



BULLETIN

CALIFORNIA SOCIETY OF PEDIATRIC DENTISTS

Summer, 1996

Vol. XXII, No. 2

PRESIDENT'S MESSAGE

Dr. Mark Lisagor

Now that the new Board of Directors is in place, with its first board meeting behind us, we have begun the task of addressing the seemingly endless array of issues and concerns, both new and ongoing, which seem to challenge us daily in the way we practice pediatric dentistry.

It wasn't too long ago when all our



energies and anxieties seem to have been focused on the heightened concerns regarding infection control and the OSHA bureaucracy. Now, these issues are pretty much a memory for most of us. We've adapted to the new standards and the additional red tape and life is back to normal once again.

Now, however, we have concerns about biofilm in our water lines and estrogen in our sealants, further assurances that life in practice will never be boring!

In pediatric dentistry, we currently have several areas of concern, which CSPD is working hard to resolve:

The continued refusal of the insurance industry to deny coverage for anesthesia or hospital care for patients needing these modalities for pediatric dental treatment to be provided safely is a major problem

See **PRES. MESSAGE**, page 2

Dentistry Meets Big Business

By Scott Jacks

The dental industry is about to enter a new era. Big business has us in their sights and they have grand plans for us. How long we maintain our status as primarily a cottage industry is pure speculation. Recent business events in medicine have given entrepreneurial and venture capitalists reason to lick their chops over the dental industry. We are ripe for picking.

Presently, if you choose to retire and sell your practice, you look for a dentist who is willing to pay your price of one to three times net earnings (yearly profit after expenses). Big business sees this situation as an incredible opportunity. Most large companies that are publicly traded on the stock market sell for 10 times yearly earnings. Some sell for 50 times earnings. As a result of this arbitrage, the following strategy has developed. Venture capitalists raise millions of dollars and then buy up large dental practices around the country. They do this with stock and cash, buying the practice at 1 to 4 times earnings. The practices are usually managed through a central organization such as a DSO (Dental Service Organization). Their goal is to build an organization that bills up to one hundred million dollars a year. Practices are run and managed by use of central computers, and up-to-the-date business systems and marketing strategies, with the ultimate goal of generating increased profits for the DSO. National managed care contracts are negotiated with different employers and insurance groups from around the country. Once the contracts and increased earnings are realized, the company is taken public and the investors are richly rewarded.



This above scenario is growing rapidly in medicine, while in dentistry it is just beginning to explode. PPMs (Physician Practice Management companies) have made many businessmen multi-millionaires. Entrepreneurs feel that if it worked in medicine, why not in dentistry? Some of the dental companies that are developing this strategy are WellPoint (a Blue Cross of California subsidiary), Delta Dental of Minnesota, Group Management Services (GMS), the Princeton Group, Monarch Dental Centers, New England Dental Centers and First Dental, just to name a few.

What does this mean to the private practitioner? Maybe it has no impact on you, or maybe you are one of the lucky ones who is purchased with stock options and becomes wealthy. There is a third possibility. As the companies grow and develop

See **BIG BUSINESS**, page 3

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for many of our members and contributes to restricting access to care to many of California's children who are most in need. **Jac Pedersen** is continuing to lead the battle, which ultimately may result in CSPD's support of legislation introduced in California which would prohibit this arbitrary denial in the future. The process is an arduous one, but we are making progress toward some meaningful changes in this area.

Letters to CSPD (see *Letters on page 7-Ed.*) from our members have focused on two areas of increasing concern for us in practice. **Bill Snaer's** concerns regarding the ambiguity in how ethics and the law relate to a dentist's involvement with public schools and preschools in the distribution of materials which identify his or her practice have pointed up the need for clarification, both from the State Board and from the California Dental Association. The appropriate committees in CSPD are trying to understand and interpret current guidelines and laws so that our members will know exactly what is legal and ethical, and what is not. This seems to be a very volatile area undergoing constant change in interpretation.

The letter from **George Mednick** (see *page 7-Ed.*) points out a serious problem and possible vulnerability which we all face in the management of children in the nineties. We are in contact with the Risk Management department of TDIC in an effort to gain more information about the potential liabilities and to learn the most effective ways to protect ourselves from the possibility of problems in this area.

The CSPD Informed Consent Booklet which was developed and mailed to each member will go a long way to help us avoid misunderstanding with parents regarding patient management techniques.

The Committee on Dental Care has been actively seeking answers to the complaints from many CSPD members that there is much unexplained inconsistency in the way fee profiles are reviewed for acceptance. It is reported that a pediatric dentist may have a higher likelihood of having his fees accepted by Delta when they are considered to be the fees of a general dentist than those of a pediatric dentist. If this is the case, it is most critical to the health of the specialty that this not continue, and we will press the appropriate people at Delta for answers and explanations.

Lots of good things are happening internally at CSPD. Our new executive director, **Mel Rowan** is managing quite well following the transition. The E-mail within the board continues to clog the information superhighway. In an effort to find better, more timely ways to communicate with the membership, our Editorial Committee, with the help of our CSPD Webmaster, **Roland Hansen**, has launched CSPD's site on the Internet! Look us up at <http://www.cspd.org/welcome!> I think you'll be impressed.

Please keep the communication channels open. Let us know what CSPD can do to make your practice life better or to help us serve California's kids better.

Respectfully,

Mark Lisagor, D.D.S.
President, California Society of Pediatric Dentists

Membership News

New members in CSPD since the last report include two associate members. **Dr. Rochelle Lopyan** is a graduate of the University of Florida, College of Dentistry with a pediatric dental certificate from Emory University. She is in private practice in Kennesaw, Georgia. **Dr. William Waggoner** recently entered private practice in Las Vegas, Nevada. A graduate of the University of West Virginia, Dr. Waggoner obtained his pediatric dental certificate from University of Iowa. Prior to his move to Las Vegas this year Dr. Waggoner had teaching positions at University of Oklahoma and Ohio State. He has lectured nationwide and is past chair of the Constitution and Bylaws Committee of AAPD.

CSPD is pleased to include as new student members the incoming pediatric dental program dentists at UCLA. They include: **Dr. Betsy Kaplan**, a graduate of the University of Pennsylvania School of Dental Medicine; **Dr. Jo Shimonishi** with a DDS from the University of Iowa; **Dr. Robert Peng**, a graduate of UCLA Dental School; **Dr. Denise Prugh** with a DDS from the University of Nebraska; and **Dr. Dennis Wong**, also a UCLA dental school graduate.

The University of San Francisco enrolled two new graduate students that we welcome as student members: **Dr. Mala Narayanan** from India and a graduate of Annamalai University and **Dr. Shahram Taheri**, a graduate from the UCSF School of Dentistry.

Membership Status	Active	337
	Associate	22
	Life (inc. ret.)	29
	Retired	6
	Student	42
	Honorary	1
	Total	437

CSPD Annual Meetings

1997	1998
April 3-6	April 2-5
Marriott	Tropicana Hotel
Monterey, CA	Las Vegas, NV

BULLETIN

California Society of Pediatric Dentists

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 October 21, 1996. Items for publication may be submitted by e-mail (editor@cspd.org), in computer format on a 3.5" disk or double spaced, typewritten and of reproducible quality for Xerox.

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

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Editor
James M. Yee, DDS

market share (more patients in their offices), they contract directly with companies to become their exclusive dental provider. They develop extensive marketing campaigns to entice more patients into their networks and away from many private practices, and ultimately some private practitioners go out of business.

With these new trends developing, how do you respond to them? First, don't stick your head in the sand. Pay attention to these trends. Network with fellow dentists to develop strategies and, above all, use these facts to motivate you and develop a practice that is second to none.

How do you do that? First, you create a fun office, with a warm, caring staff. You survey your patients and find out what they want in a dentist and then you give it to them.

Obviously, quality is an essential part of your practice, but, unfortunately that is a very technical thing, and most patients are not in a position to appreciate or understand the technical aspects of dentistry that define quality. Thus, they are unable to truly evaluate it. As a result, they judge your office and your competency based on other factors. Do you provide painless dentistry? Is your office clean and immaculate? Is your staff caring and attentive to their dental needs?

In no way am I implying that your quality should be anything less than ideal. I am just acknowledging that patients will not, for the most part, judge you by it.

Now, I have probably described an office that most pediatric dentists would consider ideal; great dentistry, caring and fun staff, in a clean, attractive environment, but unfortunately this may not be enough for the successful fee-for-service office of the future. The successful pediatric dentist may have to go above and beyond this. He or she may need to introduce new technologies and cosmetic procedures. Patient education and improved patient communication will be an essential component of the future successful pediatric practice.

In the Chinese language, the symbol that represents "crisis" and "opportunity" are one and the same. Use this potential crisis in dentistry as an opportunity to motivate yourself and staff into developing an outstanding practice. We can set the standard. Build a better "mouse trap" and the patients will follow.

Scott Jacks
Dental Care Committee Member

Save The Date!

This year the annual **CSPD Auxiliary Continuing Education Course** will be held on Friday, October 18, 1996 at the Park Plaza Hotel, San Francisco and on Saturday, October 19, 1996 at the Embassy Suites Hotel, Los Angeles Airport.

This course, designed exclusively for pediatric dental auxiliaries, will feature Robin Wright, a dynamic and knowledgeable speaker who is a nationally recognized expert on communication. The course, entitled "Tough Questions, Great Answers: Responding to Parent Concerns in Pediatric Dentistry," will teach your staff how to communicate more effectively with the parents in your practice.

Your staff will learn how to build greater parent trust in the doctor's technical skills and judgment; how to reassure parents of the safety of dental materials and procedures; and how to effectively discuss treatment risks. Ms. Wright will encourage your staff to submit their most difficult parent questions for discussion.

Detailed registration material for your staff will be in your mailbox soon. Mark your calendars now!



Plan now to attend the 22nd Annual Meeting and Scientific Session of the California Society of Pediatric Dentists on April 3-6, 1997 in Monterey, CA.

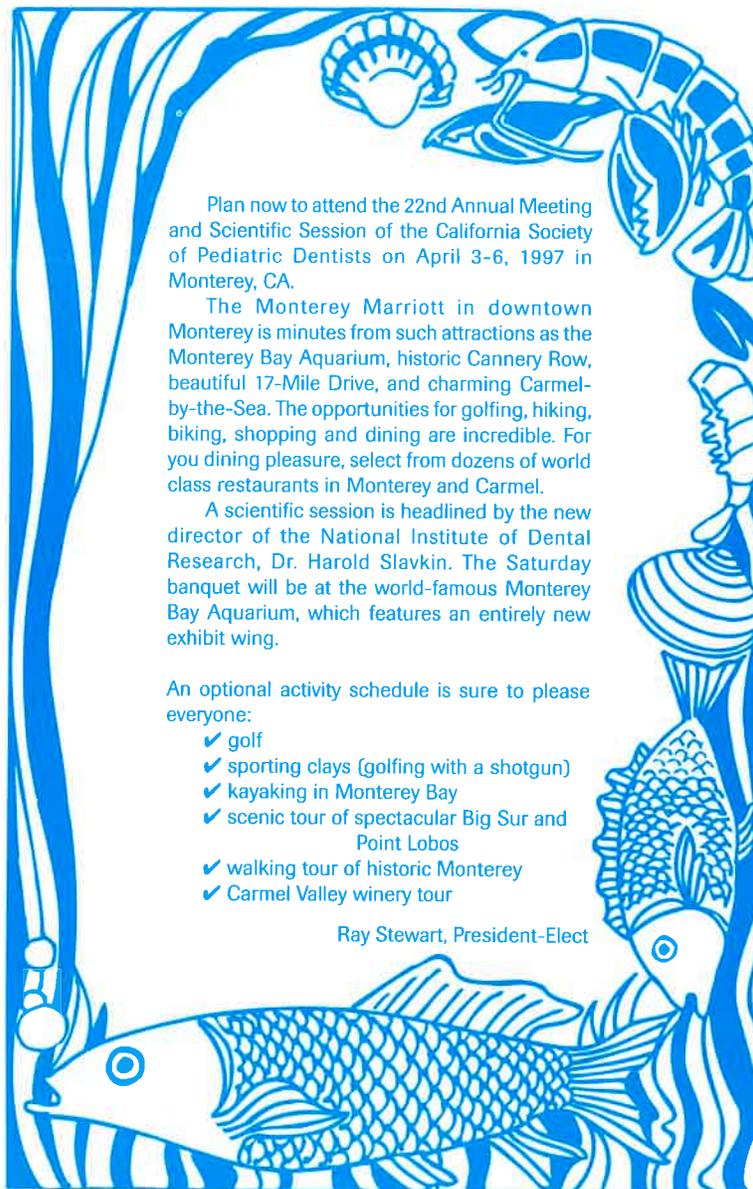
The Monterey Marriott in downtown Monterey is minutes from such attractions as the Monterey Bay Aquarium, historic Cannery Row, beautiful 17-Mile Drive, and charming Carmel-by-the-Sea. The opportunities for golfing, hiking, biking, shopping and dining are incredible. For you dining pleasure, select from dozens of world class restaurants in Monterey and Carmel.

A scientific session is headlined by the new director of the National Institute of Dental Research, Dr. Harold Slavkin. The Saturday banquet will be at the world-famous Monterey Bay Aquarium, which features an entirely new exhibit wing.

An optional activity schedule is sure to please everyone:

- ✓ golf
- ✓ sporting clays (golfing with a shotgun)
- ✓ kayaking in Monterey Bay
- ✓ scenic tour of spectacular Big Sur and Point Lobos
- ✓ walking tour of historic Monterey
- ✓ Carmel Valley winery tour

Ray Stewart, President-Elect



Treasurer's Budget Report

	Actual 1995-1996	Approved 1995-1 996	Approved 1996-1997
INCOME			
Dues	39,822.50	29,000.00	38,000.00
Interest	244.63	1,800.00	1,600.00
AAPD Reception	800.00	400.00	800.00
Miscellaneous	127.74	--	--
Annual Meeting-Surplus	3,518.42	--	3,800.00
C.E.-Surplus	--	--	1,000.00
Reserves	-0-	13,399.00	6,455.00
TOTAL INCOME	44,513.29	44,599.00	51,655.00
EXPENSES			
President	292.03	1,100.00	1,100.00
President Elect/Annual Meeting	-0-	25.00	175.00
Past President/Leadership	-0-	225.00	305.00
Secretary	452.50	750.00	800.00
Treasurer	48.75	50.00	50.00
Awards/Recognition	342.66	400.00	400.00
Board Mtg/Expenses	7,070.48	7,300.00	7,500.00
Secr. Serv.	3,000.00	3,000.00	-0-
Executive Director	8,524.00	7,624.00	15,650.00
Office Expense	2,619.95	3,600.00	5,400.00
Accounting	250.00	275.00	275.00
Editor	3,946.12	4,500.00	4,500.00
Capital Equipment	811.86	1,500.00	-0-
Peer Review	139.53	650.00	500.00
Nominating Committee	450.40	375.00	300.00
Dental Care	-0-	325.00	500.00
Professional Activities	-0-	25.00	25.00
Constitution & Bylaws	-0-	25.00	25.00
Public & Professional Relations	1,011.93	2,500.00	2,500.00
Credentials & Membership	-0-	25.00	25.00
CDA House	--	--	1,800.00
AAPD Liaison	1,281.84	1,350.00	1,350.00
Research Award	2,300.00	2,000.00	2,000.00
Directory	1,032.60	1,000.00	1,200.00
Site Selection	-0-	25.00	
Strategic Planning	1,000.00	1,000.00	1,000.00
AAPD Reception	2,184.52	1,350.00	1,200.00
Member Services	-0-	-0-	1,800.00
Insurance (Board)	1,750.00	2,000.00	1,800.00
Contingency	-0-	-0-	250.00
TOTAL	38,509.17	42,999.00	52,430.00
Reserve (Surplus)	6,004.12		
NET TOTAL	44,513.29		

California Reception

CPSPD hosted a California Reception once again at the meeting of the American Academy of Pediatric Dentistry in Chicago. There were about 100 attendees including most of the officers of AAPD. Cocktails and hors d'oeuvres were enjoyed by all along with the greeting of friends and the comparison of notes about Chicago. Even Mr. Chicago, Ned Savide, found time to visit his favorite society. A special thanks should go to John Christian from **Space Maintainers Laboratory** for his continued generous support in spite of the fact that we keep making errors with his name. So sorry John! See you again next year in Philadelphia.

Board Member Profiles

Lori Good
Director '98 South



Lori Good, D.D.S. graduated from UCSF Dental School in 1981 and completed her pediatric training at USC in 1991. She currently practices in Rancho Bernardo with 2 other pediatric dentists (Gordon Dixon and Mike Maurer) and with 2 orthodontists (her husband, Marty Thurston, and Lawrence Lotzof). When not practicing dentistry, Lori likes to cycle around San Diego, read, and spend time with her husband and dog, Callie.

Roger G. Sanger
Director '97 North



Roger G. Sanger, D.D.S., M.S.Ed. graduated from U.S.C. with a B.S., (1966) D.D.S., (1970) and a Certificate in Pedodontics (Rancho Los Amigos Hospital 1972) and M.S.Ed. (1975). He directed the pediatric dental residency at USC Children's Hospital (1973-1975). He was Professor and Chairman of Pediatric Dentistry at University of Colorado School of Dentistry (Denver 1976-1982) and had a private practice in Vail. From 1982 to present he has been in a multi-office group practice on the Monterey Peninsula (Salinas) with Ray Stewart and Peter Chiang.

Roger and his wife, Kathy, a U.S.C. graduate (1973) dental hygienist have been national editors and writers of practice management articles (Dentistry Today and Dental Management Update) and through their own company, The Sanger Group, lecture throughout the U.S. on practice management. They live in Monterey.

AAPD Liaison Report On The Board Of Trustees Meeting At The Chicago Marriott, May 22-23, 1996

Again it was my privilege to represent CSPD as a component of the American Academy of Pediatric Dentistry at the Board of Trustees meeting. The primary highlights that I will report on included the following: component stature, sedation guidelines, infant oral health initiative and the FTC investigation in North Carolina.

Component Stature: President McTigue began by stating that he had been impressed this year that the strength of the AAPD is in the components. This became clear as each committee report discussed how progress in dealing with the issues facing pediatric dentists required action by component groups in the states. There seemed to be a general tenor that components' communication with the AAPD needs to be strengthened and that the structure of many components should be better organized. I expect to see President-Elect Nowak make this a priority in the next year. California is uniquely qualified to help guide this process.

Sedation Guidelines: The ADA committee that is reviewing guidelines for sedation in dentistry in reaction to the revised guidelines suggested by the American Society of Anesthesiologists is progressing. The proceedings are being kept confidential but the outlook for a favorable report is promising. There was a death of a child in Pennsylvania where an oral surgeon was performing a sedation for a dentist but the AAPD guidelines were not followed. There are many pediatric dentists who are conducting sedations that may not be in compliance with the guidelines. The odds are favorable that they will not have problems but, if they do, the guidelines are likely to ensure their downfall in both the courts and the public arena. Guidelines are written to protect us as well as the children we treat.

Infant Oral health initiative: The task force reported on their activities this year. There is a survey that some of us received that is in progress. The task force is also preparing several materials to train pediatric dentists and other groups in early childhood oral health care. The board expressed considerable urgency that this project move forward quickly.

FTC Investigation: United Concordia took over the CHAMPUS program for mili-

tary dependents from Delta Dental. Apparently they have had difficulty in getting dentists in some areas of the country to sign up with them. The Federal Trade Commission has proceeded to investigate some dentists in North Carolina for possible collusion in preventing sign-ups. This is resulting in potentially millions of dollars in legal fees for the groups being investigated. The lesson to be learned is to be extremely careful what you say to other dentists about managed care organizations. The CSPD board should use great caution in evaluating materials it sends to the members and in discussions at board meetings of managed care issues.

Other Issues

The Child Advocate, James Crall, laid out the principles that would guide his message to legislators.

A consensus conference in early orthodontic treatment is in the planning stage. This could be a very significant contribution to orthodontic care.

There are new materials available from the central office. Visual reference cards have been created and a Handbook of Pediatric Dentistry has been published. A Member Services Catalogue will be available soon listing all materials available.

The Educational Foundation is planning to extend their message asking for contributions from members, to the component level. They will be asking for five minutes for their representative to make a presentation at the CSPD meeting in Monterey on why giving to the Foundation is important.

The Minnesota law that provided access to care for children needing hospital care passed through their legislature largely unopposed. It has been successful except for union plans which are apparently exempt from state law due to a federal statute. Some unions have gone along with the law and some have not.

The board reviewed the report on the study on sealants that suggested a possible carcinogenicity. Pediatric Dentists need to be aware of the study but more studies should be done before a position will become apparent. It reminds one of the mercury issue, etc.

The Academy may work toward creating a trauma registry on the internet where

data from cases in dental offices could be gathered each day. This would have research potential among other possible survey uses.

The Academy is investigating a very competitively priced liability insurance being offered by Frontier Insurance Company. It may be endorsed by the Academy.

Considerable discussion occurred about the journal. With the selection of a new editor, this is a time to consider possible changes in the types of articles accepted. There was sentiment expressed by a few trustees that the Journal should be more clinically relevant with less emphasis on science.

Compared with other sessions I have attended, this was a relatively quiet one. Without issues being stirred up over our definition and educational guidelines perhaps we can get on with improving our care for children. Thanks for allowing me to represent us at the Board meetings.

Larry Luke
AAPD Liaison



Well...It's not really time to vote. But, it's time to remind you that our own CSPD member **Paul Reggiardio** is a candidate for the District VI Trustee position in 1997.

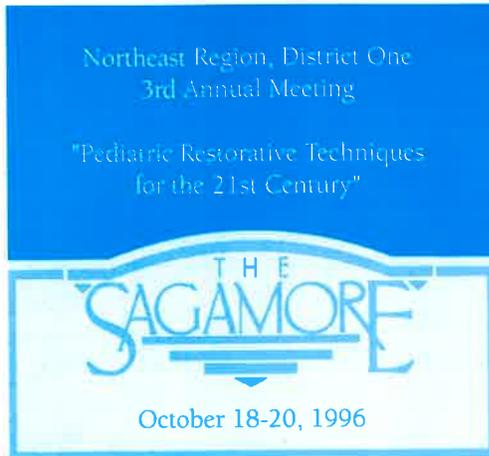
Also, **Dan Cook** from the state of Washington is a candidate for the Trustee At Large position.

The Board of Directors of CSPD endorses both candidates.



The CSPD Informed Consent Booklet is newly available to the membership on DOS or Macintosh formatted disks.

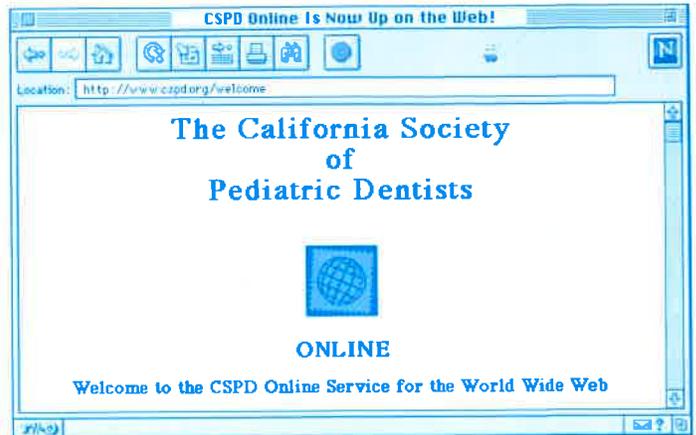
For more Information contact Mel Rowan at the CSPD office.



For more Information contact:

Dr. Robert Gatehouse
80 S. Main St.
Middletown, CT 06457
(860) 344-0335

www.cspd.org/welcome



Come and see the new CSPD world wide web site created by our webmaster, Roland Hansen. Any and all feedback is solicited and welcomed.

Professional Opportunities Registry-Confidential

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 Saturday?
____ yes ____ no

Date Available: _____

Mail form to:

Douglas J. McGavin, DDS
17300 Yorba Linda Blvd., Suite G, Yorba Linda, CA 92686

Letters

Please note that the letter below was submitted before the FTC ruling order on the CDA's Code of Ethics stance on the same subject. Dr. Snaer displays a keen insight on the issues.— Editor

April 2, 1996

Dear Editor:

I was disappointed in the report of the Ad Hoc Committee on Legislation on the subject of SB 334 which appeared in the Winter issue of the Bulletin. The report amalgamates, unwisely in my opinion, the legal restriction enforced by SB 334 and an advisory opinion regarding the CDA Code of Ethics. The conclusion is that any school-related practice-promoting activity of any sort is proscribed, because it is either illegal or unethical.

I believe that a more thoughtful analysis of this matter would have examined the California legislation and the Code of Ethics advisory opinion as separate issues.

SB 334: This legislation is specifically directed at and limited to the solicitation of patients in connection with school screening examinations. This is reasonable legislation. It responds to the possibility of a conflict of interest on the part of a dental screener who is both identifying the need for care and steering the child toward a particular dentist. SB 334 does not deal with any school-related activities of dentists and dental staff members which are not connected to screening examinations.

Code of Ethics Advisory Opinion: This is a much broader guideline which declares that the dissemination of any material containing the dentist's name at any public or private school is unethical because it is deemed not to elevate the esteem of the dental profession."

The Ad Hoc Committee has met its obligation to advise our members of the legal restrictions of SB 334 which might bring an unknowing member to legal grief. The Code of Ethics opinion is another matter. Here are some of the questions that come to my mind: Is it really true that school distribution of educational materials containing a practice's name is intrinsically unethical? What about the school directories and programs that are eager to print replicas of our cards in exchange for a contribution to the PTA? If a dentist speaks to a parents' group on campus may he be introduced by his true name? In the past, unnecessarily restrictive Code of Ethics regulations have been disallowed by the FTC as being in restraint of trade. What would the agency's ruling be on this matter? There are still parents coming into our office who just recently learned that there is a specialty of pediatric dentistry. Do we need to work harder to keep it a secret? Schools are where the children are. This is an era when the best hospitals and their best medical staff members are running print and radio ads. HMO organizations are playing hardball and many pediatric dentists are wringing their hands about the impact of managed care. Should we voluntarily surrender cost-effective, community- serving modalities of practice promotion like nursery school visits?

Is it in the best interest of our members to endorse and publicize the CDA opinion, or should we instead point out that this is a poorly conceived viewpoint with no standing in law? Do we have a consensus among our members on this matter? If we disagree with CDA, do we have the organizational courage to speak up?

Sincerely,

William R. Snaer, D.D.S.

CSPD is currently working with TDIC in responding to this valid concern. Information should be forthcoming regarding risk management strategies which our members might employ in this area; we have requested clarification and assistance with providing as much information to the membership as possible; early indications are that TDIC is very interested in helping in this process.— Editor

June 13, 1996

Dr. Mark Lisagor
President, CSPD
P.O. Box 6396
San Pedro, CA 90734-6396

Dear Mark:

I am concerned about the issue of potential liability for pediatric dentists in the treatment of a resistive child.

A colleague of mine recently confided to me that he has been accused of abusing a child patient in the course of rendering restorative treatment to a five year old who unexpectedly became physically resistive. The child was restrained, resisted violently and required the use of hand-over-mouth. After the treatment was completed, the parent went home and called the police. The dentist called TDIC and was told that he could face serious legal consequences, and that his malpractice insurance would not defend him. He has had to hire an attorney, and awaits the decision from the District Attorney as to whether he faces criminal charges. The dentist is extremely distraught over this situation.

Another colleague in southern California faced similar charges after using hand-over-mouth, and was the defendant in a civil litigation case. The plaintiff recovered an award from the dentist.

Another colleague I know of also was accused of child abuse in the rendering of treatment to a resistive child. In the aftermath of a police report, the local newspaper obtained a copy of the report and widely publicized the incident. The dentist was forced to retire from practice as a result of this incident.

I am aware of these three cases because I know the dentists personally. I wonder how prevalent this problem is in our specialty. We as pediatric dentists should have many questions which I feel should be the subject of an intense investigation by CSPD (and also perhaps the Academy of Pediatric Dentistry). In particular, we should ask:

- How many cases of this nature have occurred in California and what factors do they share in common?
- What are the malpractice, civil, criminal, practice and personal emotional consequences?
- How can they be prevented?
- Is hand-over-mouth a defensible technique in the 1990's?
- Is the risk of being accused of child abuse worth the benefit of treating a resistive child without the parent present and in complete agreement at all times?
- Why doesn't TDIC defend us when treating resistive children is part-and-parcel of the practice of pediatric dentistry (Oral surgeons are defended for the liability of the complications of treating their difficult cases)?

Only with the answers to the above questions can we continue to practice our specialty with the knowledge that the personal and professional consequences of our actions are fully disclosed to us. This could happen to any of us. We must be informed, and take appropriate defensive measures now.

Sincerely yours

George A. Mednick, D.D.S.

Minutes - Board Of Directors Meeting June 8, 1996 Crowne Plaza Hotel - Los Angeles, California

The 87th meeting of the Board of Directors of the California Society of Pediatric Dentists was called to order by Dr. Mark Lisagor, on Saturday, June 8th at 9:20 A.M.

A quorum was established. In attendance were Drs. Lisagor, Rowan, Grossman, Stewart, Chan, Pedersen, Duperon, Lovingier, Yee, Perry, Buch, Sanger, Fisher, Good, Mungo, and Jacks. Dr. Reggiardo was a guest for a portion of the meeting.

The minutes of March 28, 1996 were approved as corrected.

Correspondence

1. Dr. Lisagor sent a letter to AAPD president regarding CSPD's recommendation of Dr. Lonnie Lovingier to be local arrangements chairperson for the San Diego annual meeting in two years. CSPD members are asked to lend lots of support to Dr. Lovingier in this effort.

2. Regarding the recent passing of member Dr. Steve Whitcomb, Dr. Rowan sent flowers and Dr. Lisagor sent letters to the family and to father Dr. Ken Whitcomb on behalf of CSPD. Reference was made to the announcement in the Bulletin regarding the Steve Whitcomb Children's Trust Fund. Mel reminded us of the fund set up by Steve's church to defray medical expenses.

3. A letter from Dr. John Bogert of AAPD requested CSPD assistance in manning an exhibit booth in Anaheim for the Association of Women's Health Obstetric and Neonatal Nurses Meeting (June 2-6) in Anaheim. Volunteers did respond from CSPD- Drs. Lisagor, Oriana Low, David Okawachi, Joe Renzi. Dr. Lisagor noted that Karen Fox, the new communications specialist for AAPD, began her job at the above meeting. Dr. Lisagor noted that attendees at the meeting had good response to a number of mutual issues.

4. The CDA Journal wishes to profile CSPD in the Special Issue due out in August. Dave Perry received a letter and Mark Lisagor a phone call in order to elicit our support. Various suggestions were made in how to respond since this is an important exposure for our specialty. Dr. Lisagor will contact the CDA editor to see who has been selected by them to pen the article. It was suggested that we should take charge to enhance CSPD's profile.

5. A request was made that CSPD prepare a message of greeting with a picture of our new president to be included in the CDA meeting brochure (San Francisco).

6. Dr. Ed Nacht of the Southeastern Society of Pediatric Dentists sent a note to Dr. Barber asking for an exchange of mailings between the two component editors. It was decided that a complimentary exchange of materials could be made.

Officer's Reports

President-Dr. Lisagor: The president spoke to the question of the advantages of sending the Executive Director, President, and President-elect to the CDA House of Delegates meeting in December 1996 and the Interdisciplinary Affairs Conference in March of 1997. Drs. Rowan, Pedersen, Chan and Jacks highlighted the need and reminded of the directive within the long range plan to enhance the visibility of our specialty to CDA. Dr. Chan pointed out that having the above officers attend these conferences and reference committees gives CSPD the ability to distill their opinion on issues, to see how these issues are executed through the political arenas, and to solidify leadership and posturing which could enhance the status of pediatric dentistry. It was decided that all three representatives would be sent. In addition, Drs. Perry and Lisagor will identify beforehand a list of all CSPD members who will be going to these meetings so that strategic planning via caucus can occur.

Dr. Paul Reggiardo was introduced. He has agreed to run as a candidate for District VI Trustee of AAPD to replace Dr. Sobel whose term ends in 1997. Dr. Reggiardo explained the mechanism by which a new Trustee is selected. Dr. Lisagor will send a letter to the President of the AAPD stating our endorsement.

Discussion ensued about another candidate for AAP Trustee at Large. Dr. Dan Cook from the state of Washington has expressed interest in this position (instead of challenging Dr. Reggiardo for the District VI position) and addressed the District VI Caucus at the Chicago meeting.

Treasurer-Dr. Chan: An extensive written report was submitted including Year-end report for fiscal 1995-6 and the final proposed budget for fiscal 1996-7. Dr. Chan also raised concerns over the over budget amount related to the late in the quarter distribution of the Research Award. Amendments to the Proposed budget were made. \$1800 was added as an expense for House of Delegate meeting attendance. Dental Care Committee budget was lowered

from \$1000 to \$500. Ad Hoc Membership Services budget item was zeroed out. The amended budget showed a balance of \$51,655.

Executive Director-Dr. Rowan: The transfer of all files was successfully made from Dr. Barber to Dr. Rowan. Dr. Rowan recommended that the Auxiliary Course Account be maintained from year to year and kept separate from the main account. He noted that we may need a new copier in the near future. Dr. Rowan also suggested that we may wish to consider purchasing a computer program which runs a bar-coding system in order to reduce mailing costs to even below that of bulk mail. Dr. Rowan noted that all committee reports can be sent via E-mail or by disk. Also available now on disk is the Informed Consent; notice of this can go in future bulletins. Policy and Procedure manuals have been sent to members. Dr. Rowan submitted a list of 18 members dropped from the rolls either due to non-payment of dues or by request. Nearly all were contacted individually.

Immediate Past President-Dr Pedersen: On a somber note, Dr. Pedersen's vehicle was broken into last night and all of his professional materials and personal belongings were stolen. Unfortunately, this included the President's Notebook and Files which are likely irreplaceable. Dr. Pedersen recalled that the contents of a letter from Dr. Rothman were vital and could be utilized at the upcoming CDA meeting when approaching the topic of denial of benefits from insurance companies with regard to anesthesia cases. Dr. Pedersen is seeking copies of any insurance company plans which do include benefits for dental care in the hospital setting. Dr. Pedersen stated that the minutes of the Past President's meeting will be included in future Board reports and he intends to introduce a motion, if necessary, to hold this meeting prior to the Annual Business Meeting.

The President directed the Immediate Past President to look into development of leadership skills (as from long range planning document). Dr. Pedersen is to make recommendations at the next meeting as to who or what program to utilize for this purpose.

The new chairman of CDA's Council on Legislation is one of our members, Dr. Joe Sciarra. President Lisagor announced additions to some committees: Lori Good was added to the Credentials and Membership Committee and Richard Sobel and Lisa Brennan were added to the Site Selection Committee.

Standing Committee Reports

Public And Professional Relations - Dr. Perry

I. Dr. Perry reported that Dr. Francisco Ramos Gomez will be the new PANDA liaison. He and Dr. David Rothman are looking into restructuring the program and a report will follow at the next Board meeting.

II. Dr. Perry noted that the Big Brothers/Sisters program now stands as an ad hoc committee.

III. In response to an inquiry, Dr. Perry said that he would look into whether ADA leadership training could be made available to officers of our group. We have funds budgeted toward the strategic objective of leadership development and tying into such a program would help us to implement this goal.

IV. A.B. 595 was discussed. This bill became law on July 1st. It regulates site certification of MD's administering general anesthesia. The model upon which the bill is based is different from the laws regarding dentistry in that the sites themselves will be regulated. In dentistry, the practitioner administering the anesthesia is regulated. It was somewhat unclear, however, as to how this law would regulate MD's administering GA in dental offices. Dental anesthesiologists are not covered under this law. Much confusion exists as to how this law may impact our specialty.

V. American Academy of Pediatrics Liaison report - Dr. Duperon. At the recent AAPD meeting, it was suggested by Dr. Charles Poland, the national AAPD-AAP liaison, that CSPD form relationships with all four AAP districts in California. Dr. Duperon is working on implementing this request. The California AAP is interested in forming an alliance with Pediatric Dentists for purposes of lobbying relative to managed care and perhaps other issues.

VI. CDA Liaison - Dr. Steve Chan. A written report was submitted and used as an outline for Dr. Chan's remarks and discussion.

A. "Solicitation of School Children" issue. CDA has agreed with the FTC standard and will not get primarily involved. School officials can enforce state law on the subject if the recipients of the solicitation are vulnerable to undue influence. There was a letter from one of our members to the editor of the newsletter regarding a previous article about the issue of giving presentations on school grounds. He felt that the issue was clouded and perhaps misstated,

especially in regard to the code of ethics.

B. A CDA Council on Community Health sponsored Statewide Dental Health Conference will be held in October of 1996. Dr. Chan suggested that Dr. Suzanne Berger and/or Dr. David Rothman be asked to attend representing our group. He also suggested that CSPD members be encouraged to attend via their local dental societies.

C. The issue was raised as to school districts which are changing their form of insurance coverage for the insured. This appears to be happening now with Kern County which is switching to a DPO. Some members expressed the feeling that CSPD should be more proactive in its efforts to educate the school districts in the state about the likely limited access of their insured to Pediatric dentists for care. Dr. Lovingier agreed to have his committee examine this issue more carefully to develop strategies which could favorably impact the undesirable trend of school districts adopting managed care plans. Dr. Buch was also asked to further assess this issue.

D. CDA Ad Hoc Committee on Voluntary Continued Competence. It appears that the early stages of this program will take the form of self-assessment evaluations that practitioners can perform in their own offices. State Board efforts in this area seem to be at a temporary lull. Dr. Chan suggests that a letter be sent to the CDA committee from our president offering CSPD assistance on formulating policy on issues related to pediatric care. Dr. Lisagor indicated that he would do this.

E. Concern was expressed regarding a recent CDA speaker who is a pediatric dentist from Pennsylvania who spoke on pediatric dentistry. Dr. Chan asked whether CSPD should have a role in monitoring such presentations. Dr. Lisagor felt that this would be an issue for Interdisciplinary Affairs to review.

VII. Legislation/Regulatory Affairs-Rd. Chan

A written report was submitted and discussion ensued on the following issues.

A. Dr. Rowan, as new Executive Director, is now on the list to receive Legislative Hot Sheets from CDA and Summaries from the State Board of Dental Examiners.

B. Beginning Fall of 1996, CDA will begin the process of completing the "Sunset" review of the State Board. They will be submitting questionnaires to our President and otherwise soliciting help in this process as it pertains to our specialty.

C. Dr. Chan reported on two so-called patient protection initiatives that are under consideration at the state level. While these seem laudable at first glance, there seem to be a number of hidden flaws which place unreasonable burdens on practitioners and otherwise negatively affect us. CDA has chosen to oppose these initiatives for these reasons, a stance which could have a negative backlash.

D. The State Board Committee on Dental Auxiliaries (COMDA) has proposed a restriction on placement of rubber dams to only RDA's under direct supervision. Dr. Lisagor will write a letter to COMDA addressing this issue and questioning the change.

Editorial Committee - Dr. Yee: The proposed Website was discussed. A report submitted by Dr. Roland Hansen. A copy of the Website prototype was passed around for discussion. CDA can also include us in their site as our server. The decision was made to list the Editor of CSPD with the American Association of Dental Editors.

Dental Care Committee - Dr. Lovingier: Written report submitted. Brief reference was made to the first two items:

A. CSPD has been assisting the State CHDP program in the development of written guidelines for health care providers under their program. The final document should be available soon.

B. Dr. Rothmans letter to Kaiser Hospital expressing dissatisfaction with their position of not covering general anesthesia and hospital care that is dental care related. Dr. Pedersen was asked by chairman Lovingier to prepare a support letter or position paper.

C. Delta Dental Fees Schedule and Survey. Dr. Lovingier suggested inviting the Delta V.P. to our next meeting in San Francisco perhaps to respond to previously crafted questions. The sample response to the survey indicated a need for further investigation due to the high denial rate. Many who got their fees accepted did so as general dentists. Dr. Lisagor suggested meeting as a small group with the Delta representative and possibly doing this the Friday before the Board meeting. Dr. Lovingier ostensibly will review the material and discuss further with his committee what the next step should be. He may reformulate questions for Delta Dental.

Credentials and Membership Committee - Dr. Grossman: Dr. Grossman reported on the activities of the Graduate Student Liaison, Dr. Doug McGavin. He is in contact with each graduate student by phone and by letter: 8-10 grads already know where they are going; 4-5 are available to California. Dr. Grossman addressed the need for updating the CSPD informational brochure.

Professional Activities - Dr. Udin: Dr. Lisagor commented on Dr. Udin's report that Dr. Paul Austin at UCLA had been awarded the student research award. He says that more proposals are being reviewed. He also reports that the student fund has \$200 while there is \$2500 in the member fund.

Peer Review - Dr. Wolkstein: Dr. Rowan summarized Dr. Wolkstein's report about two recent cases regarding quality of care. One of the two cases is still under review. Dr. Chan stated that guidelines were being enacted by CDA relative to a situation where the dentist would be liable for costs if he cancels treatment on a hospital case without a legitimate reason, even though the patient is ready for the procedure.

Annual Meeting Site Selection (1999)-Dr. Grossman: Dr. Grossman submitted a written report and outline recommending that the meeting be held on a cruise ship based out of San Pedro and traveling to Baja California. Dr. Grossman will continue to explore site possibilities.

Ad Hoc Committees

Continuing Education-Dr. Lori Good: A written report was submitted outlining the proposed course, featuring Ms. Robin Wright, a very well received speaker with pediatric dental groups. A proposed fee of \$65-75 was met with approval. It was also expressed that this should be a CSPD member benefit and not be open to general or CDA attendance.

Ad Hoc Resource Development Committee: The committee to investigate new sources of non-dues income is just beginning to function. Mel Rowan and Ken Szymanski are on this committee.

New Business

I. Ed Sharp is willing to help other areas develop programs based on the Big Brother/ Sister Pilot Project in Los Angeles. Dr. Lisagor spoke about a similar program in the Ventura area called INTERFACE which helps people with needs find professionals and businesses in the community who volunteer various types of support.

II. Dr. Stewart suggested advertising our meetings in other publications.

III. CDA wishes to set up partnerships with organizations. CSPD may wish to become involved in this endeavor.

IV. A Long-Range Planning Session is due to occur in 1997. It will probably be held in San Francisco.

Continuing Business

Dr. Lisagor will be sending a letter of support to the CDA on the fluoridation issue.

The meeting was adjourned at 4:35 P.M.

Respectfully submitted,
Wayne Grossman, Secretary

MOTION: 96.03.08.1: CHAN/GROSSMAN: I move that CSPD forward and endorse the nomination of Dr. Paul Reggiardo as the District VI Trustee to the AAPD Board of Trustees. PASSED

MOTION: 96.03.08.2: STEWART/DUPERON: I move that the CSPD Board of Directors favorably endorse the candidacy of Dr. Dan Cook as Trustee At Large for the AAPD Board of Trustees. PASSED

MOTION: 96.03.08.3: CHAN/STEWART: I move to approve the amended budget. PASSED

MOTION: 96.03.08.4: GROSSMAN/DUPERON: I move that a committee be appointed by the President to revise the CSPD organizational brochure and that an appropriate quantity of the brochure be produced and made available to the membership. PASSED

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 **October 5, 1996**.

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

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 Ann Azama
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*RESOURCE DEVELOPMENT (NON D (NEW AD HOC)

Mel Rowan (ex officio)
 Tom Buch
 Ken Szymanski

*BOARD PLANNING RETREAT (FALL 1

Mark Lisagor, Chairperson
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*New Committees

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Richard Sobel, DDS..... (510) 757-4221