, no civilians – all members had to be verified pediatric dentists. This group morphed into something very powerful very fast... and many of you enjoyed the ride. Members responsibly shared interesting learning cases, never revealing patient identity, asking colleagues “what would you do?” Veteran pediatric dentists enjoyed showing off some amazing esthetic feats, and young pediatric dentists displayed use of new technology and lasers. Everyone learned from each other and actively participated. It was a dream come true as more members joined. We were able to confidently share our wins, and our failures. We spoke openly about our private practice struggles and our academic questions.

This group also became something else no one expected – a strong professional resource. “I remember a few months back seeing a pano with a missing 10, 15, and 18. What was that patient’s treatment outcome? What were the options presented?” Members could type in key words and find that thread. The 17 associated comments weighing in on what pediatric dentists all over the country would do were at your fingertips within moments. The real life experiences were available for members to learn from and replicate. There is no price tag you can put on this unbelievable resource... or is there?

In the real world outside of social media, business continued as usual. Our 2015 Warren Brandli Interns graduated last spring and continued on to do huge

things within our organization and AAPD. Our leadership development program brought in two new interns, Dr. Amita Ruehe and Dr. Drew Colantino. I was excited to mentor them through a year-long project of their choosing. The topic of study was social media and how to better utilize that platform for our members. They presented a dynamic proposal in April in Napa and urged the board to hire a third party to help manage our social media to basically “get with the times.”

As the membership services chair I agreed wholeheartedly, and quickly began putting feelers out for good volunteers to help with this. A strong social media presence is a great member benefit and the Progressive Pediatric Dentist proved that. As I write this article, a huge shift has occurred on Facebook. The same passionate pediatric dentist who created a safe space for discussion gave her 2,000+ members 48 hours notice that the entire page would cease to exist (including all content freely shared by its members). Instead, she would shift the conversation to a private website with the cost of \$600 a year. Assuming the retention of all 2,000+ members, this would be over one million dollars of income to basically continue her dream and open up so many amazing new doors for this very progressive group.

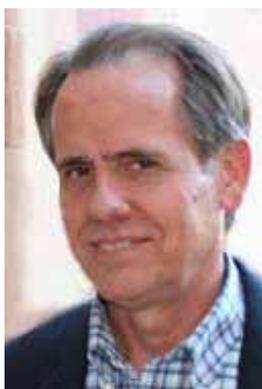
As you can imagine things got heated, a new group went rogue and the majority of members quickly expressed sadness with the loss of the posts, photos, memories, and educational information. I assume Wikipedia will someday pull a similar bandaid on us. (Editor’s note – in 12 hours, the newly started replacement Facebook group exceeded the number of members of the original group)

As your membership services chair I am interested in providing you with member benefits, and a similar safe space. An open discussion forum that is completely private and protected. Where you can have real time conversations with your state leadership. Weigh in on the CE courses you want. Hear directly from the front lines of the people fighting for us in Sacramento. Learn from cases your peers present. Because we have something The Progressive Pediatric Dentist does not quite have – 50 years of democratic leadership, professional administrative services, a network of volunteers that tirelessly work without pay, and the best members in the world.

Website Notes

Is it Time to be Texting Your Patients?

Steven Niethamer, DDS



I resisted at first because I hate robocalls and stupid text messages. Aren't they illegal? But I finally gave in to the staff's request for the option to text. Initially I thought that we could use an old cell phone. But we would have to add another line and then toss the phone around to the different office staff users. There are also many high powered and expensive companies trying to get

our business of communicating with patients. I also hate many of these big companies. Shouldn't they be illegal?

Then I received an email from a company called ZipWhip.com. I usually just delete these requests but was interested when I read that they can **text enable an existing landline**. I admit that I didn't know that this could be done. And I still didn't know whether it was legal – more on this later.

I was intrigued by this email containing a simple texting application. How many times do office staff call a phone number, try to leave a message about tomorrow's appointment and find that the mail box is full? Some of my staff admitted to using their own cell phone to text certain mothers and report great results. Have you noticed that parents sit through their children's appointments texting without looking up from their cell phones? Moms are sending me photos of broken teeth after hours to my cell phone. Might our communicating with practice families by text messages be a better way?

But is it legal? I read more about how the FCC protects consumers through this Telephone Consumer Protection Act ("TCPA") which keeps consumers from unwanted calls or text messages. It says that, as long as the customer initiates the text message exchange and the company only responds with relevant information, then no verbal or written permission is required. This is simple back and forth **Conversational Messaging**.



A step up from this **Conversational Messaging** is **Informational Messaging**. My office's supplemental registration form asks about the parents' preferred method of communication and includes a cell phone option. Sending out an informational text message like, "Can you bring in Tommy tomorrow at 3:00 to see Dr. Steve," seems to be covered when a parent gives us a cell number and agrees to receive text messages verbally or in a questionnaire. Sending **Promotional Messaging**, which is another step up in invading their cell phone space, certainly needs the parent's agreeing in writing to receive them.

My staff is very happy now that we can text message certain parents their appointment information. It seems like texting is an acceptable method of communicating. And I also like being able to text from our office's primary telephone number. If your office is not texting, it might be time to start.

I'm sure that many of our members know much more than I about this texting thing. I'll place this article in our website's **Latest News** where you will be able to **add your own comments**. Let's all learn from each other! While you are at it, make sure you look at all the great photos taken at the Napa meeting, some of which are previewed in this Bulletin. As always, if you want the original photo, please send a request with the photo number to the website editor.

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Foundation President's Message

Give a Little, Get a Lot

Steve Gross, CDT



The CSPD annual meeting at the Silverado Resort and Spa was one of the most memorable in recent history. Once again, the Foundation was ahead of the curve, bringing you up-to-date information on hot button topics of key concerns that affect your specialty now and in the future. At this year's Annual Meeting, the Foundation kicked off the weekend by sponsoring the highly successful Behavior Management Symposium.

A Year in Review: The Foundation completed another successful year in its continued commitment to support pediatric dentistry education, research, leadership programs and grants throughout California. This year alone, over \$90,000 was awarded, which brings the grand total to \$1.6 million awarded in the last 13 years! That would not have been possible without the ongoing support of you, the CSPD/WSPD membership and our Foundation corporate sponsors.

The Foundation once again funded Bridge the Gap (BTG) grants to help faculty recruitment and retention at USC and UCLA. A Program Enrichment Grant (PEG), specifically intended to enhance pediatric dentistry training programs, was awarded to LLU.

The Foundation understands the importance of developing future leaders and enthusiastically funded the entire cost of the Warren Brandli Internship Program. Additionally, it supported the Santos Cortez Graduate Student Legislative Advocacy (GSLA) Program by funding travel expenses to Washington, D.C. and Sacramento, for three interns chosen by CSPD.

In its continuing effort to spark interest and recruitment in pediatric dentistry, the Foundation maintained its funding for pre-doctoral pediatric dentistry interest groups at all California dental schools, as well as funding for post-doctoral "Lunch and Learns," a program designed to introduce residents to CSPD and its Foundation.

As a thank you, the Foundation hosted its annual "Presidents' Circle Reception" for its Life members, current Presidents' Circle Level donors, and gracious corporate sponsors. This year's "invitation only" event was held at a beautiful Napa Valley winery and was a special way to celebrate and recognize our generous donors.

These activities demonstrate that the Foundation is the absolute best way for CSPD members to give back to their profession, while helping to continue strengthening and improving the quality of pediatric dentistry education in California.

On a Personal Note: At their last Foundation Board meeting, I asked our Brandli Interns, Drs. Amita Ruehe and Drew Colantino how the Foundation can inspire the new generation to give, and to do so consistently. Amita noted that residents are grateful for the Foundation's support throughout their training and giving back can be as simple as visualizing buying a cup of coffee once a month for a favorite faculty member. Drew noted that smaller, but consistent donations can be done through automatic withdrawals or apps that conveniently round up spare change that link to the Foundation. He said, "give a little, get a lot!"

At the end of our meeting, Amita and Drew quietly whipped out their checkbooks and gave a donation right on the spot. As Interns, they gave their time and money! What great role models for the future generation of pediatric dental graduates.

So in the end, we are not asking for a lot of money, just your participation in helping your Foundation to continue its mission to "Enhance Pediatric Dentistry Education at All Levels." The Foundation welcomes 100% participation of all CSPD members — at any level!

As always, I welcome your comments and suggestions.
Steveg@smlglobal.com.



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Letter to the Editor

Rick Nichols, DDS - Redlands, CA

For a while now, I have been participating in a Facebook discussion group called "The Progressive Pediatric Dentist." It is an amazing group. Everyday, pediatric dentists from around the country post pictures of cases, share information, and ask for feedback or suggestions.

Recently, I have been noticing an increase in the amount of comments being shared regarding our colleagues having difficulty dealing with difficult parents, referring GPs. and others, questioning their expertise, and putting pressure on them to compromise their ethics and standards of care. I can only assume that this increased temptation to appease these parents and push the boundaries etc is due to the many other pressure we are all feeling, that come from changes in the insurance industry, social media, availability of information (mostly bad science), increased financial pressure, and competition.

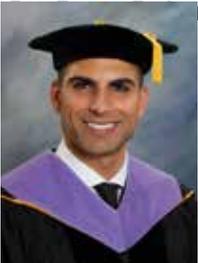
I would like to encourage my colleagues to always default to what they know is best for the child. We are the highly trained specialist. We are the experts. We cannot allow those outside pressures to influence our decision making or compromise our ethics. If a parent decides to take their child to another office because they don't agree with our opinion as to what is best, then so be it. We will sleep better at night knowing that we've always done our best.

Also, remember that we did not create the problem, we are here to help. However, if we allow ourselves to compromise, their problem can now potentially become our problem. Don't let these difficult and demanding individuals, or outside influences cause us to put our practice's reputation and our family's future at risk.



Introduction of Graduating Residents

Loma Linda University



is completing his MSD and certificate in pediatric dentistry at Loma Linda University. He plans on practicing in Southern California and looks forward to becoming better acquainted with his fellow CSPD members.



Dr. Xuan Lam completed dental school at the University of Pennsylvania. After practicing for several years as a general dentist she returned to school to complete her residency at Loma Linda University. She plans on staying in Southern California and looks forward to working in private practice.



Dr. Amanda Zenthofer is graduating with an MSD in Pediatric Dentistry from Loma Linda University School of Dentistry. During residency, she served as chief resident and president of the LLUSD chapter of California Society of Pediatric Dentistry. She is excited to begin her career in Colorado Springs, Colorado.



Dr. Adriana Cuellar will be graduating from LLU School of Dentistry in Pediatric Dentistry with an MSD. She held leadership positions at her Dental Society and participated in outreach programs with organizations such as CDA and Healthier Kids Foundation. She will return to Northern California after completion of residency.

LMC San Diego



Dr. Matt Anderson earned his DDS at the University of Colorado School of Dental Medicine in 2014 and was fortunate to gain immediate entry into the NYU Lutheran Pediatric Dental Residency, Southern California. Upon completion of residency he will be seeking practice opportunities in Central Oregon.



Dr. Julie Nguyen completed dental school at UCLA and AEGD residency in New York. She worked for three years at a community health center and is currently completing her pediatric dentistry residency in San Diego. She is seeking an associate position in a caring practice in the Orange/Los Angeles county areas.



Dr. Trent Gookin completed his undergraduate education at the University of Nevada. He then attended the University of the Pacific where he earned his DDS. Trent then began his pediatric dental education with NYU Lutheran at the Southern California site. He will be joining a group practice in his hometown of Reno, Nevada.



Dr. Rafal Pytlik graduated from the University of Southern California Dental School in 2004 and worked for several years in a private practice setting until his acceptance to the Lutheran Pediatric Residency Program in San Diego. He plans to remain in the San Diego area to pursue his career as a Pediatric Dentist.



Dr. Christain Lin-Burns graduated from UCLA with a B.S in Microbiology. She received her DDS in 2009 from USC and went on to complete a GPR residency at UW. She completed her pediatric residency at NYU Lutheran San Diego. She will be joining the staff at San Ysidro Health Center in San Diego.



Dr. Kadin Wilson graduated from Utah Valley University with a BS in Exercise Science in 2010. He received his dental degree from Nova Southeastern University in Fort Lauderdale, Florida in 2014. He promptly entered the NYU Lutheran pediatric dental residency program in San Diego California. After residency he plans to enter the private practice sector as an associate provider in Northern Utah.

University of California, Los Angeles



Dr. Eunice Hwang was born in Dallas, Texas but lived a nomadic life, moving to New York, Georgia, and finally landing in Southern California. After receiving a B.S. in Biochemistry at Pacific Union College, she attended Loma Linda University for her DDS degree. She and her husband Stephen, a family medicine physician, will be moving to San Diego this summer to plant their roots!



Dr. Danny Kalash received his Bachelor of Science degree from the University of Michigan and his Doctorate in Dental Medicine from the University of Florida College of Dentistry. After graduation, Danny plans to return to the Midwest and practice in southeastern Michigan.



Dr. Salina Massei received her Bachelor of Science degree in Biological Sciences from UCI in 2009 and Doctor of Dental Surgery degree from UCLA in 2014. Upon completion of the pediatric dentistry residency and Master of Public Health program at UCLA, she plans to practice and reside in Los Angeles.



Dr. Denisse Monroy completed her undergraduate education at CSU Stanislaus with a B.S. in Biology. She obtained her DDS degree from the UCLA School of Dentistry. She will be obtaining her pediatric dentistry certificate from the UCLA School of Dentistry and will then move to northern California where she will practice in an

underserved area.



Dr. Austin Nunez grew up in Reno, NV. He majored in Organic Chemistry at the University of Nevada at Reno. He received his DDS from Creighton University in Omaha, NE in 2010. After practicing general dentistry in Austin, TX for a few years, he was accepted into the UCLA Pediatric Dental program and the UCLA Fielding School of Public Health. Upon completion of his certificate/MPH program, he will be relocating to Northern California to join a private practice.



Dr. Miguel Padilla was born in Mexico and raised in Modesto, CA. He was first in his family to earn a B.S. and is very proud of obtaining it at UC Berkeley. From there, he obtained his DMD and a MPH degree at the University of Pennsylvania. He feels blessed to have received specialty training at UCLA. He will practice in Northern California where his wife is a resident in pediatric medicine.



Dr. Chelsea Zamudio graduated with honors from the University of the Pacific Arthur A. Dugoni School of Dentistry in 2014 after earning her B.S. in Organismal Biology from Portland State University. After graduating from residency in pediatric dentistry at UCLA, she plans to join a private practice in the beautiful Pacific Northwest.

Introduction of Graduating Residents - Continued

University of California San Francisco



Dr. Neha Das graduated from Caltech with BS degrees in Biology and Philosophy. She went on to complete her DDS at UCSF and continued there for her residency and MS degree. After graduation, she will be moving to Massachusetts where she will join Berkshire Pediatric Dentistry.



Dr. Krunal Sherathiya received his BDS training in India. Before moving to the United States, Krunal practiced dentistry for two years serving the underserved community in India. He completed his DDS and pediatric residency at UC San Francisco. Krunal and his wife are moving to Clovis-Fresno to continue his passion.



Dr. Gina Graziani received her BS and DDS from West Virginia University. She will receive her residency certificate and MS from UCSF. She and her fiancé are planning to relocate from the Bay Area to Glenwood Springs, CO where she will be practicing as an associate in a combined pediatric and orthodontic office.



Dr. Anuhya Uppula grew up in Fremont, CA and obtained a BA in Integrated Biology from UC Berkeley, DMD from University of Pennsylvania, and is currently finishing up her pediatric dental speciality and MS in Craniofacial Sciences at UCSF. She plans to work in the South Bay.



Dr. Brett Martin was born and raised in Sacramento, CA. He graduated with a BS in Biological Sciences from UC Davis. He then completed his dental degree at UCLA School of Dentistry. He will be graduating from UCSF with a certificate in pediatric dentistry along with a masters degree in oral and craniofacial biology, and will be practicing in Northern California.

University of Southern California



Dr. Christopher Carillo received his DDS in San Francisco from the University of the Pacific and his pediatric specialty training from the University of Southern California. He is excited to begin providing the highest quality of care at South OC Pediatric Dentistry & Orthodontics and at Pediatric Dental Arts.



Dr. Marie Dizon will be receiving her certificate from USC. She earned a BS in Physiology/Neuroscience, BA in Ethnic Studies, and MS in Biology at UCSD. She then completed her DDS at UCLA in 2014. After graduation, she intends to reside and practice in Los Angeles, California, with future plans to teach part-time and volunteer in underserved communities/clinics.



Dr. Sarah Carpenter is graduating from the USC Advanced Pediatric Program. She graduated with a BS in Biology from UC Santa Barbara, and obtained her dental degree at UCSF. Dr. Carpenter grew up in Thousand Oaks, CA. After graduation, she plans to associate in Austin, TX.



Dr. Christine T. Do is a graduate from the University of the Pacific Arthur A. Dugoni School of Dentistry. After completing her pediatric residency at USC she will be moving to the Seattle, Washington area.



Dr. Ruben Espinoza is graduating from USC's Advanced Pediatric Dentistry Program. He graduated with a BA in Molecular and Cell Biology from UC Berkeley, and then obtained his dental degree at UC San Francisco. He grew up in San Mateo, CA, and plans to settle in either Northern California or the Los Angeles area.



Dr. Jessica Pack is graduating from the USC Pediatric Program. She graduated with a BS in Biology at UCSD, and then went to UCLA for dental school. She grew up in La Crescenta, CA and plans to settle near the Los Angeles area and pursue a position as an associate in private practice.



Dr. Sarah Kent is graduating from the USC Advanced Pediatric Program. She graduated with a BS in Biology from UCSB, and obtained her dental degree at UCSF. Dr. Kent grew up in Agoura Hills, CA, where she would like to eventually settle, and practice as an associate in the Los Angeles area.



Dr. Joshua Marc Peyser received his BA from Clemson University and his DMD from the Medical University of South Carolina. After completing his Pediatric Dental training at the University of Southern California, he plans to move back to South Carolina for private practice, with plans to settle in the Southeast.



Dr. Priyal Ohri graduated from UOP School of Dentistry in 2011. She completed a general practice residency at UCLA in 2012 and will graduate from USC pediatric dental residency. She will be moving to Oakland, CA in September 2016.



Dr. Julie Sugitan (University of Louisville, 2009) will be practicing in Virginia Beach, VA as an active-duty pediatric dentist for the US Navy. She will greatly miss taking her family to Disneyland, and plans to settle down in San Diego in the future.

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CALENDAR OF EVENTS

March 15-19, 2017

2017 Annual Meeting - Green Valley Ranch,
Las Vegas, NV

May 25-28, 2017

70th Annual AAPD Meeting

Registration for additional courses can be found online. Visit www.cspd.org to register online!

CSPD Professional Opportunities



Opportunities
Wanted

Opportunities
Available

Faculty Positions
Available

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Have you been thinking about hiring an associate, but just aren't sure where to look? Or are you finishing your residency soon, and aren't sure where you'd like to live and practice? The answer is right on the CSPD website. To look at these opportunities and others, go to www.cspd.org.

Sincerely,
Don Schmitt, DDS

SIGNIFICANT APPROVED MOTIONS

California Society of Pediatric Dentistry Board of Directors Meeting Minutes - April 21, 2016

MOTION: 4.21.2016.3 SCHMITT: Move to take support of the appointment of David Rothman as the representative of CSPD (Pediatric Dentistry) to any committee, task force, or commission regarding general anesthesia and sedation in the dental office.

MOTION CARRIED.

MOTION: 4.21.2016.4 SCHMITT: Move to take support position on AB 2235.

MOTION CARRIED.

MOTION: 4.21.2016.5 SCHMITT: Move to take support position on AB 2207.

MOTION CARRIED.

MOTION: 4.21.2016.6 SCHMITT: Move to support Oakland Sugar Sweetened Beverage initiative.

MOTION CARRIED.

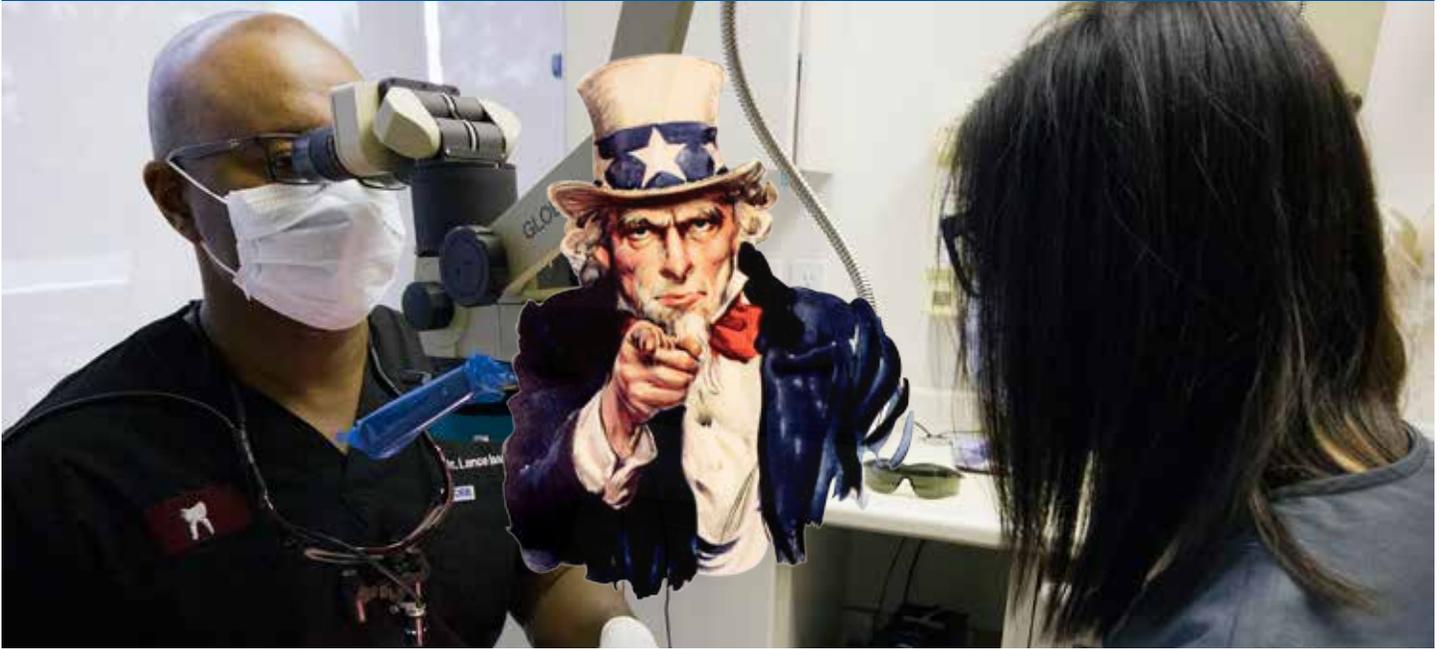
MOTION: 4.21.2016.7 THENARD: Move to approve consent agenda and file ExCom minutes.

MOTION CARRIED.

Do You Have a Story to Share?

Is your practice doing something unique? Whether it's a great new program or how you managed a complex issue, we want to hear about it. The CSPD Bulletin is distributed to members statewide and pediatric dentists located throughout California. If you have news to share email admin@cspd.org.

We Want You!



Calling All CSPD Members: Want to Get Involved?

As a professional organization, CSPD is heavily dependent on volunteers. By serving on a committee, you will have the chance to support this great organization, acquire wonderful experience in some aspects of non-profit volunteerism, and get to work with awesome colleagues, while helping CSPD continue to be the voice of pediatric dentistry in California.

The opportunities are almost limitless. **Want to Get Involved?** Please contact us on the CSPD website at <http://www.cspd.org/general/?type=CONTACT>. Tell us how you'd like to help, or simply ask us to get in touch with you to discuss the possibilities. Someone from our Leadership Development Committee will take it from there. This could be the start of something Big!

The CSPD Leadership Development Committee Announcement for 2017-18 Warren Brandli Internships & Santos Cortez Graduate Student Legislative Advocacy Internship

The two very prestigious programs are designed to identify and empower future leaders for both CSPD and organized dentistry. California pediatric dentistry residents are encouraged to learn about these programs on the CSPD website at <http://www.cspd.org/?page=Internships>

The application deadline is November 10, 2016 for both programs. Residents are encouraged to discuss their interest with their program directors or with LDC Chair, Dr. Mark Lisagor at marklisagor@gmail.com.

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The online courses on the CSPD website are designed to educate dental professionals on the wide range of subjects essential to pediatric dentistry. Some courses will satisfy sedation recertification requirements. Select and purchase a course to view, take the exam and receive a certificate-of-completion, all online. Lectures are approved for CA, and ADA CERP CE credits. Visit www.cspd.org to take courses online today!



California Society of Pediatric Dentistry

700 R Street, Suite 200

Sacramento, CA 95811

The mission of the California Society of Pediatric Dentistry is to serve its membership and the public by advocating for the optimal oral health of infants, children and adolescents.



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