



# BULLETIN

CALIFORNIA SOCIETY OF PEDIATRIC DENTISTS

FALL, 1994

VOL. XX, NO. 3

## PRESIDENT'S MESSAGE

*Dr. Suzanne Berger*

Hello again, and greetings from the pulse point of California Pediatric Dentistry.

Your Board of Directors met in mid-September for another stimulating (this is not a joke) board meeting. This one was a two day event because we felt a pressing need to brainstorm about the future direction of the Society and of Pediatric Dentistry.



Past presidents Mike McCartney, Paul Reggiardo and Mel Rowan joined the Board for CSPD's first ever Strategic Planning Session. This was a hard working, committed group that did not take many breaks. Mel Rowan was admirable as our facilitator. The meeting room we were sequestered in will doubtlessly play a role in future nightmares, but we crawled out of there having accomplished a lot over two days.

You guessed it. "Managed Care" was the hot topic, just like it is nationally. "It" potentially will affect every aspect of dental practice. "It" seems to be happening fast. We aren't even sure of what "It" is going to look like. (Rosemary's Baby?) However, as the pediatric dental experts, we would like to have a say about any system that affects the delivery of dental care to children. Trying to maintain a proactive stance about something that is happening to you is not easy.

By way of information for those members (most of us) who don't know what "Managed Care" means to Dentistry, start with the concept that: "Managed Care" is "cost-containment" – an admirable goal. If you are up-to-date and politically correct, you should be able to substitute the one phrase for the other. These phrases are supposed to be interchangeable. Easy, yes?

Those of us who are behind the times don't seem to be able to grasp this new-fangled philosophy. What we read into "Man-

aged Care" is "cost-control," with someone else taking a hefty percentage off the top for doing the controlling. Meanwhile, we continue to take all the risk; retain all the responsibility and liability; and, hopefully, continue to practice with zeal a high standard of care. Do you see a potential problem here? Your Board of Directors does.

The first response of the status quo practitioner to the specter of "Managed Care" is denial: "I can't/won't practice that way!" Also overheard is; "I'll work for someone else first," "I'll quit first," "It's un-American," "It's doomed to failure," and "Our Country will become bankrupt"...So what?

Fact#1: The same forces that are re-engineering Medicine have turned their sights on Dentistry. Do you doubt that both insurance companies and legislators are fully geared up to reapportion the Health Care Dollar pie? It matters not whether the changes will be federal or state mandated sweeping reforms, or the result of commercial machinations to "lower the cost of Health Care Delivery."

Fact #2: The (voting) public is very dissatisfied with the cost and delivery of health care today. This has become a political issue that will not wait while pundits determine the future economic and sociologic impact on society. As cost effective as we think Dentistry is, the public thinks otherwise.

Fact #3: Healthcare as an employment benefit, has increasingly become the accepted norm, and 55% of employers now insure via HMOs or PPOs because indemnity insurance for Healthcare has become so costly.

Even if you don't think your worst case (we're all going to be working in clinics) scenario will really occur, isn't it prudent to be

prepared by keeping abreast of the facts, thinking through the ramifications and developing strategies? Yes, it is confusing, but try out your thinking on the following:

The current conservative forecast is that some form of "Managed Care" will represent 50% of Dental Insurance in 5 years. How are you prepared to operate in such a climate?

As both Primary Care Providers and Specialty Care Providers, Pediatric Dentists wear two hats. How will appropriate compensation be determined under an alternative reimbursement system? (e.g. reimbursement under capitation for routine patient management vs. difficult management cases.)

Is traditional fee-for-service really the optimal way to provide the highest quality of care, maximum access to care and the most effective cost of care for children? If so, can you prove it?

Do you have a headache yet? Sorry about that. These are big questions and as an individual dentist, you are not expected to arrive at solutions unassisted. Your Board wishes to reassure you that your Representatives at CSPD are not just sitting around waiting to be steamrollered. We feel we have a commitment to the membership and to the children of this State to do otherwise. In fact, we are currently developing programs to accomplish the following:

Gathering data and becoming informed about the issues involved in Managed Care; Keeping the membership informed as issues develop; and, upholding the standards of our Specialty in the Managed Care environment.

As part of data gathering, you will soon be asked to participate in a CSPD membership survey to identify what (if any) your experiences have been with Managed Care. Your experiences, thoughts and recommendations will be most helpful as we educate one another. In the meantime, the following wordlist is offered as a Managed Care "Primer" to those members who are just starting to learn about "it":

INDEMNITY: Traditionally, insurance which protects against loss by providing compensation for damages. In Healthcare, insur-

**AMERICAN ACADEMY OF PEDIATRICS**  
*Liaison Report*

Chapter II news: The chapter selected **Dr. Harry T. Wright, Jr.** as the chapter president for the years 1994 through 1996. **Dr. Bob Adler**, who is now immediate past president did a magnificent job in guiding the chapter over the last two years.

A new immunization tracking program, CHAIN, (Child Health and Immunization Network), is being organized to provide a tracking system among the private health care providers. Current year plans are for an Advisory board to assist in the development and design of the system.

A new federal program provides free vaccines for children not covered under private health insurance. The program, called Vaccines For Children (VFC) is slated to begin on October 1, 1994. The free vaccines will be shipped to the participating providers for patients participating in the program.

On the National Level: Child Health Month, October 1994:

**Theme:** Violence Prevention

**Slogan:** Solutions before Problems

**AAP Policy Statement:** The AAP recommends the American Heart Association or the American Red Cross course in pediatric basic life support. They recommend that all caretakers should be certified in basic life support.

Academy approves new guidelines for the treatment of **Otitis Media**.

**California Pediatrician: Dr. Larry Luke** will be contributing an article for the journal on the dental management of children with craniofacial disabilities.

Respectfully,

*Don Duperon*

**Contents**

FEATURES

President's Message	1
20th Annual Meeting in Ojai	3
CSPD Research Awards	7
Another Patient Benefit	5
Board Member Profiles	7
Membership News	6

COMMITTEE REPORTS

Am. Academy of Pediatrics	2
Professional Relations	3
CDA Liaison	4
CSPD Dental Care	5

**CSPD BOARD MEETINGS**

Officers and members of the Board of Directors for CSPD meet quarterly. The membership of CSPD is encouraged to provide input to it's leadership. Our next regularly scheduled meeting is **January 28, 1995**.

Board meetings are open to the membership, and you are welcome to attend. In the alternative, written communication should be received by Dr. Suzanne Berger no later than two week prior to the meeting.

*Thanks Lynn!*

The Office Manual Project presented at this year's Annual Meeting at Rancho Mirage was very successful.

Members displayed their manuals for perusal during the Exhibitor's Presentation. Attendees had the opportunity to order copies of any manual at a cost of \$5.00 each. Seventy-four manuals were requested.

This is a terrific exaple of our colleagues sharing their knowledge, *and* another great reason to consider attending our Annual Meeting.

Lynn Wan deserves our thanks for a project well done.

**ANOTHER PAYMENT OPTION FOR YOUR PATIENTS**

*AAPD Benefit*

AAPD has selected and endorsed the PulseCard Patient Finance and Bankcard Program for it's membership. This program makes it easy and cost effective for AAPD members to accept all (VISA-MC-AE-DISC) credit cards from their patients.

PulseCard is a healthcare *only* credit card. It is unique in that it gives the patient a 3% rebate for all purchases placed on the card. This provides the patient an incentive to pay at the time of service. The rebate comes from PulseCard, and is not a discount from the healthcare provider.

At the time of this writing PulseCard has 10,000 members, of which 15-20% are located in California. (*Ed.: I could not get a breakdown as to specific numbers of dental vs. non-dental members*).

There is a one-time enrollment fee, and a 5% transaction fee. All credit card funds are electronically deposited into the AAPD member's existing bank account. The doctor does not have to open a new account.

To receive information about this program, contact PulseCard at (913)345-2547.

PRES. MESSAGE, continued from page 1

ance which provides compensation for medical/ dental expenses.

**CAPITATION=CAP=PREPAID=HMO:** Payment per capita. 90% of dental plans sold today are capitation. Capitation programs (with the exception of the new Denti-Cal children's plan) exist for primary care providers, not specialists. The provider realizes greater earnings when there is less utilization. This can be construed as a disincentive to treat.

**PPO=PREFERRED PROVIDER ORGANIZATION:** Member Dentist agrees to treat plan enrollees in accord with a prearranged contract. This form of managed care is fast losing ground in the marketplace. It offers only a 5-7% reduction in cost to the employer, and becomes increasingly costly to the insurance carrier because even as the fees get lower, utilization increases.

**EPO=EXCLUSIVE PROVIDER ORGANIZATION:** A PPO/CAP hybrid. Employees are enrolled under Capitation, Dentists are reimbursed according to PPO model. Unions sometimes form **CLOSED PANELS** for their members with their own fee schedules and contract with their own providers. Panels are decreasing because Unions are not growing in the California economic climate.

**POS=POINT OF SERVICE:** Reflects Insurance Industry's attempt to respond to the consumer's freedom of choice issue by allowing for some indemnity benefits for the patient who eschews the CAP provider for a favored provider.

**IPA=INDEPENDENT PROVIDER ASSOCIATION:** A group of providers organized for collective bargaining purposes as a legal entity. This is a necessary step for Dentists who want to be able to discuss what is "fair and equitable" from insurance plans without violating antitrust laws.

**KNOX-KEENE ACT:** California act passed in the early '70s which gives, among other things, certain legal entities, e.g. insurance companies, the right to own and operate unlimited dental practices within the State. (We dentists are limited to 2 practices.)

**STAFF MODEL OFFICES:** Insurance company owned Dental/Medical facilities. Belief: Independent dental offices are not the most efficient means of delivering dental care.

**"...ANY WILLING PROVIDER...":** A clause in some states' laws which protects providers from being locked out of plans.

**LEPAET=LEAST EXPENSIVE PROFESSIONALLY ACCEPTED ETHICAL TREATMENT:** What CAP plans will authorize payment for; e.g., MODBL amalgam instead of a crown. (Then, there are courses available which teach the dentist how to "up-sell" to patients the more-expensive-and-not-covered-by-insurance treatment.)

I ask you, "Do we live in interesting times?"

**PUBLIC AND PROFESSIONAL  
RELATIONS COMMITTEE**

September 18, 1994

I. Changes to DA/RDA/RDAEF Duties under consideration by the Board of Dental Examiners: The July 16, 1994 meeting in Milbrea was attended by **Dr. Steve Chan** and myself and approximately 35 other dentists and dental assistants. I represented CSPD and presented testimony opposing the elimination of DA intra-oral functions. In addition, the board wanted testimony on eight items. CSPD's position is given in a letter Dr. Suzanne Berger sent to Dr. Steven Yuen, President of the State Board of Dental Examiners. The testimony was ten to one in favor of continuing or expanding the duties of DA and RDA's. The Board will take under consideration the testimony and decide what changes it will make, if any.

II. CDA Council on Community Health. The Council has two large on-going projects that relate directly to children's dental health issues. Baby Bottle Tooth Decay and Mouth Guard campaigns will extend over a two to three year period. A liaison from CSPD is needed to attend the quarterly meeting in Sacramento. The purpose of the representative would be to assist CDA in formulating projects and bringing back information to CSPD's Board and its membership.

III. **Dr. James Musser** was featured in an article in the Sacramento Bee about a child's first dental visit and Baby Bottle Tooth Decay. **Drs. Steven Howard** and **Mostafa Rad** were featured in an Los Angeles Times article extolling the benefits of seeing a "Pediatric Dentist."

IV. CDA's Mouth Guard Program: The Council has developed a slide program and script for making presentations to coaches, parents and athletes on oral/facial injuries and protection. These materials will be distributed to component dental societies for local use in time for basketball season.

V. CDA's Baby Bottle Tooth Decay Program: The Council approved the development of a *Component Marketing Kit using BBTD prevention tools and materials*, including press materials, marketing tips, and camera-ready print ads/artwork. Step-by-step

**CSPD RESEARCH AWARD**

*Awards are Available to Support Original Research Projects*

Purpose: To advance the Art and Science of Pediatric Dentistry and benefit the Oral Health Care of infants, children and adolescents.

Amounts: Up to \$5,000

Applications: Dr. Larry S. Luke  
Chairman, Professional Activities Committee  
UCLA School of Dentistry  
(310) 206-1780

See article in this bulletin

instructions for campaign implementation and use of kit materials will be provided. The BBTD campaign will be launched in February, 1995 to coincide with National Children's Dental Health Month.

The Communications Committee decided to develop a fourth print ad and brochure, focusing on BBTD prevention. The print ad will run in the November 5 issue of *TV Guide* and the November 14 issue of *People* magazine.

The materials from this campaign are available to components and constituents for syndication.

VI. Pediatric Guidelines for Behavior Modifications: CDA's Council on Peer Review reported it's concerns at the recent Board of Trustees meeting on September 10, 1994. "On-going concerns related to complaints involving utilization of pediatric behavior management techniques, such as hand-over-mouth and physical restraint, required the council to one again confirm its position that complaints related to behavior modifications fall outside the purview of peer review as there is no clinical evidence to review. Additionally, since the American Academy of Pediatric Dentistry's "Guidelines for Behavior Management" clearly indicate that decisions regarding the treatment of children, including the use of behavior management, must involve parents, the council agreed that complaints of this nature should be referred to component dental society ethics committees for investigation and counseling."

VII. Fluoridation: Currently only 17% of California's water supply is fluoridated. Healthcare reform and California State budget problems make the political environment ripe to State Legislature to pass and the Governor to sign a state wide fluoridation law according to CDA's Council on Legislation Chairman, Samuel M. Aaretad, DDS.

VIII. Nominations to CDA's Councils and ADA House of Delegates: Please consider being a candidate for one of CDA's councils.

**CDA Council Positions to be filled:**

- Council on Community Health (2 positions)
- Council on Dental Care (2)
- Council on Dental Research and Developments (2)
- Council on Education and Professional Relations (2)
- Council on Insurance (1)
- Judicial Council (4)
- Council on Legislation (2)
- Council on Membership Services (2)
- Council on Peer Review (3)
- Council on Scientific Sessions (3)

By placing pediatric dentists in leadership positions, children's dental health can be better served.

Respectfully,

David M. Perry

**A Brief Look at the Ojai Valley  
Inn and Country Club**

Ojai (pronounced *oh-hi*) is an Indian name generally accepted as meaning "the nest," although experts also interpret it as "the moon." The valley was home to the Chumash Indians who ascribed to the ease-west line valley with mystical powers and found sanctuary in its canyons and mountains.

During the late 1700's it was settled by the Spanish mission societies by Don Fernando Tico who established Rancho Ojai in 1837 from a Mexican Land Grant. In 1874, the valley's first settlement was named Nordoff, in honor of an east coast journalist who had publicized the gentle Southern California climate. Not until 1917 did the little town become known as Ojai.

The same year Edward Drummond Libbey, a wealthy glass manufacturer, brought a major renaissance for the rather ramshackle down town area by building a mission-style arcade. Libbey's vision also included the Ojai Country Club which he built in 1923 with the same Spanish-style design that has do beautifully unified the business district.

There are many residents and visitors alike who savor the Ojai Valley as an earthly paradise—a real life Shangri-La—with its magnificent mountain landscaped, its perfect climate, and its peaceful, friendly life style.

Today the Ojai Valley Inn and Country Club is a full-service resort facility providing a world class golf course, a first class tennis program with club house and pro shop, two year-round heated swimming pools and sun deck and a fitness center with whirlpool, saunas and exercise equipment. It should be noted that complimentary bicycles for riding the Ojai bike trail are also available.

The weather in Ojai for April of 1995 should be excellent. The natural mountain barriers create an unsurpassed all-year climate with an average wintertime, daytime temperature ranging from 65° to 85°. The air is dry and invigorating; the nights are pleasantly cool.

For 1995, the officers and the board members of CSPD enthusiastically invite you to our 20th annual meeting and scientific session at the Ojai Valley Inn and Country Club. Please mark your calendars now for April 7, 8, and 9, 1995.

Jack Pederson, D.D.S.  
President-Elect

**CDA LIAISON REPORT**  
*Fall 1994*

1. CDA provided written support of a proposal by UCSF to the National Cancer Institute to decrease smokeless tobacco use among high school students.

2. Contributed funds to the Western Center for Law and Poverty in support of Denti-Cal issues.

3. Provided written support for a fundraiser for a free dental clinic for underprivileged children in the Sacramento Area.

4. Council on Dental Care

Efforts should continue to place a nominee on the Council (In light of health care reform legislation proposals, Denti-Cal program directions, and Single Payer Initiative all using children as entry level populations to treat it is imperative to place a pediatric dentist with managed care experience. Previously nominated Scott Jacks.)

5. Council on Education and Professional Relations:

Recent State Board of Dental Examiners proceedings were held to consider all dental assisting functions to be performed solely by RDAs. Dave Perry testified on behalf of CSPD. Germane to pedo among the functions proposed to be limited to RDAs is the placement of rubber dams.

Significant note: The Board recorded and documented oral and written testimony of CSPD's opposing position. Keep those letters coming.

6. Judicial Council:

The Council has continued difficulty adjudicating cases of alleged inappropriate behavior management which are declined by CSPD Peer Review to review. The issue requires communication between CSPD and the Council.

7. Council on Legislation

a. Prop. 186 Single Payer Initiative. If passes in November, the initiative has potential entry level with children's dental programs. Get the NO vote out.

b. AB 221 Assembly Bill defeated. The bill would have allowed the independent practice of dental hygiene in schools.

c. AB 595 Prohibits physicians practicing surgery in an outpatient setting using specific anesthesia unless the setting is accredited. Excludes dentists with GA or Conscious sedation permits. Addresses issue of jurisdiction of non-dental professionals delivering anesthesia in dental settings.

8. Council on Peer Review:

a. Pediatric Guidelines for Behavior Management. Ongoing issue. If there is a complaint to Peer review, and the pediatric dentist has documentation of informed consent, then the matter can be reviewed by Peer Review. If there is no documentation, then the issue will be referred to Judicial - ultimately potentially be referred to the local law

enforcement agencies. Recommendation by a past CSPD president to forward a pediatric dentist nominee to the Council on Peer Review.

b. Refund guidelines for specialists who provide subcontracted services for PPOs and HMOs are clarified. Details should be requested by CSPD PR from CDA.

c. Additional refund guidelines: If there is a Peer Review decision against the dentist who had to hospitalize the patient, then the hospital costs and the costs of re-treatment are to be refunded.

Respectfully,

*Steven Chan*

## MY PLACE

### *What Have You Got to Read?*

A great deal of cumulative time is spent by families of our patients in our waiting rooms. What they do, mostly, is read the literature that adorns our magazine racks and table tops.

Take a moment, look at what's out there to read, and see how it's presented. If *Field and Stream*, and *Hot Rod* make up the bulk of the material, we need to talk. If the literature is strung about with torn covers, house-keeping is in order. If the average date on the magazine cover in June 1993, it's time to use a subscription service.

Yes, we need to display old *Popular Mechanics* to justify writing them off. But taking a moment to provide the kind of reading material our clients like to read *shows that you care*.

We keep an assortment of low cost cook books in our waiting room. I know they're appreciated, because we get constant request for copies of recipes. We also have to replace them every so often (which is why they're low cost!).

*Ed.*

### *CSPD Mentor Program*

The goals of the CSPD Mentor Program include aiding young pediatric dental residents to become colleagues and successful pediatric dentists, to welcome them into organized dentistry, and to provide them with guidance regarding practice opportunities and concerns. Mentors personally contact graduate students in pediatric dental programs (not more than one each year) to achieve these goals.

We need mentors who are willing and who are located reasonably close to USC, UCLA, LLU or UCSF. If you are willing, please call Douglas McGavin at (714)996-2200.

### *Correction*

The phone number for Dr. Andrea Minasian was incorrectly printed on the Sponsor page of the last issue of the Bulletin. Her correct phone number is (818)760-6954.

## FUNDING INCREASED FOR THE CSPD RESEARCH AWARDS PROGRAM

Since its earliest days, CSPD has had a commitment to encouraging the creation of new knowledge concerning the practice, art and science of Pediatric Dentistry. Our society has attempted to stimulate and make possible research that otherwise might not be attempted or accomplished were it not for the availability of this award program.

Since inception of the program, a total of \$1,000 each year has been made available for support of suitable projects. Recently, the CSPD Board of Directors increased the award to \$2,000 per year. The award is now divided into a student fund (\$1,000/yr.) and an active and/or retired member *only* fund (\$1,000/yr.) The latter fund may accumulate (if unused) up to a \$5,000 maximum amount. In the past few years projects have been supported concerning child abuse and neglect, milk bottle caries, fluoride availability, a survey of dual-trained specialists and the treatment effects of face mask therapy for Class II malocclusion.

After review by Committee members and outside reviewers, acceptable projects are funded. Such factors as originality, uniqueness, investigator effort and difficulty of study, scientific worthiness and clinical application of the anticipated results are considered in the review. The only conditions for the award are that the application is submitted by a member of CSPD or a graduate student member, the results are submitted in publishable form (with credit to the Society if published) and the results are presented at an annual meeting (usually as a poster or table clinic). The recipients must keep the committee informed on a semi-annual basis by a written progress report.

The deadline for submission of applications of April 1st of each year. The society is especially interested in encouraging practicing pediatric dentists to dust off their pet projects and submit an application. The members of the Professional Activities Committee are experienced in research and will aid you to refine your project by assisting in developing the method or any needed statistics, if you desire the help. Applications may also come from study clubs or school as long as membership requirement are met.

Applications are available from the chairman of the Professional Activities Committee: Dr. Larry S. Luke, UCLA School of Dentistry, 0833 Le Conte Avenue, Los Angeles, CA 90024-1668.

### *Position Wanted*

Pediatric dental resident graduating June 30, 1995 from The Children's Hospital, Harvard School of Dental Medicine seeking associateship/partnership. Will send C.V. and photograph upon request. John De Lorme, DDS (617)267-4121

**CSPD DENTAL CARE COMMITTEE  
REPORT  
September 17, 1994**

Members: Steven Blain, Scott Jacks, Jim Musser, Paul Reggiardo and Ray Stewart.

Dental Managed Care. **Dr. Scott Jacks** reports that he is currently working with a great number of managed care companies throughout the State of California. The establishment of various networks of pediatric dentists throughout the state may become a very important issue in assuring our presence within a managed care system. Establishing our members as primary care providers will be of the utmost importance in assuring avenues of access to care leading to the pediatric dental office. Dr. Jacks states that the networks would be able to provide names to managed care companies of those pediatric dentists who would be available as primary care providers to their companies. At this point in time, the managed care companies have stated that there are not enough pediatric dentists willing to align themselves with managed care programs. There are various working models that are being formulated which will offer options to pediatric dentists within California allowing them to choose different levels of participation and different approaches to their entrance within managed care.

There are very few details available as of this time. The committee will continue to monitor future developments. Dr. Jacks will be attending the State I.P.A. Dental Meeting in Fresno and will formulate a synopsis and present that to CSPD in the near future. Drs.

**BULLETIN**

California Society of Pediatric Dentists

Published 4 times annually

**EDITOR**

Stephen J. Howard, DDS

CSPD members are encouraged to contribute to the Bulletin. Articles, Letters to the Editor, or other items of interest are welcome. The next deadline for submission is February 10, 1995. Items for publication must be submitted in computer format on a 3.5" disk (preferable) or double spaced, typewritten and of reproducible quality for Xerox or Fax.

Product and informational content presented in the Bulletin by contributing authors are not necessarily supported by the Executive Board of CSPD.

Stewart and Reggiardo will continue their respective efforts in the area of managed care as it relates to pediatric dentistry.

**Dr. James Musser** will be working in the Sacramento area with the geographic Managed Care Committee of the Sacramento Dental Society. There are no clear directions as of this time related to managed care issues, but Dr. Musser will continue to monitor the meeting. He is working with Dr. George Mueller.

MediCal Program Changes. The committee received an update from **Dr. Roger Sanger** on August 9, 1994. Dr. Sanger enclosed two communications. One was a letter he received from Dr. Stan Rosenstein, Acting Chief, Payment Systems Division, Department of Health Services. Dr. Rosenstein stated that there were no major changes in the issues regarding the following three point presented to the Department of Health Services by CSPD:

a. The issue of initial exam not being payable for a patient that is eligible for emergency services. No change was offered. The Department's position was that a patient who presents with a "valid for emergency only" DentiCal card is not eligible for procedure 010-Complete Examination.

b. The concern over the lack of reimbursement for in-office orally administered sedation was addressed. It was reiterated by Dr. Rosenstein that orally administered drugs are not a benefit of the DentiCal program.

c. Documentation and justification for placement of sealants. Dr. Rosenstein states, "In your numerous conversations with Dr. Noel, since writing your letter, we understand that the rationale for presence of decay in history was discussed and resolved. The Department must protect against unnecessary application of sealants. As you are now aware, documentation of deep pits and fissures can replace definite caries history." Dr. Rosenstein echoed the words of Dr. Noel relating to the fact that it is, "unlikely that direct action on rate increases will occur any time soon." Therefore, no other changes have taken place at the this immediate time.

In-Office Sedation. Final report from the CDA states that no changes will take place in those laws governing the areas of concern related to in-office sedation. Open hearings revealed no need for changes at this time.

**Future Areas of Action:**

Drs. Stewart and Jacks will continue to monitor the Managed Care Program issues. Development of proposals and the addressing of pros and cons related to the issue of developing an Independent Practice Association (IPA) of the Pediatric Dentists of California will continue.

Respectfully,

*Richard Mungo  
Chairperson*

**MEMBERSHIP NEWS**

This is the time of the year when CSPD is pleased to welcome newly enrolled graduate students and residents to Student Membership. We encourage our Active Members to become acquainted with these new members, serve as mentors in the CSPD Mentor Program and encourage their participation in the activities of CSPD.

**Dr. Adolfo Barrera** is a citizen of Peru who has been in private practice from 1990 to 94 and recently enrolled in the new Pediatric Dental Program at Loma Linda University. Also at Loma Linda is **Dr. Rick J. Nichols** who graduated from Loma Linda Dental School in '93. **Dr. Maria MY Sheu** graduated from Loma Linda this past spring.

New members enrolled at the University of Southern California are **Dr. Mark K. Choi** and **Dr. Michael S. Vert**, who completed their dental degrees at USC graduating in 1994. Also graduates of the USC program in 1994 and enrolling in Pedo are **Dr. Princessnazli Fakheri** from Iran and **Dr. Sumalee Sangsurasak** from Thailand. **Dr. Soma T. Al-Beiruty** graduated from King Saud University Dental School in 1989 and then completed an AEGD and GPR program from 1989-90 at the University of Maryland. Dr. Al-Beiruty practiced with the Saudi Aramco Dental Clinic from 1992 until enrolling at USC in 1993. **Dr. Kanoknuch S. Shiflett** completed a DDS degree at Chiangmai University in Thailand in 1987, an American DDS at USC in 1992, and completed the GPR program at Rancho Los Amigos in 1993 before enrolling in pediatric dentistry.

New student members enrolled in the programs at UCLA are **Dr. Katherine L. Chin**, **Dr. Darrin J. Hirt** and **Dr. Shervin K. Yazdi** who are 1994 UCLA dental degree graduates newly enrolled in the pediatric dentistry program while **Dr. LuAnne S. Chang** and **Dr. Paul M. Austin** are enrolled in the combined program of pediatric dentistry and orthodontics. Both Drs. Chin and Austin are 1994 dental graduates however Dr. Chin received her degree from UCLA while Dr. Austin is a Harvard University graduate.

Two California residents enrolled in out-of-state programs and plan to return to establish practice Both have recently joined CSPD as student members. **Dr. Gila C. Dorostkar** is a DDS graduate at USC in 1991 who completed a GPR at the West L.A. Veterans Center in 1992 and is currently enrolled in the Cincinnati General Hospital program. **Dr. John D. De Lorme** earned his DDS at UOP in 1993 and is currently in the Pediatric program at Harvard.

Respectfully,

*Tom Barber  
Executive Director*

## BOARD MEMBER PROFILE



**MARK LISAGOR**

*Vice President*

Mark has been a CSPD member, has chaired several committees during the 80's, and now serves as Vice President. He is in private practice with Suzanne Berger, Ken Szymanski, and Lynn Wan, with offices in Camarillo and Oxnard.

A Bruin "through and through," Mark received his B.S. in public health in 1969 and

his D.D.S. in 1973, both from UCLA. He completed a residency in pediatric dentistry at the UCLA-Harbor General Hospital program in 1977, following a two year stint in the Indian Health Service on the Navajo Reservation in Arizona.

Mark became a diplomate of the American Board in 1982. He is past president of the Southern California unit of ASDC. His special interest in pediatric dentistry has always been in the area of practice management, relationships with the orthodontist in a group practice, and especially marketing and practice promotion. Mark has participated on several panels on these subjects at CSPD and AAPD meeting, and lectures to graduate students from USC and UCLA as well.

A community activist, Mark's most passionate hobby is fundraising and event planning for various non-profit organizations. He is past president of the Boys and Girls Club and has chaired actions and annual dinners for the past fifteen years. He is currently chairing a 2.3 million dollar capital and endowment campaign for the club. Mark is actively involved in planning the Camarillo Academic Olympics, now in its 14th year. He is area chairman for the UCLA Alumni Schol-

arship Committee, selecting the best and brightest high school graduates for merit scholarships to his alma mater. He is past president of the high school scholarship foundation. This year, he was honored as "Volunteer of the Year" by the city of Camarillo.

Mark and his wife Terri (also a Bruin) have been married for 25 years. Terri, a registered dietitian, teaches nutrition and food science at California State University, Northridge (earthquake university), does private counseling, teaches oral hygiene concepts in Mark's office and is very involved with projects involving teenage girls in careers in math and science through AAUW (past president).

Mark and Terri have two children. Kimberly, 21, is a senior at...where else, UCLA! Adam, 16, is a film director. He just completed his third movie for MGM with Tom Cruise and Sharon Stone (this is just in here to see if anyone actually reads this stuff!)

The Lisagors love to see how people live in other part of the planet. In the last year they have been to Thailand, Lithuania, Russia, Prague, Turkey and Greece. Mark is currently planning at trip to Vietnam with Dental Volunteers Overseas.

## BOARD OF DIRECTORS MEETING MINUTES

September 17, 1994

Guest Quarters Hotel - Santa Monica,  
California

The 79th meeting of the Board of Directors of the California Society of Pediatric Dentists was called to order by the President, Dr. Suzanne Berger, on September 17, 1994, at 9:05 am. In attendance were: Drs. Berger, Mungo, Duperon, Lisagor, Perry, Grossman, Luke, McGavin, Steigner, Pedersen, Howard, and Barber.

The President announced agenda modifications to include her report of the Interdisciplinary Affairs Committee and a guest speaker, Mr. Bill Mosley, from Delta Dental Insurance Company.

## CORRESPONDANCE

Dr. Berger reviewed miscellaneous correspondence from distributed materials within the Board packets. Some new materials were distributed. Of special interest:

- Board of Dental Examiners: A position letter from CSPD was sent in response to BDE's announcement proposing 8 areas of change in the duties of RDAs and DAs.

- Annual Meeting Announcements: A letter was received from Dr. Reggiardo after he had fielded two calls from people inquiring about the upcoming annual meeting. He suggested publishing the pertinent information in the membership directory.

- Dr. Berger called attention to two summary reports: the final budget reconciliation

from the Annual Meeting in Rancho Mirage and the distribution of responses to the Office Manual project. There were a total of 74 responses to the project.

## OFFICER'S REPORTS

**President:** Dr. Berger summarized issues from the Interdisciplinary Affairs Committee, specifically reporting on RDA licensure for sealants, access to care, and specialty purview in peer review and management.

**President-Elect:** Dr. Pedersen explained current activities regarding the 1995 Meeting which will be held at the Ojai Valley Inn. Submission of the preliminary budget showed an increase in registration fees by \$25 and proposed an additional charge for member/sponsor attendance at a coinciding lecture to Dr. Simonsen's. There were also ideas for additional Dental sees them having three roles: (1) as a primary care provider, (2) as a specialist exclusively, and (3) as a specialist for the general practitioner for patients with unique needs. When asked about the process whereby patients are assigned, he explained a general purview the company holds, that of having a fair and efficient assignment from their network. There was discussion regarding dentists that are not signed up and the degree of compliance with institution referrals. Mr. Mosley fielded a question about Delta Dental's chance of securing the bid. He emphasized the company's relationship with educational institutions and special hospitals as well as the importance of service as a determinant factor. He mentioned the financial part of the

RFP was not a sole factor. Mr. Mosley also described a table of benefits of procedures and rates not too unlike a non-managed care rate of reimbursement. He reiterated that assignments are envisioned to be made fairly and by individual evaluation of how many patients the dentist can handle, how many patients the dentist wants, and the dentist's capability for adequate treatment. When asked about a quality control system, he stated that Delta Dental would maintain a third party mechanism for chart review and grievances, etc. In his summary, Mr. Mosley presented the major advantages in selection of Delta Dental to administer the managed care system. They would give benefits to adults and children, assign promptly from a broad provider network, and reimburse promptly. The Board thanked Mr. Mosley for his presentation.

## STANDING COMMITTEE REPORTS

**Nominating Committee:** Dr. Berger noted that the committee will be meeting in December.

**AAPD Liaison:** Dr. Luke presented the letter from the Jardine Group stating the insurance policy for CSPD was written and will take effect upon receipt of the premium and a copy of the articles of incorporation. He will speak to the issue of umbrella coverage at the next AAPD meeting and report on their stance.

The President expressed formally on behalf of the Board sincere thanks to Dr. Howard for a job well done on the Newsletter.

**Dental Care:** Dr. Mungo updated the Board on managed care and the establishment of pediatric dentists as primary care providers within such a system. Dr. Jacks is continuing to work on the possible formulation of an IPA (Independent Provider Association). There was discussion about naming an ad hoc committee to research and advise the Board about IPAs. The committee's new member, Dr. Musser, monitors the managed care issue in the Sacramento area through the Sacramento Dental Society. Dr. Grossman mentioned several drawbacks to the current managed care pilot program in that area, e.g. pre-authorization for cases which were subsequently denied, assignment of patients that were no-shows, and discrepancy in costs for pediatric dental treatment. Dr. Grossman recommended that the committee be in close contact with the Western Law Centers to monitor lawsuits which may slow down the promotion of managed care. Dr. Mungo will send a note to Dr. Thomas Houghton (?) for his input and experience in managed care issues. ° The CDA reports no changes in laws governing in-office sedation; Dr. Sanger will continue to monitor this situation. ° Dr. Berger updated the Board on SB1371, a legislative bill giving support to children with special needs by allowing them to be treated independently from the Dent-I-Cal system for approximately three years. It was also decided that the Board will send a letter of support regarding the Health Care Reform Forum which Dr. Steve Chan moderates in Fremont.

**Credentials and Membership:** Dr. Stewart's report was submitted. ° Dr. Barber relayed information on membership and the lack of responses from students on their whereabouts. However, several new applications for membership are being received from second year students. Of special note was a discussion of applicants to CSPD who had not honored their MATCH contract and were denied membership because those students cannot be members of the Academy. The Board is considering a waiver for such applicants pending contact with Dr. Reggiardo about bylaws and regulations; Dr. Duperon will contact him. ° Dr. McGavin complimented Dr. Azama on the mentor program she organized. He reported two new mentors for Loma Linda students. The description of the program is sent to all potential mentors. Biographies of first year students for a newsletter article are being solicited by phone also. ° In order to accommodate graduate students, it was suggested a registry might be formed on employment opportunities. After discussion, the following motion was made:

**MOTION: 09.17.94.01: PEDERSEN/DUPERON:** Moved that a registry be created of those seeking practice opportunities and of potential employees. Those registered

must be members of CSPD and/or AAPD.  
**PASSED**

Dr. Pedersen will write an article for the Bulletin on this motion.

**Peer Review:** No report was given. Dr. Berger will send a letter to Dr. Dave Taylor acknowledging his outstanding service as Peer Review Chairman, for which he also received a CDA award. The Board approved a request from Dr. Phil Wolkstein to provide funds for airline fare to attend the CDA course on peer review. Dr. Barber will notify Dr. Wolkstein that his reservations can be made.

**Professional Activities:** Dr. Luke reported that no applications have been filed for the research award.

**Annual Meeting Site Selection (1998):** Dr. Duperon will investigate sites in Baja California and possible cruise ship arrangements and make recommendations at the January meeting.

#### AD HOC COMMITTEES

**Membership Services:** Dr. Lisagor reported for Dr. Azama that brochures were sent out. It is planned that maps will follow to those who reply. ° Regarding other continuing education projects, Dr. Pedersen discussed the development of a program with the Northern California Chapter of Oral Surgeons. CSPD has been invited to co-host an event in San Jose on February 15, 1995. The Board felt this would be a good source of non-dues income, but the risks of such a project were also presented. It was felt that the CSPD would benefit by highlighting its logo, and the program could be promoted in the Newsletter. The Chapter (of oral surgeons) engaged a speaker for the morning session, and the possibility of having Dr. Steinberg moderate a panel for pediatric dentists in the afternoon session was considered. Dr. Barber will engage Dr. Yee (UCLA) to run a literature search on their speaker in conjunction with possible topics for an afternoon session. It was decided that Dr. Lisagor would coordinate (under Membership Services) an extended program. Because the Board wanted to avoid any risk in loss of revenue for such a program, the following motion was made:

**MOTION: 09.17.94.02: PEDERSEN/BERGER:** Moved that CSPD co-sponsor a CE course in conjunction with the Northern California Chapter of Oral Surgeons on February 15, 1995, and if appropriate, develop the course content and mailing list.

**PASSED**

#### NEW BUSINESS

Dr. Grossman discussed an announcement from Delta Dental regarding changes they are making in fees and procedures for their members. The Board discussed the issue and agreed that the CDA would be the

appropriate organization for members to approach since their legal council deals with matters involving individual contractors.

#### Continuing Business

Dr. Perry made a presentation on the BBTB Prevention Program. He gave a history of the resolution made to headline such a program after the CSPD encouraged the CDA to play an active role and develop a training module for CDA dentists. They developed a TippiCup Program after a survey measured the problem, and solutions are being found to BBTB through print media as well as videotapes. A consensus statement is now being written among CDA dentists, the pediatric dentist community, and nurse practitioners. CSPD is spearheading their message through CDA journal articles and presentations of the video at local meetings. The video was then shown to conclude the meeting.

A motion was made to recess the meeting at 3:30 pm. for the purpose of convening to develop strategic planning for the next several years.  
**PASSED**

The Board reconvened as a Board at 3:15 p.m. 9/18/94 at which time the following motions were made:

9.18.94.1 LUKE/PEDERSEN Moved to accept and implement the ten (10) recommendations made at the Strategic Planning session.  
**PASSED**

9.18.94.2 LUKE/PEDERSEN Moved to send the new Mission Statement developed at the Strategic Planning Session to the Constitution & Bylaws Committee for input and recommendation.  
**PASSED**

The Board meeting adjourned at 3:45 p.m.

#### 20TH ANNUAL MEETING & SCIENTIFIC SESSION

*Ojai Valley Inn and Country Club  
Ojai, California  
April 7, 8, 9, 1995*

Dear CSPD Member:

The officers, board members, and I are pleased to announce the 20th annual CSPD Meeting and Scientific Session for 1995. We invite you and your guests (families included) to the Ojai Valley Inn and Country Club in Ojai, California. The facility is intimate and charming, surrounded by a beautiful country club which is the home of the PGA Senior Golf Tournament. The main speaker for our annual meeting will be Richard Simonsen speaking on "Clinical Pediatric Dentistry." This meeting will emphasize clinical pediatric dentistry including a panel of speakers on the topic of managed dental care. The resort offers a superb "kid's Club" for members' children and we will have an exciting program for spouses and guest also.

I look forward to seeing everyone in Ojai!

*Jac W. Pederson II, D.D.S.  
President Elect*

San Pedro, CA 90732-3522

1411 W. 7th Street, #C

Dr. Melvin L. Rowan

Suzanne H

(805) 388-2315

Tom Duch

PERMIT NO. 136  
ARROYO GRANDE, CA  
PAID  
U. S. POSTAGE  
BULK RATE

ARROYO GRANDE, CA 93421-299  
P. O. BOX 299

CALIFORNIA SOCIETY OF PEDIATRIC DENTISTS



## Officers and Members of the Board of Directors — 1994-1995

PRESIDENT:	Dr. Suzanne P. Berger, 1222 Mission Verde Drive, Camarillo, CA 93012	(805) 484-2705
PRESIDENT-ELECT:	Dr. Jac W. Pedersen, II, 620 California Blvd., #M, San Luis Obispo, CA 93401	(805) 544-8111
VICE PRESIDENT:	Dr. Mark Lisagor, 3687 Las Posas Road, Camarillo, CA 93010	(805) 484-2705
SECRETARY:	Dr. Ray E. Stewart, 1055 Los Palos Dr., Salinas, CA 93901	(408) 424-0641
TREASURER:	Dr. Wayne Grossman, 2001 Zinfandel Drive, #B3, Rancho Cordova, CA 95670	(916) 638-8778
PAST PRESIDENT:	Dr. Phillip Wolkstein, 275 Hospital Parkway, #150, San Jose, CA 95119	(408) 578-6550
EDITOR:	Dr. Stephen Howard, 18411 Clark St., #306, Tarzana, CA 91356	(818) 343-9119
EXECUTIVE DIRECTOR:	Dr. Thomas K. Barber, P. O. Box 299, Arroyo Grande, CA 93421	Phone and Fax (805) 473-2093
DIRECTOR '95N:	Dr. David Perry, 2125 Whitehall Pl., Alameda, CA 94501	(510) 521-5016
DIRECTOR '95N:	Dr. Martin Steigner, 51 Maria Dr., #108, Petaluma, CA 94952	(707) 763-1548
DIRECTOR '96N:	Dr. James Musser, 10425 Fair Oaks Blvd., #101, Fair Oaks, CA 95628	(916) 965-3077
DIRECTOR '96N:	Dr. Joseph Wampler, 3010 Colby St., Berkeley, CA 94705	(510) 848-6494
DIRECTOR '95S:	Dr. Donald F. Duperon, School of Dentistry, Center for Health Sci., UCLA Rm 23-020, Los Angeles, CA 90024	(310) 825-0691
DIRECTOR '95S:	Dr. Richard Mungo, 17752 Beach, Suite 201, Huntington Beach, CA 92647-6838	(714) 841-4990
DIRECTOR '96S:	Dr. Larry Luke, School of Dentistry, Center for Health Sci., UCLA Rm. 23-020, Los Angeles, CA 90024	(310) 825-0691
DIRECTOR '96S:	Dr. Douglas McGavin, 17300 Yorba Linda Blvd., #G, Yorba Linda, CA 92686	(714) 996-2200

### 1994-1995 STANDING COMMITTEES

#### NOMINATING COMMITTEE:

Suzanne Berger, Chairperson, Non-Voting  
Phillip Wolkstein, Immediate Past-President  
Paul Reggiardo, 2nd Past-President  
Wilfred Nation, Member-at-Large  
Steven Niethamer, Member-at-Large  
Mel Rowan, Member-at-Large

#### PUBLIC AND PROFESSIONAL RELATIONS:

David Perry, Chairperson  
Donald Duperon, Liaison to  
California Chapter AAP  
Larry Luke, AAPD Liaison  
Steve Chan, CDA Liaison  
Joseph Wampler, Liability Insurance Advocate

#### EDITORIAL COMMITTEE:

Stephen Howard, Editor & Chairperson  
James Yee, Assistant Editor  
Donald Duperon, Assisiant Editor

#### CONSTITUTION AND BYLAWS:

Phil Wolkstein, Chairman; Immediate Past  
President  
Keith Ryan  
Weyland Lum

#### DENTAL CARE:

Richard Mungo, Chairperson  
Scott Jacks, Managed Care  
Steve Blain, Health Care Reform  
Jim Musser  
Paul Reggiardo, AAPD Dental Care  
Committee Liaison

#### CREDENTIALS AND MEMBERSHIP:

Ray Stewart, Chairperson  
Marty Steigner  
Douglas McGavin, Graduate Student  
Liaison Mentor Program  
Tom Barber, Ex Officio

#### PEER REVIEW:

Dave Taylor, Chairman  
Phillip Wolkstein  
Doug McGavin

#### PROFESSIONAL ACTIVITIES

Larry Luke, Chairman  
Rich Udin  
David Rothman  
Wilfred Nation

#### ANNUAL MEETING AND SITE SELECTION (1988):

Don Duperon, Chairman  
Dick Mungo  
Larry Luke  
Tom Barber, Ex Officio

#### ANNUAL MEETING COMMITTEE (1995):

Jac Pederson, Chairman  
Mark Lisagor  
Tom Barber  
Michael McCartney  
Paul Reggiardo

#### MEMBERSHIP SERVICES COMMITTEE:

##### PATIENT INFORMATION MATERIALS:

Martin Steigner, Chairperson  
Richard Sobel  
Weyland Lum

##### AUXILIARY CONTINUING EDUCATION:

Ann Azama, Chairperson  
Mark Lisagor  
Joe Wampler  
Richard Sobel

#### DISTRICT VI AAPD TRUSTEE

Richard Sobel, DDS . . . . . (510) 757-4220