



BULLETIN

CALIFORNIA SOCIETY OF PEDIATRIC DENTISTS

Spring, 1995

Vol. XXI, No. 1

PRESIDENT'S MESSAGE

Dr. Jac Pederson

It is a great honor to give my first President's message. In fact, it is a great honor to be the 20th President of the California Society of Pediatric Dentists, and I look forward to a year of comradeship, friendship, and leadership.

I wish to pay respects to our past Presidents, and in doing so, I congratulate them on their leadership in the last 20 years for CSPD.

Let me now touch on something close to my heart. This is in regards to a colleague, former professor, former department chair, and good friend. I have a debt of gratitude for this man. Without his abilities, the annual meeting would have been a disaster. His endless hours of work for CSPD, boundless energy, and careful guidance to me personally are beyond description. It has been conceptualized that the only reason this man moved out of Los Angeles to Arroyo Grande was so that CSPD could make sure I was not thrown in jail or arrested during my Presidency. It is a great pleasure and with due respect I give my thanks to Dr. Tom Barber.

Now let me turn my attention to a more serious note for a moment, and let me introduce the fable of "stone soup." I told this story at the President's banquet at our annual meeting, and it goes like this: Three soldiers returning from war approach a town. Seeing them coming, the villagers hide their provisions and say they have nothing to share. Not to worry say the clever soldiers. They have learned to make soup out of nothing but stones, they say. A pot is set in the town square and the villagers watch in awe. "Hmmm," says a soldier stirring the rocks. "It could do with a little salt and pepper." A villager runs to get it. "Stones like this make such good

See PRES. MESSAGE, page 2

THE 20TH ANNUAL MEETING OF THE CALIFORNIA SOCIETY OF PEDIATRIC DENTISTS WAS HELD IN EARLY APRIL AT THE OJAI VALLEY INN.

The Ojai Valley Inn afforded CSPD a rich and fascinating location, and for over 70 years the Inn has welcomed guests to relax in an atmosphere of casual elegance and to enjoy the quiet peace of the legendary Ojai Valley. CSPD was warmly welcomed to the Ojai Valley Inn and Country Club, and we had a fabulous meeting.



President Jac Pederson, Immediate Past President Suzanne Berger and Past President Phillip Wolkstein



Executive Director to Retire

Dr. Tom Barber has notified the Officers and Board of Directors that it is his wish to retire as Executive Director of CSPD at the conclusion of Fiscal year 1995-96. Tom has served in the position of our first Executive Director since June 1, 1990 and feels that the duties and function of the position after six years will have been sufficiently established and defined to allow the Board to "pass the gauntlet." The announcement of a Search Committee is forthcoming. The Board unanimously applauds his service.

I refer our bulletin readers to the picture bulletin board in order to review in a pictorial sense some of the activities that occurred during our annual meeting. Mel Rowan was our annual meeting golf coach, and he reported an outstanding time on the course. Weyland Lum was super as our tennis tournament coordinator, and Ken

See MEETING HIGHLIGHTS, page 4

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soup, but it would be ever so much better with a few carrots." Another contribution. And so it goes until the cabbage, milk, barley, and beef are added with the potatoes. In the end, the entire town has a wonderful meal, and each contributes just a small amount.

CSPD is much the same way. The soldiers are like the executive board, knowing what ingredients to add. The villagers are the members, each contributing a little and coming out with a result that appears to be greater than the sum of its parts. The only trick, I say, is to find a President who knows the recipe, and this is the vision I see for CSPD.

As you know, we are entering an era of change in pediatric dentistry, and the challenges and demands are greater than ever. It is my opinion that CSPD is the leader of pediatric dentistry. It is the best pro-active force for the pediatric dental community in California.

However, we truly need the ability, the affable character, the achievement techniques, and the availability of all our members in order to succeed.

I clearly see the value of CSPD, and I care about the future of CSPD. When we moved from Los Angeles to San Luis Obispo, we moved to an isolated pediatric dental community. Here I am independent and distant geographically from my colleagues. This is when I comprehended the value of CSPD and my involvement in this profession. And this is the concept that I wish each member here to revisit. CSPD is the best! It is the leader in pediatric dentistry. It is the magnet that brings us all together.

I ask each member, when you are

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 June 30, 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.

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called upon by CSPD, to be available, to give of your abilities, to always be affable, and to achieve for CSPD.

It is my challenge to each of you to advance CSPD by these methods. This can only be accomplished by each member contributing more to CSPD than the benefits received by membership dues alone. Your involvement is paramount to CSPD's success and future achievement.

With this request placed upon all of you, I wish you and me success and achievement.

Respectfully,

Jac W. Pedersen II, D.D.S.
President,
California Society of Pediatric Dentists

Editorial

Managed Care! For some of us this phase has absolutely no meaning. We treat our patients, and go home at the end of the day without any concern for the viability of our practices.

But for others in our specialty, this phrase raises all kinds of emotions, none of which are very positive.

CSPD had the very good fortune to have Scott Jacks speak at our Annual meeting in Ojai. Scott made it very clear that becoming involved with Managed Care (read: CAPITATION!) is not for all of us. The nature of our patient base or our individual mind set affects our choice. Neighborhood competition for patients may also play into the decision. The fact is, taking on patients who are insured with a REDUCED FEE program requires careful study. Your economic survival may well hinge on the careful analysis of what each program will pay for the services you provide, and what it actually cost to provide those services.

This issue of the Bulletin contains a survey conducted by Scott Jacks and Warren Brandli. Ken Szymanski played a big role on data coordination. As a group, the membership owes them a debt of thanks for the work that went into this project. Read it over. You'll then have to make one of two decisions. Kiss it off as being totally irrelevant, or make up your mind that before becoming involved, you educate yourself.

The old expression, "Look before you leap," may play a significant role in the successful outcome of the future of your practice.

Editor



Membership Votes Dues Increase

The membership attending the 1995 Annual Meeting unanimously approved a recommendation from the Treasurer and Board of Directors to increase annual dues for Active Members in CSPD \$30 per year for a new dues of \$120.00 with proportional adjustments for the other member categories. Thus, Active Life Members and Faculty remit 50% or \$60, Associate Members and Retirees will remit 25% or \$30.

Increase operational costs, Constitutional requirements for reserves maintenance and increasing needs for societal proactive stance and programs necessitated the dues increase recommendation. The members gave strong consideration that the last dues increase was in 1987.

Mid-Winter AAPD Board of Trustees Meeting

The Board of Trustees of AAPD met January 27 and 28 in Chicago. A brief review of the subjects covered are as follows:

1. The status of the ADA House of Delegates' resolution 134 and legal responses of the Academy. The need for strategic lobbying of the new definition of Pediatric Dentistry was discussed. The definition will be commented upon by the "communities of interest" by May of this year. It is necessary to influence the responses of these special interest groups so as to be prepared for the next House of Delegates. During this period of time, the new definition will be used by the Academy in all of the public relations and professional interactions.

2. Primary Care Provider: Concise and targeted messages regarding the Pediatric Dentist as primary care providers (in addition to specialists) are being developed. These will address the general public, managed care organizations, pediatricians and family practice physicians, the government and members of the Academy. Working areas include:

a) preparing and documenting research regarding the cost of pediatric dental treatment.

b) justification for the greater expenditures (even with equal cost) because of more comprehensive care provided by the pediatric dentist.

c) promotion of the increased quality of care (through media and brochures especially addressed to the general public and pediatricians).

d) survey managed care decisions makers to evaluate their needs for data to justify pediatric dentists as primary care providers.

e) lobbying of these decisions makers in response to their needs.

f) federal and state legislative approaches emphasizing the message of the cost and quality of pediatric dental primary care.

g) attempt to tag onto the Academy of Pediatrics and their primary care strategies and managed care programs.

h) developing models so that the Academy members can play an active role

in promoting the primary care campaign.

The first steps regarding gathering research data, clarifying the message and integrating this into our entire media campaign has begun at this time. Publicity will be highlighted in upcoming Academy newsletters.

3. The education committee had a number of proposals:

a) preparation of a CD-ROM and Journal-bases continuing education programs are being investigated.

b) new courses for dental auxiliaries.

c) hands-on course for sedation is being planned.

d) a symposium for advanced education program directors is planned for February 1996.

e) a discussion of increased student recruitment was considered. Here the major block noted is that many programs have decreased the number of positions and other programs have closed their training.

f) American Conference of Dental Management of HIV Disease.

g) liability insurance for components.

h) recognition of pediatric dentists who are delegates to the ADA.

i) development of an AAPD House of Delegates.

j) appointment of committee chairs for 1995-96.

Professional Opportunities Registry

CSPD has formed a Professional Opportunities Registry to facilitate the meeting of graduating pediatric dental residents with established pediatric dentists concerning associateships, employee relationships, or other practice opportunities.

If you have an opportunity to offer and are interested in this service, please complete the form in the bulletin. Be assure your inquiry will be confidential, your name will not be given to anyone. You will be given, if available, the name or names of graduating pediatric dental residents matching your opportunity offered. You will then make contact.

**Douglas J. McGavin, D.D.S.
17300 Yorba Linda Blvd. #G
Yorba Linda CA 92686
(714) 996-2200**

Membership Status

April 6, 1995

Active Members	330
Faculty	10
Associate Members	23
Life Members	26
Retired Members	7
Honorary Members	1
Students	35
Dropped	0

Total Roster Complete 431

4. Washington legislative visits. Drs. Kay, Bogert, McTigue and Johnson lobbied a number of Senators and Representatives during January. The following messages were emphasized.

a) pediatric dentist as primary care provider.

b) the need for further graduate medical education funding.

c) the deductibility of health expenses.

d) regulatory reform.

e) health care reform proposed in the coming year.

5. A planning session followed the Board meeting. Reviewed were strategies for associations in the 1990's and the role of the Academy in providing education to its members and to the employees of these members. The rapid advances in technology require a different approach to the education and the roles of our staff members in providing care.

Focus groups then examined closely the duties and charges for the major committees of the Academy. Proposals for this coming year were examined so as to emphasize our primary care provider status and our interaction with other agencies.

The Board of Trustees, committee chairs and central office staff clarified the focus for the coming year to best aid the members of the Academy and to address those issues which currently concern our specialty. Further details about any of these issues may be requested from myself or the central office.

**Richard S. Sobel
Trustee District VI**

20th Annual Meeting Highlights- Ojai, California

MEETING HIGHLIGHTS, continued from page 4

Greenstadt led our volley ball group. Ann Azama deserves a special recognition for running our kid's club. Frank Enriquez, Gina and Carolyn did a superb job at our registration table. Don Duperon recruited and organized our student table clinics. Steve Blain organized our member table clinics, and each deserves recognition. One special note of thanks to Paul Reggiardo for organizing our notebook collection of office correspondence this year. Mark Lisagor deserves a special note for organizing our sponsor area, and of course, Marty Steigner deserves credit for being our audio-visual king.

One special note of thanks from the officers, Board, and members who attended the meeting, to Scott Jacks who presented a dynamite managed care program. He is my hero, and I can't thank him enough!

After this year's meeting, I believe I will be introduced from this point on as the man who accompanied Mary Pedersen to Ojai. Her lecture on "Fat, Fat, Fat, The Real Skinny About Fat," to our guests, spouses, and select few appears to be the rave of the meeting.

I was honored to be inducted as the 20th president of CSPD. I have truly enjoyed working with the board and its officers over the years, and I hope to be a good president. So far, I am unaware of any impeachment proceedings against me, so let me tell you a little bit about the at-



tendance at the 20th annual meeting.

1. There were 144 members attending the Ojai meeting.
2. There were 25 graduate students attending the meeting.
3. There were 77 spouse/guests at the meeting.
4. There were 14 sponsors.
5. There were 13 table clinics.
6. There were 256 total attendees at Ojai.

The meeting was dynamic and truly a success, and I hope that all the attendees had an excellent time.

In conclusion, I would like to thank two other people who are paramount to the success of the installation and president's

dinner. First of all, Weyland Lum was a superb Master of Ceremonies with an outrageously funny monologue. I believe that he was instrumental in making the president's dinner a success. Second, I would like to thank my biographer, Steve Blain, for producing such a beautiful 6 x 4 glossy photo of me in 1978 for everyone to enjoy and laugh at. His biography added immensely to the installation and to the evening.



I look forward to being President with enthusiasm and good will. I found the Ojai meeting to be a success, and I look forward to a great year.

Respectfully,

Jac W. Pedersen II, D.D.S.
President



1995 Board of Directors

CSPD Managed Care Survey

TOTAL SURVEYS MAILED 369

(Surveys not sent to Associate Members, Inactive/Life Members or Students)

TOTAL SURVEYS RECEIVED	163	44.17%	Signed	Anonymous
Northern California	82		56	26
Southern California	81		55	26

1. Indicate the practice type that you participate in for the majority of the patients you treat:

- a. Solo Dentist
- b. Pediatric Dental Group (2 or more practicing dentists)
- c. Multiple Specialty or G.P. Group Practice

TOTAL

TOTAL	
89	54.60%
50	30.67%
24	14.72%
163	

Number of Dentists in Group

AVERAGE	MAXIMUM	MINIMUM
4.4	20	2

2. Check all that apply in your Practice Activities (Multiple Responses)

- a. Associate (Independent Contractor or Employee in one office location)
- b. Associate (Independent Contractor or Employee in multiple office locations)
- c. Owner (Full or Part) in one office location
- d. Owner (Full or Part) in multiple office locations

29
5
129
19

3. Check all that apply and indicate the percentage of the patients that you personally treat combining all the locations in which you care for patients

- a. Insured; Fee for Service; Usual & customary fee (U.C.R.)
- b. Uninsured (Fee for Service) (U.C.R.)
- c. PPO (Reduced Fee)
- d. HMO/Cap (Fixed Monthly Per Patient)
- e. HMO Specialty Provider
 - 1. Reduced Fee for Service
 - 2. Fee for Service(U.C.R.)
- f. Denti-Cal Patients
- g. Indigent People
 - 1. Number Treated Monthly
- h. Other

AVERAGE	MAXIMUM	MINIMUM	MODE	MEDIAN
68.51%	100%	0%	80%	70%
22.17%	75%	0%	20%	20%
1.39%	25%	0%	0%	0%
0.22%	30%	0%	0%	0%
0.42%	15%	0%	0%	0%
0.37%	25%	0%	0%	0%
6.40%	98%	0%	0%	3%
0.38%	10%	0%	0%	0%
4	5	0	5	5
0.14%	10%	0%	0%	0%

4 a. The patients I personally see are 100% fee for service, with no participation in reduced fee plans, except for Denti-Cal patients. 108 Positive Responses

5. Percent of Patient Profile by Plan:

All Reduced Fee Plans as % of Total Office Patients
 Average Discount of Plans as % of Your UCR
 Capitation Profile (\$ per Patient)/MONTH
 Capitation Profile (\$ per single +spouse)/MONTH
 Capitation Profile (\$ per Family)/MONTH

AVERAGE	MAXIMUM	MINIMUM	MODE
12%	30%	1%	5%
24%	35%	10%	20%
\$13/MONTH	\$13/MONTH	\$13/MONTH	\$13/MONTH
\$0	\$0	\$0	\$0
\$0	\$0	\$0	\$0

6. Have you participated in any plans and left?

TOTAL RESPONSES YES
 118 NO

* Questionable validity of responses to this question due to possible misinterpretation of question

27	22.9%
91	77.1%

7a. If you participated in Managed Care, or other reduced fee plans, please comment on how it has impacted your practice

Financial Impact

TOTAL RESPONSES Favorable
 22 Unfavorable

13	59.1%
9	40.9%

7b. Have you been able to maintain same Standard of Care for Managed Care Patients as for Fee for Service patients?

TOTAL RESPONSES YES
 23 NO

17	73.9%
6	26.1%

9. If you do not participate in any plan in which reimbursement is less than fee for service (U.C.R. or Denti-Cal), do you anticipate possibly enrolling in some reduced fee/capitation plan within the year?

TOTAL RESPONSES YES
 138 NO

20	14.5%
118	85.5%

See MANAGED CARE, page 10

Board Member Profile



Wayne M. Grossman
Treasurer

Wayne spent most of his childhood back East in Ohio and Pennsylvania. He moved to California with his family at the tender age of twelve. He graduated from UC Davis before going on to the UCSF Medical Center for his DDS and pedo training.

While at UC, Wayne became interested in pediatric dentistry

through his association with the Mobile Dental Clinic both in the Central Valley and in Israel. He also spent time on clinics in Appalachia and Mexico with Project Concern.

After working briefly in San Francisco, Wayne ended up close to family in the Sacramento area where he was soon joined by his wife, Zoe. His office in Rancho Cordova is noted for some interesting design features including a railroad theme with actual model trains running through the walls in various rooms.

Wayne is currently in his second year as CSPD Treasurer but has served previously on the Board for four years as a member at large. Wayne has served as Dental Care Chairman and represents CSPD on the CHDP State Dental Advisory Panel and Health Mothers, Healthy Babies Task Force. He also has served on a number of advisory groups such as the Dental Needs Assessment Advisory Board. Wayne was instrumental in putting together a recent award winning video, "A Professional's Guide to Preventing Baby Bottle Tooth Decay."

Wayne and Zoe enjoy doing community volunteer duties. They recently helped orchestrate a series of programs honoring the Sugiharas, Japanese diplomats who save thousands of Jewish refugees during World War Two.

Wayne also enjoys antique collecting, fly fishing, and performance art. (Ask him about the time a swarm of 250 pound giant killer bees attacked the agricultural station at Lake Tahoe.)

Board Member Profile



Douglas J. McGavin
Director-1996 South

Doug was born in Los Angeles a long time ago and raised in the San Gabriel Valley where he graduated from Mt. San Antonio Junior College going directly to USC Dental School. Earning his DDS at age 23 during the height of the Vietnam War he became an "obligated volunteer" into the US Army. In the Army, he was given the responsibility of 140 physicians, their spouses and children. He soon discovered his joy in treating children and his stress treating their parents. Graduating from the Pediatric Dental Program at USC in 1974, he immediately started his practice in Yorba Linda and has been there since.

He accepted the challenge of the CSPD Board Membership out of a sense of obligation to give back, if only partially, what the organization had given to him. He would advise practicing wet gloved types to do the same for what they have to offer the organization is needed and the experience is rewarding.

Doug and Chris have been married for 29 years and have three daughters. This June all three will have graduated from the University of their choice. They also have a grandson (named Gavin after Doug), who only makes them want more grandchildren (their second grandchild is expected in October). They enjoy their beach home, traveling, and water-skiing anywhere but especially at Lake Powell, Utah where they have spent at least a week for each of the past 18 years.

Pediatric Dental Auxiliaries Continuing Education Course

The third annual continuing education course exclusively for pediatric dental auxiliaries will be held on November 11, 1995, in San Francisco, 8:00 a.m.–4:30 p.m., and repeated on November 18, 1995 in San Diego.

“Pediatric Dental Trauma” will be presented by Dr. Richard Sobel. An overview of pediatric dental trauma for the dental team will include a discussion of common dental trauma emergencies, sharpening phone skills to assess emergencies, radiographic techniques to help improve the accuracy of diagnosis, essential elements of the medical and dental history, management of traumatic injuries to the primary and permanent teeth, and prevention of trauma, i.e. sports dentistry and mouth protection.

“Update of Pediatric Dental Materials,” presented by Dr. David Rothman, will provide the dental team with an overview of the various dental materials used in pediatric dentistry such as amalgams, glass ionomers, dentin bonding agents, composite resins, sealants, etc. Dispensing, mixing, and delivering various materials will also be covered. Common questions that parents ask regarding materials will be discussed.

Course tuition is \$65.00 per person, which includes course materials, continental breakfast, luncheon, and coffee/soft drink breaks. Each attendee will receive 7 CE units.

CSPD Dental Care Committee Year-end Report 1994-95

1994-95 was a very busy time for the Dental Care Committee. Many different areas of concern held our interest throughout the year. The following is a synopsis of the issues and activities that ensued:

CHDP—California Health and Disability Prevention Program Dental Subcommittee meeting – Committee met in June 1994. Pediatric Dental concerns were represented well. The main issue addressed dealt with the new fluoride supplement schedule. Disseminating the information to professionals will be a top priority. Liaison reports described AAP share concerns with CSPD and AAPD regarding the future of managed care and its impact upon the high-risk child. Further monitoring of the situation followed, especially with regards to the DentiCal Manage Care Pilot Program that took place in Sacramento, CA.

A great deal of attention was given to the problems at had related to general anesthesia/sedation issues in dentistry. The access to care for our patients with special needs was discussed in many circles throughout organized dentistry. We will continue our work on a local, state and national level so that we can assist in defining our roles as pediatric dental surgeons. Gaining information, assessing the problems, offering a plan and education the public all started in September 1994 and will continue for approximately two years.

The Strategic Planning Committee Meeting in September 1994 brought forth a number of issues that will be addressed by the Dental Care Committee. The role of the pediatric dentist in a managed care environment was charged to a sub-committee headed by Drs. Scott Jacks, Warren Brandli and Ray Stewart. A survey was developed and mailed to the membership in order that we might gather basic data on the current status of managed care within pediatric dentistry in California. From this, we will hope to be better positioned to assist our members as things develop.

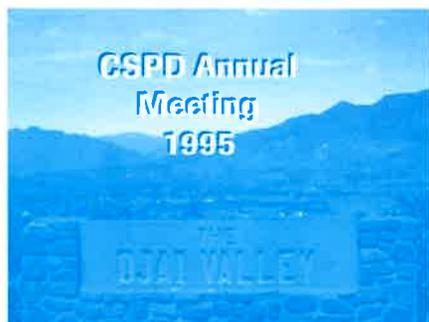
Another point of importance was the issue of continuing the primary care status of pediatric dentistry. Fostering this concept will involve many committees of CSPD and future work to inform the public, as well as, our professional colleagues will be ongoing.

Dr. Wayne Grossman, as CSPD/CDHP Liaison, reported that the American Academy of Pediatrics has stated that they were changing their recommendations for dental care. The implications were that they understood the necessity for earlier dental involvement and would advise parents to seek dental examinations and consultation accordingly.

There were many other issues that were brought to the attention of the CSPD Board of Directors at the business meetings throughout the year. A number of these areas of concern will need to be monitored and acted upon over the next months ahead. The membership will be called upon to assist the Dental Care Committee on its many fact finding missions. This concerted effort on everyone's part will assure CSPD an active role in all of the important issues of the day that affect California Pediatric Dentists.

Respectfully,

Richard P. Mungo, DDS
Chairman



CSPD Annual Meetings

1996	March 28-31	Ritz-Carlton, Pasadena
1997	April 3-6	Carmel Valley Ranch Resort, Carmel Valley

Treasurer's Report

**Fiscal 1993-1994
(May 1, 1993 – April 31, 1994)**

Income	
Dues	29,418.00
Interest	1,753.50
	31,234.50

Expenses

Board Meeting Expenses	5,488.95
Secretarial Services	3,000.00
Treasurer	50.00
Office Expenses	2,820.36
Executive Director	6,600.00
Accounting	260.00
The Bulletin	4,043.17
Peer Review	516.02
Dental Care	268.00
Public & Professional Relations	1,210.64
AAPD Liaison	1,065.37
Membership Directory	1,330.90
Heber Simmons Expense	500.00
Ad hoc Membership Services	400.00
AAPD California Reception	378.98
	27,932.39

Net Surplus 1994-94 3,302.11

Reconciliation of Reserve Funds
1993-94 Reserve Funds Requirements
(1-year dues income) 28,340.00

1993-94 Actual Reserve Fund 38,232.54

**Fiscal 1994-95
(May 1, 1994– April 31, 1995)**

The 1994-95 budget approved by the Board of Directors estimated income of \$31,681.00 and authorized expenditures of \$38,845.00. Through the third quarter (1-31-95), income was \$24,891.07 or 79% of expected while expenses were \$30,877.32, also 79% of budget. Since income and expenses are keeping pace with each other, we can expect a projected shortfall of up to seven thousand dollars, as budgeted. However, a windfall surplus from the continuing education course and the smaller than projected expenditures in the Fourth Quarter should decrease the deficit by several thousand dollars.

Respectfully,

Wayne Grossman
Treasurer

Professional Opportunities Registry

First Name _____ Last Name _____

Address _____

City _____ State _____ ZIP _____

Telephone (_____) _____

Opportunity Offered: (Associate, Partnership, Employment or Sale)

Would you consider associateship of Grad students prior to the completion of the program—Evenings or Saturdays?

Date Available: _____

Mail form to: Douglas J. McGavin, DDS
17300 Yorba Linda Blvd., Suite G
Yorba Linda, CA 92686

MINUTES - BOARD OF DIRECTORS MEETING
APRIL 6, 1995
OJAI VALLEY INN - OJAI, CALIFORNIA

The 81st meeting of the Board of Directors of the California Society of Pediatric Dentists was called to order by the President, Dr. Suzanne Berger, on April 6, 1995, at 1:00 pm.

A quorum was established. In attendance were board members: Drs. Berger, Mungo, Perry, Lisagor, Steigner, Pedersen, Stewart, Luke, Wolkstein, Howard, McGavin, Grossman, Duperon, and Barber. Incoming members present were Drs. Lovinger and Buch, District VI Trustee Dr. Sobel, and one guest, Dr. Yee.

President Berger made opening comments and reviewed the minutes of January 28, 1995. One correction was made to the motion 01.28.95.01, that the motion was seconded by Dr. Perry. The minutes were so amended and approved. An agenda modification was made for Dr. Scott Jack's presentation moving it earlier due to prior commitments.

Managed Care Committee: Dr. Jacks discussed the instructions given to the committee: to gather and disseminate information. He talked about the managed care survey. Of a mailing of 369, they have gathered 163 responses, a good membership response. The survey shows low participation in managed care programs. Information being disseminated by Dr. Jacks will be via the Friday lecture to the membership on "Managed Care in Pediatric Dentistry." He will also be writing an informational article on managed care for publication in The Bulletin.

CORRESPONDENCE

Dr. Berger discussed letters needing to be written in support of the new definition of pediatric dentistry. She reviewed an incoming letter from Dr. John Boland regarding the CSPD's position on solicitation and information to give to parents at private schools.

Action: 1) Request clarification from the CDA on the subject and act upon it.

2) Write letter to Dr. Boland informing him of the Board's decision to look into the matter further.

OFFICER'S REPORTS

PRESIDENT-ELECT - DR. PEDERSEN: Dr. Pedersen welcomed all to Ojai. Thanks to all for their help especially Drs. Wolkstein, Berger, and Barber.

VICE-PRESIDENT - DR. LISAGOR: The Board's liability insurance status was reviewed. AAPD has essentially refused to buy a policy and leaves it up to the components. Discussion followed addressing issues as to how we might press the AAPD Board to reconsider this issue.

Action: 1) Drs. Lisagor and Pedersen will write a strong letter to AAPD.

2) Dr. Pedersen will contact our present insurance carrier to inquire about costs if we bring in 4-5 other components.

Dr. Lisagor talked about the joint meeting with the oral surgeons in San Francisco attended by many of our members. Consensus was that the meeting did not live up to expectations.

SECRETARY - DR. STEWART: Dr. Stewart talked of a budget item for a recording secretary at Board Meetings. It will be entered in next year's budget.

TREASURER - DR. GROSSMAN: Dr. Grossman discussed the proposed 1995-96 budget which will be highlighted at the June board meeting. Dr. Grossman also made a motion to make a yearly budget item to develop a reserve fund for bi-annual strategic planning meetings.

MOTION: 04.06.95.01: GROSSMAN/LUKE: I move that as a matter of policy, one thousand dollars be budgeted yearly and held in reserve as necessary for purposes of long range planning. PASSED

MOTION: 04.06.95.02: GROSSMAN/LISAGOR: I move that annual dues be increased by \$30.00 per year for active members with proportional increases for other categories of membership. PASSED

EDITOR - DR. HOWARD: No report.

EXECUTIVE DIRECTOR - DR. BARBER: Report was made on the following:

Dues: A second and final dues notice was mailed on February 1, 1995. A list of yet unpaid members is available at this meeting.

Annual Meeting: The greater percentage of the Executive

Director's time for CSPD during the January through April period is devoted to preparation for the annual meeting. Ad Hoc Committee to study the position and replacement of the Executive Director will become active following the annual meeting.

Producing a special Directory of CSPD Members for referral purposes only has not yet been developed. It seemed feasible to develop this variation during the time (April -June) when the regular Directory of the Membership was in production. A model of the smaller geographic version will be distributed to the Board prior to the June meeting.

1997 Annual Meeting Contract with the Carmel Valley Ranch Resort will be reviewed and rediscussed with the resort. Dr. Barber's impression was that a revision of the final contract was signed without agreed upon corrections. It will be clarified or we may need to reopen a search for an alternate site.

TRUSTEE'S REPORT - DR. SOBEL: Dr. Sobel gave a report on the recent Board of Trustees meeting. The Primary Care Initiative and managed care issues dominated the agenda. Dr. Sobel gave an overview of the Academy's efforts in these areas.

STANDING COMMITTEE REPORTS

NOMINATING COMMITTEE - DR. BERGER: No report.
PUBLIC AND PROFESSIONAL RELATIONS - DR. PERRY: Dr. Perry reported on the activities of his committee for the last quarter. Dr. Perry made the following motion:

MOTION: 04.06.95.03: PERRY/LISAGOR: I move that CSPD endorse the American Dental Association Resolution on the Prevention of Baby Bottle Tooth Decay and that it be forwarded to the ADA Thirteenth District Caucus, and further that CSPD requests that the District VI AAPD Trustee seek the American Academy of Pediatric Dentistry to endorse the ADA resolution. PASSED

Dr. Perry reported that Assemblywoman Jackie Speier introduced her bill mandating statewide fluoridation on February 22nd. This introduction coincided with a press conference held at the state capitol. Representatives from the California Medical Association, Academy of Pediatric Physicians, Older Women's League, California Hygienist's Association, Children NOW, Chamber of Commerce, American Public Health Association, The Dental Health Foundation, The California Fluoridation Task Force, as well as other groups attended.

MOTION: 04.06.95.04: PERRY/MUNGO: I move that CSPD send a letter of support for the Fluoridation Bill (Speier) before the hearing scheduled for April 18th or 19th. PASSED

AAPD Liaison. Dr. Luke reported on the status of a resolution made by the California Chapter II of the AAP regarding dental treatment for children under anesthesia in hospitals. The strategic plan status and worksheet were discussed briefly.

Editorial. Dr. Howard discussed the new format of The

Bulletin and encouraged the committee members to submit abbreviated reports on disk if possible to ease publication. It was decided that Board Reports will be reviewed by the committee chairmen submitting them prior to publication in The Bulletin.

Constitution & Bylaws. Dr. Wolkstein reviewed the by-law changes which will be noted at the Business Meeting. Dental Care: See Dr. Mungo's report in Bulletin. The many areas that will need to be continued over the next year are:

- 1) Pediatric dentistry's place within managed care.
- 2) Patient access to hospital care.
- 3) Working with insurance commissioner on obtaining coverage for our special patients.
- 4) Continuing charges to the committee established during the Strategic Planning Session of 1994.

Credentials and Membership. There are 330 active members, 10 associate members, 23 life members, 7 retired, 1 honorary, and 35 student members in CSPD. Dr. McGavin reported on his activities and current status of Graduate Student Liaison and Young Dentist Recruitment programs. He will be recruiting new mentors for 1995-96. A discussion ensued on how best to match practices looking for associates and young dentists looking for practice opportunities.

Professional Activities. Little activity occurred in 1994. No grants were awarded.

Annual Meeting Site Selection (1998). Dr. Lisagor reported that everything was on track for the meeting in Pasadena. Dr. Stewart reported that Carmel Valley Ranch is probably not adequate because the size of our meeting has grown. Alternatives will be discussed at the next Board meeting.

Ad Hoc Committee

Membership Services. Dr. Sobel spoke on Auxiliary Continuing Education and the upcoming seminars for 95-96. Dr. Sobel will be talking on Pediatric Dental Trauma, and Dr. David Rothman will present an update of Pediatric Dental Materials. These programs will be given in San Francisco and San Diego on November 11th and 18th. The registration fee for each course is to remain at \$65. The following motion was made:

MOTION: 04.06.95.05: LISAGOR/SOBEL: I move that the Board approve the 1995 auxiliary continuing education schedule of courses for 1995 as presented. PASSED

Dr. Steigner reviewed the most recent additions to the Patient Information Materials. He encouraged any suggestions and changes to be submitted before formal printing.

Legislative Committee. No report.

New Business

Dr. Perry discussed CDA On-Line. CSPD may be able to get a page (bulletin board) for our organization at no cost to members. Dr. Yee will pursue these possibilities with the CDA and will explore the possibilities of CSPD members in on-line interactions. Dr. Barber discussed the possibility of CSPD offering CE courses to a broad base of dentists on a variety of topics as a possible source of revenue as well as furthering the message and mission of pediatric dentistry.

The meeting was adjourned at 5:35 pm.

APRIL 7, 1995

The 20th Annual Business Meeting of the California Society of Pediatric Dentists was called to order by President Suzanne Berger at 11:00 am; she then called for agenda modifications. The minutes of the Annual Meeting of April 8, 1994, were approved as distributed.

President Suzanne Berger reported on the activities and accomplishments of the Board of Directors during the past year.

Vice-President Mark Lisagor reported on the preparation of the 1996 Annual Meeting to be held at the Ritz Carlton Hotel in Pasadena.

Secretary Ray Stewart reported on the membership status of the California Society of Pediatric Dentists. We currently have a membership of 431. Two persons

See BOARD MINUTES, next page

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 its leadership. Our next regularly scheduled meeting is **June 17, 1995**.

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

BOARD MINUTES, cont'd from page 9

requested and were granted Life Member status: Dr. Paul R. Barkin (Gold River) Charter member, and Dr. Edward F. Peterson (Visalia) Charter member.

Treasurer Wayne Grossman reported on the current financial status of the California Society of Pediatric Dentists. The 1994-95 budget approved by the Board of Directors estimated income of \$31,681.00 and authorized expenditures of \$38,845.00. Through the third quarter (1/31/95), income was \$24,891.07 or 79% of expected, while expenses were \$30,877.32, also 79% of the budget. Since income and expenses are keeping pace with each other, we can expect a projected shortfall of up to seven thousand dollars, as budgeted. However, a surplus from the continuing education course and the smaller than projected expenditures in the Fourth Quarter should decrease the expected deficit by several thousand dollars.

Dr. Grossman made a motion to increase annual dues by \$30.00 per year beginning 1996-97. Following a brief discussion, the motion was passed unanimously by the membership.

Dr. Tom Barber gave the Executive Director's report. He announced that the California Society of Pediatric Dentists will initiate a search for his replacement to be effective at the conclusion of fiscal year 1995-96. He also spoke to the importance of his office being kept apprised of changes in addresses and phone numbers. He solicited any On-Line addresses be forwarded to his attention.

Dr. Richard Sobel gave the District VI Trustee report. He thanked members of the California Society of Pediatric Dentists for their support over the past year. He emphasized the importance of the AAPD efforts toward redefining the definition of Pediatric Dentistry and encouraged our members to write in support of the definition to the Council on Dental Education. He also reported on other issues being addressed by the AAPD outlined in his written report.

Past-President Phil Wolkstein gave the report of the Constitution and By-Laws Committee. The proposed bylaws revisions were circulated. Two amendments were discussed and as motions were voted on as follows:

- 1) To redefine the mission of the Society in more succinct terms (Wolkstein/Hanson). Passed
- 2) To establish continuity of At-Large Member participation on the Nominating Committee (Wolkstein/Luke). Passed

The report of the Nominating Committee was presented by President Berger. There were no additional candidates nominated in writing by the membership. Dr. Berger called for a vote of acclamation which was approved unanimously. A motion that the three At-Large members nominated for 1, 2 and 3-year terms was made and approved unanimously (Berger/Hanson). Passed

Dr. David Perry, Chair of the Committee on Public and Professional Relations, reported on the activities of his committee. Highlights of the BBTD prevention and the Mouthguard programs were reviewed. He encouraged member participation in these programs at the component level.

Dr. Ed Sharp reported on his efforts in the Big Brother/Big Sister program which provides dental care for needy children, and he also encouraged the CSPD members to participate.

Dr. Dick Mungo, Chair of the Dental Care Committee, reported on his committee's activities this year. These included:

- 1) CHDP and special need children
- 2) Managed care issues
- 3) Survey on managed care in CSPD membership
- 4) Primary care status for pediatric dentists

Dr. Doug McGavin reported on the status of the Mentor Program in CSPD and encouraged the members to become involved. He needs several persons to serve as mentors in the coming year. Members who are interested should contact him directly.

Dr. Dave Taylor reported on the activities of the Peer Review Committee which hears 10 cases, 9 of which were resolved.

Dr. Larry Luke, Chair of Professional Activities, reported that no new applications were reviewed for the past year. He encouraged members to consider submitting proposals in the coming year.

Dr. Warren Brandli discussed Dr. David Good's candidacy for the American Board of Pediatric Dentistry and encouraged the members to vote at the upcoming AAPD meeting.

New Business

Dr. Ann Azama announced the second year of auxiliary CE courses to be held in San Francisco on November 11th and in San Diego on November 18th.

No other business was discussed and the meeting adjourned.

Comments From Survey

QUESTION 6

HAVE YOU PARTICIPATED IN PLANS AND LEFT, PLEASE DESCRIBE WHICH PLAN AND WHY?

(Delta PPO) "Not worth the effort," "Too much Red Tape, force me to compromise my treatment, wanted to inspect my office," "Lied to me about Compensation Level" • (Blue Shield) "Poor Fees" • (Blue Cross) "Slow Payment," "Poor Fee Schedule, Everything needed to be preauthorized, saw patient and then sent back to G.P.," "Too much Paper Work, Poor payment time, Inadequate fees," "Their plan was in violation of CDS By-Laws" • (Safeguard) "Very Low Fees, They dictated which teeth to treat" • (MIDA) "Inconsistent Reimbursement" • (PMI) "only crisis oriented, no preventive care, usually emergency only" • (D.H.S.) "Fees are severely reduced, discrimination of medically compromised patients," "Too long a wait for payment" • (Golden West) "They determine a UCR among their members and pay 80% of that, not 80% of your UCR" • (AETNA) "Hassles with GP referrals, not S feasible" • (California Dental Health Plan) Required extensive preauthorization, Co-Pay of 50% hard to collect" • (Prudential) "Fees didn't keep up" • (Great West) "No referrals in two years, using my name only to say they had specialists" • (Blue Shield) "Low Fees, Poor Dental I.Q., took no responsibility for own care, only got the tough cases." • (Blue Cross Capitation) "Paid 45% of my UCR"

QUESTION 7C

IF YES, WHAT ARE THE MAIN INGREDIENTS OF YOUR APPROACH THAT HAVE BEEN SUCCESSFUL IN MAKING THE MANAGED CARE/REDUCED FEE PLANS WORK IN YOUR OFFICE?

"Because we have seen so few patients 8-10" • "Only see small number of Patients" • "Only sign up with plans that have a fee schedule comparable to ours, have patients come directly to us, not by referral." • "Use only plans that let me do ideal treatment, and pay to my standards" • "I will not compromise care, and thus I don't participate in Capitation Plans" • "Time Directed Appointments, Knowing the Plans Provisions well" • "Minimal reduction of PPO fee to my UCR" • "They fill blank spots in the schedule" • "Standard of Care has nothing to do with what you are paid. We deliver the same quality of care but are paid less, it doesn't work." • "We only take plans that let us use our fees as the UCR and let us be primary Dentist" • "Computer, Electronic Billing, Skilled Staff"

QUESTION 7D

IF NO, DESCRIBE THE CHALLENGES OR OBSTACLES YOU WERE UNABLE TO OVERCOME?

"More Patients to treat in less time" • "With so much discount, more work, less pay" • "Can't provide quality care at that level of compensation" • "It would interfere with other private patients, "No Money in it" • "Couldn't bring myself to do it" • "Scheduling, failure rate high, we only saw on certain hours or days" • "Only got difficult cases, no charge for sedation, dramatically reduced fees" • "Require incredible amounts of staff time for paperwork" • "Patients are not as committed, only want basic maintenance of care" • "Limit X-rays that can be taken, reimburse patients and we can't collect from them." • "Unable to use sedation, patients often felt that if insurance didn't cover, it wasn't needed." • "Reduced fees to treat the most difficult patients and lowest Dental I.Q. parents" • "Only let certain treatment to be authorized" • "With low fees, couldn't provide care and make profit."

QUESTION 8

DO YOU HAVE ADDITIONAL COMMENTS, SUGGESTIONS, OR STRATEGIES REGARDING MANAGED CARE AND CSPD'S ROLE IN WORKING FOR THE MEMBERSHIP?

"Fight this force of destruction of the Dental Profession to the end. Educate the public about their right to quality care that is not easily feasible with managed care, you can't get a \$1.00 of dentistry for 60 cents." • "Very possibly the managed care pendulum has accelerated by the threat of the Clinton's Health Care Plan. If parents are informed as to what managed care really means for their children, I think they will pressure the buyers to offer fee for service" • "Pediatric dentists not treated as Primary Care Providers, no provisions in plans for sedation or anesthesia, Parents have to assume full financial burden, CSPD should work to get Pediatric Dentists as Primary Care Providers and get sedation and anesthesia included" • "If we as dentists have a united front, we can make changes that will benefit the specialty as well as the patients" • "There is no reason to accept any plans that I am going to lose money on, We have lost some patients to plans in the past, but they have returned due to our quality of service" • "CSPD must initiate some general education for its members and I am glad to see it start here." • "A Managed Care Update-Summary of Programs" • "I would stop trying to deal with Managed Care and encourage membership not to compromise their standards or earning potential. Why shift profit from dentist to insurance company?" • "Why not form our own plan and negotiate?" • "I think CSPD could represent its members as a united group to help influence future decisions regarding managed care" • "Need to have Pediatric Dentists as Primary Providers" • "Keep membership informed about Managed Care, Provide reviews of Major Plans, Give members guidelines for evaluating plans, Question CDA about Knox-Keene licensing and fair trade practices" • "CSPD must take active role in lobbying to get Pediatric Dentists as Primary Care Providers" • "Many of our patients switched to HMO practices and didn't like the care they received and switched back to us, thus our uninsured segment is growing" • "Promote excellence and uniqueness of service we provide, and encourage employers to continue to offer fee for service option to employees." • "We must be defined as primary care providers or we must resist this movement toward managed care because it hurts patients and dentists" • "Provide a list of insurance plans and provisions, get sample contracts of good plans to CSPD members" • "Work at national level to get Pediatric Dentists as Primary Providers" • "I'm concerned that Managed Care is eroding my patient base and more patients are changing to Closed Panel which I don't wish to participate in due to a need to compromise my standards of care" • "I'm happy that CSPD is active in this area, I'm 63 and do this as a hobby, Working belongs to the young, I'll just go along with the flow" • "Provide members independent reviews of major plans, give guidelines to help evaluate plans" • "I very much appreciate CSPD's leadership role in this area." • "We should be negotiating as a Group" • "Avoid if possible, Plans appear to pay a little better if the perceived quality of care is higher, if trend continues, may be no choice but to join or retire" • "We should form our own IPO to negotiate" • "Education of patients and doctors, Fear and greed of members will dictate which plans are accepted by members" • "Don't get in these plans, we lose control and get less in these programs, if we all stay out, there will be no issue" • "Encourage members not to panic as the physicians have done." • "Very Glad that CSPD is taking active role" • "Advise public of problems with Managed Care, advise Members of CSPD not to join plans" • "I feel like a dinosaur, but enjoy traditional type of practice and hope I will not need to join in reduced fee plans." • "Public must be educated as well as politicians that these plans won't work as they are funded now"

QUESTION 9

IF YES, WHAT ARE YOUR REASONS FOR ENROLLING?

"Get an Associate Busy" • "I would enroll if I faced losing a large part of my patient base, I am concerned that it would be difficult to be profitable, you need to see large volume of patients, How about a State-wide IPA, I hope CSPD will research the topic well, I worry that if we delay, the insurance companies will have their way." • "Managed Care is advertised so well that it will likely take over the bulk of dental compensation" • "I will quit before I join them" • "I'll join if my patient base decreases" • "If there were no dentists willing to participate, the programs wouldn't exist." • "To maintain patient flow" • "Reduced patient flow, patients leaving to managed care" • "More Patients" • "We find more of our patients enrolling in these plans but they often find them inadequate." • "NO WAY"

Welcome New Pediatric Dentists

Remember the exhilaration of graduation followed shortly by the reality of finding your practice situation? We offer our congratulations and any of us will provide encouragement be by a kind word, advice or opportunity.

The two graduates from UCSF this year are the first from their new three year program. Dr. Claudia Masouredis did her research on Baby Bottle Tooth Decay funded in part by a grant from CSPD. She is married with two daughters and plans to practice with Dr. Vivian Lopez in Berkeley. Dr. Ye-Ming Wu was born and raised in Taiwan, but plans to stay here teaching at UCSF. His wife is a practicing general dentist and they have a young daughter.

LLU graduates its first two pediatric dentists this year. Our congratulations to LLU and Dr. Wilfred Nation for getting this program up and running. Dr. Rick Nichols is from Yucaipa, CA. He and his wife, Cheralyn, a dental hygienist, have a two year old daughter, Jordyn. He has leased space, is building his tenant improvements and will start his solo practice in Redlands soon after graduation. Dr. Todd Millege, raised in Bakersfield, did four years of general dentistry in Guam before returning for pedo training. He is also married to a dental hygienist, Jennifer. After graduation, he plans to spend 80% of his time teaching at LLU and 20% in private practice.

USC gives us five new pediatric dentists. Dr. Janelle Holden was born in Kingman, AZ and raised in Needles, CA. She earned her dental hygiene certificate, DDS and Pediatric Dental Certificate all at USC. She is married. She practices on Saturdays with Dr. Mark Goldenberg, Dr.

LA since age 12. She DDS at Boston University, are expecting a practice in the LA area where both Lizgorich was born in San Pedro UCLA and her DDS at UOP. After San Diego, Orange, Ventura or San back since she has had "no time for a life." Kansas and left for Phoenix after high school. Northwestern before pedo at USC. She will practice after graduation. Dr. Peter Suh is from Korea. He took a BS from UC Berkeley, and a DDS from U. Penn in 1990 and practiced two years before pedo training. He and his wife Sunmi are planning children and he plans to associate in the Los Angeles Area after graduation.

UCLA graduates five students this year. One of the two combined specialty Pedo-Ortho graduates, Dr. Santiago Surillo was born and raised in Puerto Rico where his father is a general dentist. He is single and earned his DDS at Indiana University. He is seeking an associateship leading to partnership where he can practice both pedo and orthodontics in the Bay or Southern California areas. Dr. Gabriel Mizraji, the other Pedo-Ortho graduate, was raised in North Hollywood. He and his wife Tracy have no children yet. He completed his BA, DDS, GPR and Pedo-Ortho all at UCLA (intellectually inbred? – just kidding!) He plans to associate with Dr. David Taylor on the Palos Verdes Peninsula. Dr. Kathy Ahn was born in Korea and came here at age 9 living in Michigan then Bakersfield. She is engaged to be married "sometime in 1995." Her fiancée is pre-med at UCLA and attending LLU Med School this fall. She is seeking an associateship in the Orange or Riverside county area. Dr. Shoreh Selki has been here from Iran for 11 years. She is married to her husband David. She has taken her BA, DDS and Pediatric Dental training at UCLA. She has associated with Dr. Slang's general practice since 1993 and plans to stay in the Los Angeles Area. Dr. Rose Kim was born in Korea and moved to Cleveland, OH at age 5. Her husband, Christopher Go, is a practicing general dentist, they have no children yet but enjoy their pet dog. She trained at Akron University, Case Western Dental School, and did a GPR for the VA before pedo at UCLA. She plans to associate with Dr. Ed Sharp in Burbank after graduation.

Douglas J McGavin
Grad Student Liaison

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