



# BULLETIN

CALIFORNIA SOCIETY OF PEDIATRIC DENTISTS

JUNE 1, 1984

Vol. X, No. 3

## President's Message



After the best attended annual meeting in our young history, CSPD embarks on its tenth year of existence. This organization has come a long way since Weyland Lum and David Good served as the first two presidents. In fact, when I look at a list of our nine presidents, I realize that each performed a service that furthered the maturity of a fledgling group of individuals into a formidable representative of pediatric dentistry in California.

Problems? Seems like there are always crises to confront. What is it today? Conscious sedation, dental, busyness? There will always be problems, and we should be more comfortable knowing that we have CSPD to handle them.

Look what we have done. Through our bulletin we have provided outstanding communication between the pediatric dentists in this state. With peer review, CSPD has accepted the rightful responsibility of this valuable service to the membership. Our annual meeting provides both a forum to discuss the current issues and to present valuable continuing education courses. Projects such as sharing of practice promotion and office

printed materials tend to improve the quality of our individual practices.

We are now an important entity in California Dentistry. We stand on our accomplishments, proudly.

Now is the time to increase our horizons by exploring a closer relationship with the American Academy of Pediatric Dentistry (the new name) and other regional pediatric dental organizations. The resulting increase in contacts can only result in a sharing of ideas that will benefit all.

My goals as President? Simply to add another building block to an already strong foundation. With your continuing help, we will fulfill that ambition.

— Mel Rowan, D.D.S.  
President

## Larry Zimmerman, President of the American Academy of Pediatric Dentistry

Larry Zimmerman, president of the American Academy of Pediatric Dentistry spoke at our luncheon at La Quinta. He was extremely informative about the direction of the Academy. Dr. Zimmerman was obviously enthusiastic about CSPD and our affiliation with the academy and the impact we have. He talked about the following topics.

Dr. Zimmerman pointed out the problem of busyness filters its way through all of dentistry but may have a greater impact on our specialty than we are aware. He is very concerned about efforts being expended on our behalf right now to resolve these differences. The issue has basically been put on hold for a year.

In addition Dr. Zimmerman talked about the efforts to increase the visibility of our specialty. He feels it's absolutely critical to change the name of the Academy to the American Academy of Pediatric Dentistry, AAPD. Dr. Zimmerman

feels this should pass at the annual meeting pretty easily in May. So, we will know before this Bulletin reaches you.

Another issue he addressed is increasing the liaisons between the American Academy of Pediatrics, AAP, and the American Academy of Pediatric Dentistry, AAPD. The AAP and the AAPD have already had many joint meetings. They are jointly preparing a position statement on parenteral conscious sedation. In addition the AAP puts out a magazine called *Child Safety*, and the AAPD will be contributing a section on pediatric dentistry. This has a circulation of over 90,000 per month.

Our AAPD is putting together a package to be mailed out to all pediatricians in the AAP. This will come out this summer and will include: our radiation guidelines, sedation guidelines, a complete roster by geographical listing of all AAPD members, A Profile of the Pediatric Dentist, policy statements on such things as fluorides and sealants, and a cover letter from our president (and I think theirs) describing our joint concerns and relations and encouraging the pediatricians to utilize our roster and contact a pediatric dentist in their area.

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Dr. Zimmerman reported that AAPD has ended relations with Hill and Knowlton as we in CSPD have done, and for similar reasons. He pointed out that public relations need to be part of our activities and Hill and Knowlton merely lost communications. He said we have learned more about ourselves and what we need in the way of public relations. He mentioned that there is a change in our media tour in that the spokesperson shall not be from the area he is speaking in. That had created an obvious unfair competitive advantage in that area.

Dr. Zimmerman added that we will be expanding out into other allied health professional areas. We have a list of over 150 other organizations to notify of our name change and information about us.

Dr. Zimmerman also said we need to improve our continuing education program. The AAPD has hired a continuing education coordinator. His job will be to put together a long range master plan of education; much of which sounds like it will be directed toward orthodontics. Our international relations have improved tremendously and there will be one course per year in a foreign country. If you are planning a trip, you can contact Sal Rockford and he can set up a speaking engagement and help you with your trip. The AAPD has caused to be put together a 2-year long comprehensive mal-occlusion correction course. A mal-occlusion correction committee has worked to put together a course at Oral Roberts University in Oklahoma. It will be somewhat expensive and require a real time commitment on the part of the participants.

The Academy has also put together a practice management committee which is developing a profile of practice characteristics. They are developing a library of office design plans, photos, and office stationery and policies.

There was more that Dr. Larry Zimmerman shared with us, but in summary I am sure we all came away feeling very informed and proud to be a part of the work the Academy is doing for us.

—Lonnie Lovingier

## Conscious Sedation Update

Since it became evident that legislation and regulation were possible in dental use of parenteral conscious sedation, CSPD has represented the interests of pediatric dentistry. This has included the formulation of a position paper to express our view and CSPD representation in CDA Council meetings, State Board of Dental Examiners hearings, and a California Senate Business and Professions Committee hearing.

In February, Senator Maddy introduced SB 2063 which would amend existing legislation on general anesthesia to prohibit a dentist from administering or supervising the administration of parenteral conscious sedation unless the dentist has a permit authorizing that use issued by the State Board of Dental Examiners.

Through consultation with periodontists, general practice residents, and representatives of the California schools post-doctoral programs, a unified position of these groups was reached. It included completing a post-doctoral program of 150 hours of didactic material

and a minimum of 20 cases under direct supervision. In order for a dentist who already uses parenteral conscious sedation to obtain a temporary permit, he/she would document 20 cases in the past two years. This would be followed by an on-site inspection and evaluation.

This unified position was presented to a State Board Committee composed of Jo Ellen Lockyer, Helyn Luechauer, D.D.S., and Shirley Bailey, D.D.S. They did not accept our position.

On April 9, three hours before the Senate Committee hearing to consider SB 2063, Senator Maddy removed the bill from consideration. The reason understood was that since dentistry could not present a unified view, legislation was not appropriate at this time. This would seem to indicate that there will be no legislation this year.

CSPD has appointed an Ad Hoc Committee on Conscious Sedation, under the chairmanship of Geoffrey Groat, to continue to monitor this complex issue.

—Mel Rowan

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## Past President's Message



"Ask not what your country can do for you but what you can do for your country." President John F. Kennedy's words inspired most Americans twenty-four years ago and are as important today. My message is basically the same, with an important addition. The important part is, "Ask not what you can do for CSPD but what CSPD has, is and will do for you." Then I should add, "Ask not what CSPD can do for you but what you can do for CSPD."

What can you do for CSPD? Very simple—become a member, and then go one step further and join the American Academy of Pedodontics (or Pediatric Dentistry as it should be known by the time you read this). The bottom line is simple. At a time when the ADA is trying to eliminate as many specialties as possible, CSPD and the Academy needs as many members as possible. If you want to be known as a G.P. who prefers to treat children, stay apathetic, and the ADA will more than likely group a number of specialties (including ours) into one classification.

By joining CSPD you can give our organization a stronger voice in many present and future negotiations. We are uniting with other specialties in an effort to educate our Board of Dental Examiners and State Senators in many aspects of parenteral conscious sedation.

CSPD plus California's dental and medical specialties are starting to organize in order to convince Pacific Bell not to list generalists under specialty listings. It has been done in Santa Barbara, so why can't it be done in all of our communities?

The real purpose of this message is not to mention CSPD's past and present

accomplishments and future goals, but to give my infinite thanks to all the CSPD members who contributed to make this a most successful year. If I tried to mention names, I would probably have to name one-half of the membership of CSPD. What is most impressive about CSPD is the willingness of the membership to volunteer for a job (even before they were asked), and see it through to completion. Dr. Warren Brandli and his membership drive; Drs. David Good, Geoffrey Groat, David Taylor and many more for their work on parenteral conscious sedation; Dr. Mike McCartney and his idea to share office manuals, an idea which turned out to be a great success at the La Quinta Seminar; Dr. Richard Sobel for rapidly finding pediatric dentists (including himself) to work in Dr. Gregg Conlan's office; Dr. Lonnie Lovingier, who must put out the best specialty publication in the country; Bobbi Dennis who did everything I asked of her; Dr. Mel Rowan and his fantastic La Quinta Seminar and CSPD's officers, Board of Directors and committees who accepted and conquered every challenge they were given.

During my term in office, I made over 100 phone calls asking CSPD members for their help and was turned down three times—twice because the members had prior commitments. What a fantastic response! And I never gave a member "an offer he couldn't refuse." If you want to get turned on to Pediatric Dentistry, join CSPD. If you are already a member, ask someone on the Board of Directors if there is any way you can serve.

Thank you for the opportunity to serve as your ninth president. It was a year of service I shall always remember.

—Rolf Spamer, DDS, MSD  
Past President

## 1985— Silverado Country Club—Annual Meeting Site

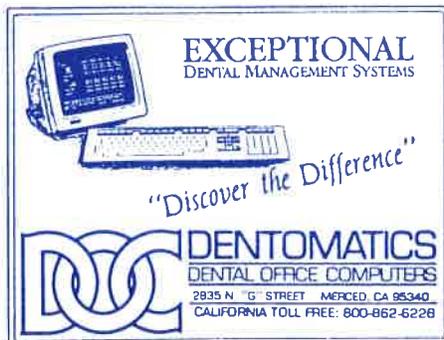
At this early stage of development, the Silverado Meeting looks like a must for every CSPD member and his or her loved one. From separate cottage suites, with small kitchens for your convenience, to the wonderful two 18-hole championship golf courses designed by Robert Trent Jones (they're tough!) or the 20 tennis courts to invite your volley, we are all called. Choose one of the fine dining spots at Silverado or one of the 18 restaurants nearby . . . or maybe "soak up" the beauty of the Napa Valley. All in all, this is a wonderful location for CSPD members to enjoy old friends and meet new ones.

Other recreation considerations are our annual FUN RUN, bike riding, mud baths in nearby Calistoga, and weather permitting, there is a chance for some hot air ballooning (no promises yet!). Also, there are galleries and shops nearby in Yountville's Vintage 1870, and some 78 wineries in the Napa Valley to visit.

We hope to present a program that is designed for doctors as well as partners. The speakers list for the entire meeting is not yet complete. The subject for the meeting involves "Future Planning" . . . ways to develop and maintain the dental practice so as to reap the benefits of your efforts at retirement, disability, or death. We also hope to have a cookbook of "Do's" & "Don'ts" for participants. We intend to engage speakers with direct experience in all aspects of "Future Planning" to show us how to avoid mistakes. If time permits, we will provide an overview in current pharmacology or pathology as these subjects pertain to children's dentistry.

We endeavor to provide a full and inspiring meeting with useful information and yet have time to relax and enjoy Silverado. Looking forward to seeing all of you there March 27, 28, 29 and 30.

—Keith Ryan



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## A Special Thanks

I would like to thank Dr. Robert Dorfman from every member of CSPD, but especially from myself. Bob and I had talked about the possibility of putting out a special edition of the Bulletin at our meeting at La Quinta. I had extremely little to do with it, Bob did the entire issue and I thought it was great. Furthermore, Bob has been a very big part of each of our Bulletins since I've been editor.

Secondly, I would like to express my gratitude for being allowed the position I have in CSPD. However, I am not sure where to begin. If I name individuals the list could be very long. I guess it's the organization itself that deserves my gratitude, because that is the compilation of so many fine, dedicated individuals.

The other night I turned to a Chinese film on cable television. I tried to follow it and understand it. I seemed to have a feel for what was going on, but since I could not understand the language, I couldn't really identify with it and develop a real interest. I did not know what was really happening, I did not understand, so I did not get involved. Consequently, I lost interest and turned the channel.

This is the gratitude I have for CSPD. Had I not been asked to get involved, I would not understand the real meaning behind the words and language of things happening in dentistry. I know I would not have thought to get involved on my own, and I would have lost interest and turned the channel. However, the big difference is that turning the channel on the Chinese film probably did not affect me (though I'll never know).

It would be difficult to call the president or a board member and say "I want to get involved, learn and appreciate what dentistry is doing." If you did you would be forever blessed. If you don't feel the commitment to do that, at least look for an opportunity to say yes or volunteer when someone requests a position to be filled.

I did fill a role and I am very glad. My wife and I attend meetings we may not have otherwise attended, we have a dedication to dentistry we probably would not have experienced, and we have made friends that we would have otherwise never known. For that end we are most grateful.

—Lonnie Lovingier  
Editor

## La Quinta Was Great!

Our 1984 annual meeting was the best attended meeting we've had. The enthusiasm our members have shown for CSPD is growing in leaps and bounds. This is easily understandable when considering the tremendous involvement of CSPD on an individual, personal level for our members and extending clear up to our involvement politically on a state and national level. As you read through our Bulletin I am sure you can appreciate the many things our members are involved in.

Of course the highlight of CSPD, the real fun part, is our annual meeting. This is the dessert of our organization, and this year our dessert was served in the desert. La Quinta, an international hotel, golf and tennis resort is absolutely beautiful. Through the years our annual meetings have always been held at beautiful places, and my wife and I are very grateful. These have been great vacations for us which we would have otherwise not taken. After a trip to a place like La Quinta you are forever hooked, and your wife will always make you attend. (This year I left my practice, in severe need of me, and three sick kids at home so my wife could again attend our annual meeting.)

Our scientific sessions this year were extremely informative, well received, and obviously appropriate as demonstrated by our high attendance. The speakers, Dr. Shaye and Dr. Petrovic were very professional and prepared, and very personable in their presentations. I particularly enjoyed the second day presentation of bone activity levels of the mandible demonstrated by the research of Dr. Petrovic.

Each year our meetings benefit and improve by the experience of the previous year. This year we added a few more sponsors and we hope they profit and benefit from our meeting as we do. The groups sponsoring our organization offer a nice blend of related material in some cases, and appropriate and ever popular topics in other cases.

A first for us this year was an organized sharing of our office policies and stationery. I think everyone at the meeting must have taken the time to look through these binders and take notes. Larry Zimmerman, the AAP President, asked us to take these to the academy meeting in May.

We always have fun with the recreation of our annual meeting. Each year the organizers get a little more polished

in their acknowledgement and distribution of awards. Rich Therrell made sure everyone knew ahead of time they would get a CSPD sun visor for participation in the fun run. (He wanted to be sure someone would show up so he bribed us with visors.) Even Drs. Shaye and Petrovic were given visors for their exercise in running between slide screens, and around the podium.

Kent Payne seems to find a way to award more and more people who played tennis with some kind of prize. It is fortunate Kent is our treasurer. And John Fowle ran our golf tournament. However, he found an excuse not to play. He was probably afraid he would again receive the duffers award for high gross like last year. Of course he referred to it as the award of integrity and honesty. Mel Rowan won the low net. Of course he's also the one who instructed John how to work the Calloway handicapping system. Wes Wieman won the low gross and is expected to engrave his own name on our perpetual trophy and bring it back next year.

Finally, to everyone who could not attend the meeting, we missed you and hope to see you next year. To those who were able to attend, we reinforced those bonds of friendship, a fellowship and camaraderie that seems to be unique to pedodontists. Not only did we reinforce old friendships, but we developed new ones and that, in itself, is what makes the entire meeting most worthwhile.

—Lonnie Lovingier

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# News from the Dental Schools

*From the University of California at San Francisco there are two students graduating in 1984 with the following biographical sketches.*

As the two year pedodontic graduate program at UCSF begins to wind down, **Richard Keilson** and his wife, Karen, will take their collective degrees and certificates and leap out into the "real world." For Rick, his journey included a pit stop at UCLA, a Biology B.A. at San Francisco State and a D.D.S. from Georgetown University in Washington, D.C. Karen hails from Maryland and was dragged out to California by a marriage license. After becoming accustomed to the fog, she settled down to enjoy California life and her newly awarded R.D.A. certificate. The future appears to be drawing the Keilsons towards the central coast area, but it is still early. Regardless of where they end up, their San Francisco stay was a very "warm" and enjoyable one; one long remembered.

**Denise Bass** is originally from Berkeley, California where she went to Holy Names High School, graduating in 1974. She then went to Santa Clara University, majoring in Combined Sciences. In the fall of 1978 she entered UCLA Dental School finishing in 1982, and passing the California State Boards in June 1982. She is presently a second year resident at UCSF, and works mainly at the dental clinic at Children's Hospital in Oakland, which is run by UCSF. She will be graduating in June and hopes to associate in the Bay Area.

*There are also two students graduating from UCLA:*

**Oariona Lowe**, born in San Francisco, California, received her B.S. degree from the University of Nevada, Las Vegas, M.A. degree from George Washington University in Washington, D.C., and her D.D.S. from Howard University also in Washington, D.C. She completed the General Practice Residency Program at the Eastman Dental Center in Rochester, New York in 1982 and is due to complete her pedodontic training at UCLA in June of 1984. Her future plans include private practice coupled with some teaching and research and she also has a desire to work overseas.

**Maria Lekka** was born in Athens, Greece and received her D.D.S. degree from the University of Athens, School of Dentistry in 1980. While attending dental school, she helped out often in the pedodontic clinic of the university. After

graduation from dental school, she spent a year and a half teaching dental students. She then came to UCLA to study pediatric dentistry and is due to complete the postdoctoral program in June of 1984. Upon completion, Maria will return to Greece to teach at the University of Athens and practice pedodontics.

*From the University of Southern California, there is news about the remodeling of the Pediatric Dental Clinic which appears in a separate article. Also, there are four graduating students from the residency of the program. From Jeff P. Huston:*

"In brief, my Pediatric Dental Residency was divided among Rancho Los Amigos Hospital, Children's Hospital of Los Angeles, and USC School of Dentistry. Experiences I have had include; fabricating custom mouthstick appliances for arthrogyposis patients at Rancho, performing a dozen nasotracheal and over forty oral intubations during my anesthesia rotation at Children's, and lecturing to pedodontic, orthodontic, and pediatric nurse practitioner students at USC School of Dentistry and "Big County" Hospital.

Janet, Michael (3 years old), and I have enjoyed our stay in Southern California, in particular, Manhattan Beach. We are looking forward to moving to Modesto in July and a new addition to the family in September. I'm also looking forward to participating on the American Academy of Pedodontics' panel on the future of dentistry at their 1984 meeting in Scottsdale, Arizona. I hope to stay involved in academics by teaching part-time at either UCSF or U. of P.

I would like to take this opportunity to thank Mrs. Janet Huston, Dr. Ronald Johnson, Dr. Hugh Kopel, and Dr. Dennis Nutter for their support during my valuable and enjoyable learning experience at USC."

**Dennis Paul Nutter** is a 1975 (B.S.), 1979 (D.D.S.), and now 1984 (pedo) graduate of the University of Southern California. He was the first Rancho Los Amigos Hospital dental resident in the 15-year history of the program to truly "reside" on the hospital grounds. During his residency, he presented table clinics on "A Simplified Radiographic Quality Assurance Technique" while researching "The Repairability of Light-Activated Composite Resins." Dr. Nutter has decided to locate his pediatric dental practice in Fairfield, California. He will be joining the general dentistry group practice of Drs. Perry, Pretel and Kuzma.

**Linda Barconey** will be practicing in La Puente where she has been working

for a couple of years.

**Kazuo Ota** and his wife Kazuko, along with baby Tsuba, will be returning to Japan where Kazuo will be teaching in a pedo dept.

The California Society of Pediatric Dentists wishes all the new Pediatric Dentists a happy and successful career.

## New USC Pediatric Dental Clinic

The fund raising campaign has progressed quite well and it looks as if construction of a new USC Pediatric Dentistry Clinic will begin just after the 1984 Olympics (hopefully around August 15th or 16th). Construction could take as long as 4 to 6 months, which presents a problem of finding clinic space in the dental school during that time.

The new clinic will be an ultra modern facility with 10 chairs available to the predoctoral students. Five chairs have been provided to the graduate program, one of which will be a completely equipped room for sedation procedures and one for patients with behavior management problems. Four x-ray machines and three automatic developers should eliminate the bottleneck that presently occurs. With double sinks at each chair and two thoroughly equipped sterilization areas, problems in this area should be reduced. Completion of this long-awaited project should do much more to improve the quality of all phases of the Pediatric Program.

I hope all of you will continue to contribute to the building fund and assist in recruiting new sources of revenue. Our \$350,000 goal is approximately \$75,000-100,000 short and your continued support will be appreciated.

With the ever-increasing changes in the national economy, dental schools and particularly graduate training programs are faced with severe erosion of the quantity and quality of the applicant pool. High tuition costs, attractiveness of other fields and other factors are seriously affecting the ranks of all professions.

Pediatric Dentistry is especially experiencing the effects of these changes and is faced with the competition for qualified applicants. Unlike Orthodontics, Periodontics and Endodontics, where there are few stipend supportive programs, Advanced Pediatric Dentistry has many hospital programs that offer attractive stipends. This has made recruitment difficult and has resulted in what might be called the need for "creative incentive and recruitment policies."

Continued

An additional problem has been the need to structure the educational program in a logical and productive manner. In reviewing the Guidelines of Advanced Specialty Education in Pedodontics, it is clear that concentrated exposure of the graduate student to the normal healthy child during the first year and emphasis on the chronically ill, medically compromised, psychologically impaired during the second year would afford a better balance to the curriculum and educational policies of this program.

In order to remain competitive, provide the opportunity to attract highly qualified students and to balance the curriculum, a major curriculum change has been proposed. Residents will complete the majority of their didactic program and be exposed to the normal healthy child during the first year. The second year will be conducted at either of the affiliated hospitals with emphasis on the medically compromised, chronically ill and more difficult management patients. These changes and development of courses in Physical Evaluation of the Child Patient and Dymorphology should improve the quality of the graduate program.

If there are any questions concerning any of the changes or questions about the new clinic, please feel free to call me for additional information.

—Ronald Johnson, D.D.S.  
Professor and Chairman  
Pediatric Dentistry USC

## New-Membership Committee

Since January 1, 1984, approximately 180 California pediatric dentists have been contacted and encouraged to join CSPD. We have forwarded a packet of information to each of them including our current directory and Bylaws. In addition, each pediatric dentist has been personally contacted and forwarded a letter with a copy of this *Bulletin*.

We have received many encouraging responses, although there is a concerning number of individuals within our privileged specialty who have not yet joined CSPD. We will continue to communicate with these pediatric dentists and ask each CSPD member to do the same. There has never been a more "cost effective" and worthwhile professional organization in this state—we know this; but, we have to do our best to gain as strong a membership as we can. Before our bomb threat subcommittee

organizes, please give a non-CSPD member colleague a call!

—Warren E. Brandli Ron Mack  
Co-Chairmen

### Public Relations Idea

## Use of "Home" Movies

For the past fifteen years I have used "home" movies (Super-8) as a visual aid when giving talks to parent groups, school children or dentists and dental assistants. I originally chose this method to illustrate my presentations, because I lacked confidence as a public speaker. I also felt that slide presentations in pedodontics did not capture the interest of the audience. Let's face it, when compared to technique slides in other specialties, slides showing child management techniques aren't very exciting or illuminating. However, a movie which captures the personality of the subjects, or the coordinated action of the part of the dental team in treating a child can be quite impressive and entertaining to an audience of parents or children.

The equipment needed to make your own home movies (which I prefer to video because of the longer screen) is a Super-8 camera, projector, and splicing outfit. I don't feel a sound camera is preferable, because I enjoy narrating the film depending on the different audiences.

I usually write a simple script of scenes that I want enacted. I then schedule "shooting" time in my office using attractive or interesting children. The scenes are then edited and spliced together. Over half of the film is usually discarded. I find a film can last between ten and twenty minutes. I have made five different films on four different subjects.

In using the films in presentations, I usually speak first then follow with the

movie. I have a film (updated every two/three years) on dental treatment in my office. I also have a movie made with my family on nutrition, sweets and home care. I feel these films help my audience see me as someone other than a lecturer. In fact, the amateur status of the movies is beneficial in making a bond between my audience and myself. My receptionist can substantiate that we receive many new patients following each talk. These new families tend to arrive highly motivated and become good referral sources themselves.

—John Faia III, DDS

## Classified Ads

**PEDODONTIC PRACTICE FOR SALE.** Pedodontist shares his reception room with two of the busiest pediatricians in Santa Maria. Practice has been established since 1971 and has 6,000 current patient charts. Office is located in a two-story medical-professional building near the hospital and has 4 well equipped operatories, including panoramic x-ray. The gross collections for the practice were \$350,000 in 1982 on a 3 day week and \$285,000 in 1983 on a 2½ day week. Seller has another practice in Southern California and cannot continue to manage two highly productive offices. The practice has tremendous growth potential as the seller has never done any community or school work and has not advertised.

In 1983, one day per month of orthodontist coverage was added and the present growth suggests that 2 days per month are currently needed. The ortho supplies are included with the office.

Seller is a member of the limited partnership that owns the building and as such "owns" the office suite. He will either sell his interest to the buyer and provide financing or will rent the office to the buyer at a reasonable rate (\$1.00 per square foot which includes all utilities except gas).

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## Yellow Pages Guidelines

Here are the established guidelines for Yellow Pages advertising. It's time to review this practice. Let us know what information should be added to the guidelines to update its ease of use. Please send this information to Bobbi Dennis, our Executive Secretary.

Members within a phone book area may decide to announce to the public they are members of CSPD, indicating a degree of higher training or more proficiency. This may be done by purchasing an ad from the Yellow Pages listing the members together in a box. Within this box will appear the CSPD logo and a message. The steps involved are:

1. One person selected in the area to be spokesperson, and be so identified to the Executive Secretary, Bobbi Dennis.
2. All pedodontists in the specific phone book Yellow Pages (CSPD members or not) contacted and informed of the interest.
3. A vote should be taken to affirm that a majority desire this approach.
4. Non-CSPD members desiring to be included must join CSPD.
5. The cost of the ad will be borne by those listed.
6. It will be incumbent upon the spokesperson that all pedodontists in the area be advised of the process and that all those listed are CSPD members.
7. The area spokesperson will contact Bobbi Dennis at least one month in advance of the closing of your area's Yellow Pages listings.

Continued permission to use the CSPD logo is based on compliance with the above guidelines. It is hoped that members would find this sufficient exposure and not feel compelled to further individually advertise in the Yellow Pages.

There is another subject of Yellow Pages advertising. Many of the phone directory companies are offering a listing according to "Fields of Interest." The important issue here is you don't have to be a specialist to list in a field of interest. This obviously has the potential to mislead the public. However, there seems to be little we can do about it right now, though CSPD and other organizations are investigating it. Until a change can be made, our board recommends we list "member of CSPD" under our name. Our particular group listing with a CSPD logo should not be abandoned, but continued.

## Peer Review Committee Report

### Summary of 1983 Activity:

In 1983, 10 cases involving pediatric dentists were referred to us for specialty peer review. This compares to 12 cases in 1982 and 13 cases in 1981. Of these 10 cases, five resolutions favored the dentist and five resolutions favored the patient. Seven cases concerned the quality of orthodontic care rendered by pediatric dentists, two cases concerned utilization (diagnosis) of proposed restorative care, and one case concerned failure to diagnose/inform. Five cases were from Northern California and five from Southern California.

### Peer Review Examining Panel:

Thirty-two members of CSPD currently serve on our examining panel. These members, spread geographically across the state, are available to examine patients and serve on review subcommittees as the needs arise. Because of these members' availability and familiarity with the peer review system, we can respond effectively wherever a case occurs.

### Peer Review Committee:

The Peer Review Committee is made up of six members of CSPD, three each from the North and South. Marty Steigner, Keith Ryan and Richard Sobel are the current members from the North. Kent Payne, John Fowle and Paul Reggiardo are the members from the South. These members oversee peer review activities in general and act to coordinate cases in their area.

## Classified Ads

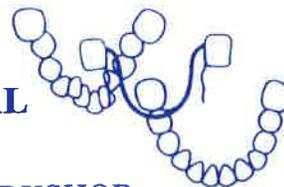
**ASSOCIATESHIP WANTED.** Dr. Bob Rube, 1982 Pedodontic Graduate of UCLA, looking for a place to practice. Have a great personality, good attitude, and will send resume. Call (213) 545-3055 or (213) 530-9656.

**HAWAII.** Dual Ortho-Pedo person needed on the Kona Coast of Hawaii. Two modern, efficient office locations. Well-established practice needs associate leading to full partner. Please mail inquiries and resumes to P.O. Box 1507, Kamuela, Hawaii 96743.

**PEDIATRIC DENTIST** wanted to associate with group Pediatric Dental practice with opportunity to buy into group. Contact Jim McInaney, D.D.S., 779 Altos Oaks Drive, Los Altos 94022 (415) 948-6884.

All members are invited to place free classified ads. Non-members must pay \$25. Send information to the Editor. **If you do not contact the Editor to continue your classified ad, it will automatically be discontinued.**

## INTERCEPTIVE ORTHODONTICS AND FUNCTIONAL ORTHOPEDICS



### A "HANDS-ON" WORKSHOP

- LEARN:**
- Arch development to relieve crowding in the early and mixed dentition using the Crozat appliance as a prosthetic functional matrix to develop space for all teeth and avoid extractions.
  - Diagnosis and treatment planning for the mixed dentition.
  - Gnathological occlusion for the adolescent permanent dentition.

November 8, 9, 1984

January 25, 26, 1985

Materials, syllabus, lunches provided

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## Editorial

Ethics, or the lack of it, or the adulterating of it to suit fluctuant needs, seems to be in many people's thoughts in today's changing professional climate. "Advertising" now has become *marketing*. "Hucksterism" has been legitimized under the skirts of *Patient Education*. "Patient Pirating" finds justification in such terminology as *practice enlargement* and *provider outreach*. "Pseudo Kickbacks and Discounts" in the form of fee regulation and (more realistically) price fixing as demanded, if not insisted upon, by third parties are sanctified as *patient incentives* (those who object are titled Dinosaurian). Acquiescing to third party requirements and to limitation of allowable fees encourages *supervised neglect* by the less than dedicated professional.

Dr. L.M. Kennedy in his president's column for the American College of Dentists stated: "Many of us who cherish our profession have been upset to the point of frustration over the changes we are seeing in the demeanor of some dentists. I have difficulty in referring to them either as colleagues or as professionals because, in my judgement, those characteristics we treasure and use to identify the true professional are conspicuous by their absence." He speaks of disgust and disapproval of some of the antics of a few people under the guise of marketing.

He also noted: "These concerns aren't peculiar to dentistry alone. I found it interesting when Chief Justice Burger addressed the American Bar Association. He told them the public image of lawyers was (near the bottom of the barrel). He gave them a dressing down for (unseemly) advertising in which professional services are sold like (mustard, cosmetics, laxatives, and used cars)".

O.K.U., the National Dental Honor Society, in 1983, in Cincinnati had ethics for its national meeting emphasis. This was repeated in 1984 at Dallas. Dr. Clifton O. Dummett, nationally and internationally known dentist, educator, historian, humanitarian, and philosopher will give a major address on the subject of ethics at the Atlanta 1984 A.D.A. Meeting. Dr. Dummett—this beloved "Man of Dedication" to his fellow man and to his profession—feels ethics may be one of the major challenges for the dental profession today as well as for the tomorrows.

One might surmise that with a diminished consideration of ethics, survival of the dental profession as a primary health

care force, together with its integrity, in the eyes of the public could be at stake, or at least suffer. Marketing where the ethical concern is what is best for the patient can be a commendable thing; marketing where cash flow becomes the prime factor would destroy our profession.

The few who would allow a third party to be their "father ethic" are still outweighed by the many who hold to a strong ethic and a true love for their profession. When one thinks about the subject, a standout need comes to mind. There is a definite need for inculcation of ethics in the dentists of today and tomorrow.

THINK ABOUT IT!

—J. Dumont Bamrud, D.D.S.

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## Announcements

### Practice Related Research

Dear CSPD Members:

There have been several attempts in the past to stimulate practice related research in our Society. Up to now, research has existed in the pedodontic departments of the various teaching institutions. A good part of these projects has involved graduate students. The Professional Activities Committee has been given the responsibility of extending and sharing knowledge and expertise in pedodontics. The committee will gladly coordinate research among private practitioners and help graduate students in schools with their various projects.

We will encourage research in both sectors by offering research grant money. As there is a limited amount of money available to graduate students and private practitioners, a formal proposal must be submitted to the committee. The sponsored research must be written up so as to be acceptable for publication. It is expected that the final results will be presented at an annual meeting of the Society.

For more information and an application, please apply to the Professional Activities Committee in care of:

Daniel Brostoff, DDS, Chairman  
6226½ W. Manchester Ave.  
Los Angeles, CA 90045  
(213) 670-3677

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We are pleased to announce that Dr. Ronald Mack has earned the status of becoming a diplomat of the American Academy of Pediatric Dentistry. (Pedodontics)

## Travel to Hawaii

Any members contemplating trips to the Islands and needing information on *Local Dental Meetings* to attend, please feel free to call or write me. I'll try to help find meetings to attend. I can perhaps set you up with speaking engagements.

—Mike Delaney

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## The Future of Pediatric Dentistry. Kiss Yourself Goodbye?

One of the most common topics of discussion at the CSPD Seminar at La Quinta was the future relationship of Pediatric Dentistry and orthodontics. The special edition of the Bulletin which came out at the meeting and which everyone received had an excellent article by Dr. D. F. Duperon in which he enlarged on this timely subject.

If Pediatric Dentists do not learn interceptive orthodontics, diagnosis and treatment including early mixed dentition functional orthopedics, then they can kiss Pediatric Dentistry as a specialty Goodbye. Orthodontists want to do this phase of treatment if we won't. I don't want to see this happen. I doubt if you do either.

I started doing interceptive orthodontics in my practice 24 years ago. By 1974 I was doing nothing else. Many hours of study and experience have led me to the type of orthodontic practice I have today. Arch development in the late primary and early mixed dentition with the Crozat appliance suits the Pediatric Dentist practice beautifully. It is the ideal way to relieve crowding at an early age. G.O.O.D. Seminars is presenting a basic course to introduce this subject in Southern California on November 8, 9, 1984 and again in Northern California on January 25, 26, 1985. I encourage all pediatric dentists who are looking toward the future to learn more about this exciting treatment for the young patient.

—James B. McInaney, D.D.S.

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## To Our Sponsors

CSPD would like to thank the sponsoring people who helped to support our annual meeting. They have added a nice touch to our meeting and we have benefited from them. We hope they, too, will profit from the relationship. We have placed their ads in our bulletin that you might recall who they are.

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## Welcome New Members

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 Robert Friedman, D.D.S., 5828 No. Adenmoor Ave., Lakewood, CA 90713  
 Ronald W. Fujioka, D.D.S., 474 W. Badillo St., Covina, CA 91723  
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 Daniel V. Launspach, D.D.S., 3811 "A" San Dimas St., Bakersfield, CA 93301  
 Donald W. Lippincott, D.D.S., 6620 Coyle Ave., Carmichael, CA 95608  
 Daniel N. O'Brien, D.D.S., 400 South 38th Court, Renton, WA 98055  
 David H. Okawachi, D.D.S., Children's Dental Health Clinic, 2801 Alliantic Ave., Long Beach, CA 90801  
 Jeffrey S. Petersen, D.D.S., 2340 East Eighth St., Ste. C, National City, CA 92050  
 Robert L. Santos, D.D.S., 1500 Tara Hills Dr., #100, Pinole, CA 94564  
 James E. Thomas, D.D.S., 1007 W. La Palma Ave., Anaheim, CA 92801  
 Stephen H. Wei, D.D.S., Div. of Pediatric Dentistry, Dept. of Growth and Development, UCSF, San Francisco, CA 94143  
 Raymond K. Wong, D.D.S., Campus Commons Dental Court, 103 Scripps Dr., Sacramento, CA 95825  
 Terry Horlick, D.M.D., 10113 Joerschke Dr., Grass Valley, CA 95945  
 Gary R. Nelson, D.D.S., 251 Cajon Street, Suite C, Redlands, CA 92373

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