

Bulletin

Winter 1999

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PRESIDENT'S MESSAGE



Wayne Grossman

I recently had the pleasure of attending the California Pedodontic Research Conference held in Rancho Santa Fe. For those of you not familiar with this meeting, the CPRC has been put together by an informal organization since its inception in 1950. One way that it differs from many of our professional meetings is that it is a "bachelor" only affair...participants attend without their spouses and children in tow. Without the distraction of being with

family members it does allow for a closer contact with colleagues and a letting-down-your hair attitude that is conducive to the sharing of yarns, opinions, horror stories, and the occasional rare insight. Attendees of the CPRC get the opportunity to extend their friendships with their cohorts throughout the state in a setting that blends recreation and continuing education. To me it helps to point out that pediatric dentists are really a family of sorts. My thanks to our brother Howard Dixon for putting on a great conference this year.

When I refer to pediatric dentists as a family, I must admit that it is a graying family. The family is not expanding as it should to meet the challenges of the next generations of youngsters. This point was driven home at the CPRC not only by the demographics of the crowd but also by one of the speakers, the king of dental demographics, Barry Waldman. Barry was one of the first to raise the alarm nationally about the looming shortfall in the numbers of pediatric dentists. He has a facility for bringing together data from a wide range of sources to paint a picture of future trends. It is pretty clear that California is at the center of the crisis that is upon us. In the next twenty years our state will need over 500 new pediatric dentists just to replace the current aging group and to just keep even with our share of the juvenile patient population. California will have nearly forty percent of the entire nation's increase in the 0-15 year age grouping! When Barry predicts a need for 500 new colleagues it is using the most conservative of assumptions as well. For example, it is assumed that each of us will work a full forty hour week until the age of sixty-five...no reduced workweeks, no health problems, no time off for having children, no early retirements...no dropping dead with the handpiece in your hand before age sixty-five. Since this picture is not realistic, it would appear that the crisis is going to be even more serious. Even now, too many of the "horror stories" at the conference involve trying to sell a practice or trying to find a new associate.

Unless we act in earnest, this problem is going to worsen.

Already it is becoming difficult to find professors and instructors for the state's (and the nation's) pedo faculties. The entire nation produces between 160 and 180 new pediatric dentists each year. This number would seem to be low enough but the situation becomes more bleak when you consider that 20 to 30% of the residents trained are foreign nationals, most of whom return to their home countries. When dental schools are pressed for faculty, then the undergraduate dental students are short-changed in the learning process. As practicing general dentists they are not as prepared or confident in the treatment of young patients, placing the burden for their care more on the already pressed specialists.

What can we do to solve this problem? In my opinion we need to approach solutions as a profession and as individuals. The CSPD is working on several fronts to address the problem. As a follow up to our first Workforce Conference we are lobbying deans of dental schools to bolster their pedo programs, to add faculty, and new resident positions. We are exploring ways to utilize the limited resources and faculty to better advantage through newer technologies such as interactive satellite or distance learning. We are investigating funding strategies involving foundations and governmental sources to bolster existing programs. We are looking to broaden our base of concerned interest groups through coalition building and other cooperative efforts. We are awaiting the AAPD's new and comprehensive program to attack the Workforce problem. We are planning our second and expanded Workforce Conference.

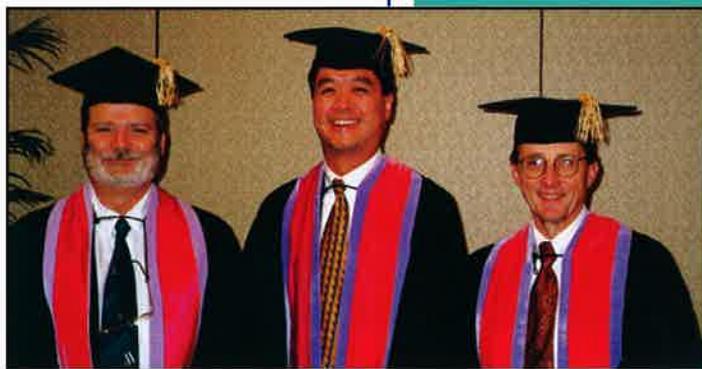
As individuals, there is also much that we can do. Have you considered volunteering at one of the dental schools as a clinical instructor or part-time lecturer? If you belong to an alumni organization at one of the schools or are a contributor, use that as an entrée to lobby for more support for the struggling pediatric dental programs or for expansion of existing resident programs. If you have friends who are politically connected or are decision makers or who control the flow of foundation dollars, be sure to let them know of our impending crisis and of its impact on future generations of young people in our state.

In other words, do what you can. After all, don't you owe it to the family?

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Drs. John Peterson, John Liu, & Ray Stewart were inducted into the American College of Dentists prior to the annual ADA meeting held Honolulu.



The Quality of Information on the World Wide Web

by William Hersh, MD

The World Wide Web has revolutionized access to health information. While such information has always been available in book stores and public libraries, the Web makes its access easier and faster. Of course, information about health has always required perspective and skepticism on the part of the reader.

Those who write about health topics do not always have the interest of the reader foremost. The Web magnifies both the good and bad about health information. Most health care providers believe that being well-educated about health makes one a better patient. Such patients tend to take a more active role in the medical decision making process and adhere better to treatment regimens. But most health care providers have seen instances of patients led astray by information they obtain from newspaper, magazines, television, and, of late, the Web. Sometimes they are misled by misunderstanding what has been written. Other times, they have been led so purposely by those who have products to sell or issues to grind. Nonetheless, the proverbial cat is out of the bag. Over half of all Americans have Internet access and of those who do, 30% use it to seek health information.

How does one sort out good information from bad on the Web?

How good is the quality of information on the Web? Just perusing the sites listed in this journal should convince anyone that the Web is a great source of health information. But all sites are not equally good. For example, a search for information on depression may yield a practice guideline detailing the most effective known treatments or a page advertising colloidal minerals, a completely unproven therapy. How does one know whether a page found on the Web represents good information or just someone's desire to make a buck?

One approach to determining the validity of information is to look at who created it. Sites from health related government agencies, academic health science centers, and commercial health information publishers are likely to have information of high quality. But this is not always the case, as these sites, even with good intentions, may not have the level of review necessary to ensure information of the highest accuracy. And sometimes those with products to sell have quite good Web sites that describe the treatments they sell and the conditions they treat. Another approach is to look to "meta" sites which review, catalog, and sometimes rate "primary" sites. These sites are also called "portal" sites and often have associated search engines. The degree to which primary sites are reviewed is variable, from those that review the content in detail to those that just rate sites for their aesthetic qualities. Often times the meta sites will describe how they rate primary sites. A recent review of meta sites and their varying criteria for quality judgment was published in JAMA.

An additional technique is to give more credence to sites that adhere to voluntary codes of conduct. Probably the best known of such codes is the Health on the Net (HON) see accompanying article. Sites that adhere to the HON code can display its logo.

A final approach is for individuals to rate sites on their own based on quality criteria. One such set of criteria were published recently in JAMA. These criteria state that Web pages should contain the following:

1. The name, affiliation, and credentials of the author. You may or may not value the individual or his or her credentials, but they should be posted for you as the reader to assess.

2. References to the claims made. If health claims are made, they should contain references to legitimate scientific research documenting the claim.
3. Explicit listing of any perceived or real conflict of interest. A conflict of interest does not disqualify someone from posting information, but as must be done by physicians who teach continuing education courses and all perceived or real conflict of interests must be disclosed.
4. Date of most recent update. Even though the Web is relatively new, health information becomes outdated quickly, and the date that a page was most recently updated should be listed. How well does the Web answer health questions and how good is the quality? We assessed this by taking fifty questions that physicians had asked in the course of clinical practice and were known to contain answers in the regular medical literature. These questions were entered into a search engine and the output judged for applicability to the question as well as quality based on the JAMA criteria above. The results were not very encouraging. Less than half the questions had any pages which answered the question. And in total, only about 10% of the pages retrieved had anything to do with the question whatsoever. The quality measures were equally abysmal, with only 30% having a listed author, 12% having sources for claims made, and 18% showing the date of most recent update. Virtually no sites indicated any conflict of interest, whether present or not. In summary, this study showed the Web has a long way to go to be a definitive source for answering health questions.

So what should one do to ensure that information is likely to be accurate and useful? First, one should make sure that the source of information they are reading is credible and unlikely to have a conflict of interest. Second, one should consider using a site that filters and/or catalogues information so the best sources are accessed and a better overall picture of the subject of interest is attained.

Abstracted from the Journal of the American College of Dentists, Summer 1999.

One approach to determining the validity of information is to look at who created it. Sites from health-related government agencies, academic health science centers, and commercial health information publishers are likely to have information of high quality.

California Society of Pediatric Dentists **BULLETIN**

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 January 31, 2000. Items for publication may be submitted by e-mail (editor@cspd.org), in computer format on a 3.5" disk or typewritten in double space format.

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



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Editor Roland Hansen, DDS, MS

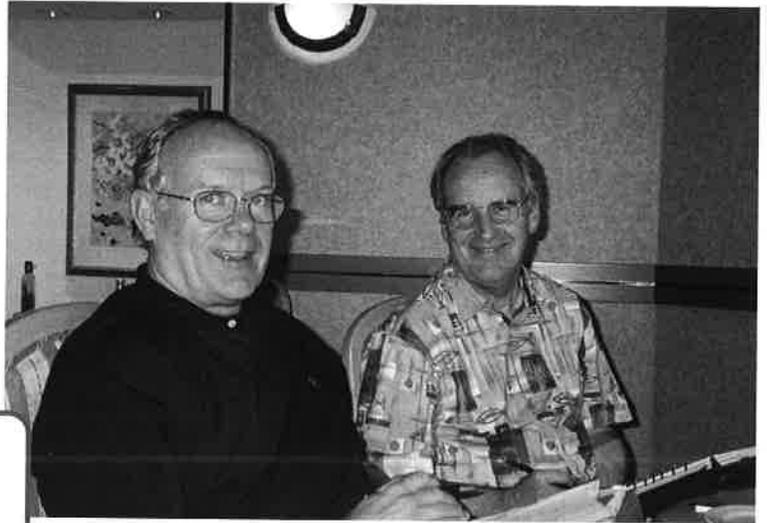
MISSION OF THE BULLETIN

The Bulletin of the California Society of Pediatric Dentists shall be to examine and identify the issues that affect the specialty of Pediatric Dentistry and the oral health of teenagers and children. All of our readers should remain informed and participate in the formulation of public policy and personal leadership to advance the purposes of the Society. The Bulletin is not a political publication and does not knowingly promote the specific views at the expense of others. The views and opinions expressed in the Bulletin do not necessarily represent those of the California Society of Pediatric Dentists.

The Board in Action



Drs. Leslie Aspis & Don Duperon.



(above) Drs. David Perry & Larry Luke.



(above) Drs. Francisco Ramos-Gomez & John DeLorme.



(right) Drs. Richard Mungo & Lonnie Lovingier.

THE CSPD ONLINE STORE

The CSPD web site began selling a variety of products on the Online Store in early June. Members can enter these sites by clicking on the Online Store graphic on the homepage. This new addition allows members, family or acquaintances to log on to sites that offer books, CD's, music, and a host of other valuable items. CSPD has inaugurated this service as a source of non-dues income for projects that are deemed worthy by the Board of Directors. Depending on the price of the product ordered, CSPD will earn a commission that varies between 3 to 15 percent on each order that is placed through the CSPD web site. This kind of commissioned sale is becoming widespread and attests to its popularity among many Internet savvy users. The relationship between a company and other entities that sell through their own web site is known as an affiliate program. Affiliates are designated and licensed to sell after the parent body has reviewed the current or proposed web site of the affiliate. CSPD is an affiliate of several firms including Amazon.com, Beyond.com, & Barnes & Noble.com. These companies are contractually obligated to pay commissions to CSPD for each sale originating from our homepage. This "click through" attaches an alpha-numeric digital signature to your order that identifies CSPD as the originating licensee.

It should be emphasized that any product found on these web sites will qualify for the commission, providing you enter their web site by clicking on the CSPD Online Store graphic located on the homepage of www.cspd.org. Electronic commerce or E-commerce is relatively new to the internet and has enjoyed considerable acceptance by the public. The CSPD web site has opted to offer this service for a short period of time to test the market for online commissioned selling. The Board of Directors believes that there is a potential for our organization to generate sales commissions that could fund our proposed foundation or other projects

that are important to the oral health of children. Give online buying a try and see if you don't agree that it is easy and creates buying opportunities at a discount while generating revenues for CSPD.

Beyond.com

Beyond.com is in partnership with IMSI software that brings access to a library of 1.6 million downloadable clip-art images, Web art, photos, fonts, animations, and Web images for one low price. <http://www.beyond.com/AF42717/graphics.htm>

Beyond.com is also offering 40,000 free images from ArtToday.com. The Free Center has all the details. The beyond.com site can be accessed through the online graphic on the CSPD homepage or you may go direct using the following address. <http://www.beyond.com/AF42717/departments/free.htm>.

Note: The AF42717 is our digital signature that identifies CSPD as the affiliate.

Amazon.com

Amazon. Com is one of the more well known online marketing firms. They provide a broad range of products including books, music, videos, toys and games, electronics, e cards, auctions, & z shops.

The Amazon site can be accessed through the online graphic on the CSPD homepage or you may go direct using the following address. <http://www.amazon.com/exec/obidos/redirect-home/asabove02>

Note: The asabove02 is the digital signature that identifies CSPD as the affiliate.

The Board of Directors believes that there is a potential for our organization to generate sales commissions that could fund our proposed foundation or other projects that are important to the oral health of children.

The California Society of Pediatric Dentists Presents **SURF the NEW MILLENIUM**

And our 25th Anniversary Celebration
At the Laguna Cliffs Marriott Resort, Dana Point, California
March 30th - April 2nd. 2000

The program will include Dr. Paul Rhodes and Dr. Robert Schultz and others speaking on information technology subjects, Dr. Pamela Den Besten updating us on fluoride and Ms. Marcia Freeman providing a program for dental auxiliaries. Those who are interested in attending should contact Dr. Melvin Rowan, Executive Director, at P.O.Box 6396, San Pedro, CA 90734-6396 Or Phone or fax to (310) 548-0134.

CALL FOR TABLE CLINICIANS AT 2000 ANNUAL MEETING

Table clinicians are being sought to participate in the program at the 2000 Annual Scientific Meeting of CSPD. This meeting will take place March 30-April 2, 2000 at the Marriott Laguna Cliffs Resort Dana Point, California. Clinics are especially being sought on information technology and clinical topics however research, practice management, and community service topics are most welcome. If you would like to participate, please contact Dr. Larry Luke at larryl@dent.ucla.edu or David Perry at dperry3459@aol.com.

Ray Stewart Named District VI Representative



Pediatric Dentist - Dr. Lynn Fujimoto (American College Host) & Dr. Ray Stewart.

Dr. Ray Stewart will succeed Dr. Paul Reggiardo as the District 6 representative to the American Academy of Pediatric Dentistry. He is a graduate of the University of Oregon in 1964 and received a Master of Science in Medical Genetics from that University in 1971. His certificate in Pediatric

Dentistry was earned at the University of Oregon, Portland in 1971. He is a Diplomate of the American Board of Pediatric Dentistry.

Ray is in private practice in Salinas, California where he has worked tirelessly for the improved delivery of oral health care for the disadvantaged. From 1973 to 1982 he was Associate Professor, Department of Pediatrics Division of Medical Genetics, UCLA Harbor Medical Center and Dental Coordinator, UCLA Craniofacial Anomalies Clinic, UCLA, Los Angeles from 1972 to 1983. He was Associate Professor of Pediatric Dentistry, UCLA School of Dentistry from 1974 to 1982. Ray has been active in many dental related organizations, including Past President of CSPD, Member - Monterey County Maternal Child and Adolescent Health Advisory Board, Consultant: Region XVIII Migrant Education Health Program, and Consultant to the Monterey County Head Start Committee.

He has served as a Member, Monterey County Maternal Child and Adolescent Health Advisory Board, Consultant: Region XVIII Migrant Education Health Program. Ray has contributed significantly to the dental literature by authoring 20 book chapters, 27 original articles and 26 abstracts. His membership in dental organizations includes the American Dental Association, California Dental Association, American Academy of Pediatric Dentistry, American Academy of Pediatrics, the Pierre Fauchard Academy, the International Association of Dental Research, Psi Omega Professional Fraternity, and a Fellow of the American College of Dentists.

Dr. Ernie Horany *A Tribute*

CSPD has been informed of the death of Dr. Ernie Horany. He was a marvelous friend, accomplished Pediatric Dentist and counselor to many aspiring dentists. He will be missed by his many associates and members of CSPD. Although he did not ascend the chairs, Ernie was one of the earliest Directors of CSPD and was a mentor to many of our current members. Ernie is one of the "bridges" between our past educational experience (preceptorship) and our current (formal training). Ernie influenced, entertained, and amused his contemporaries. He inspired a couple of generations of younger pediatric dental practitioners. He gave everything to the children in his care and taught those of us fortunate enough to have associated in his office that what children gave back was what made our days in the office rewarding and worthwhile.

Ernie Horany was an original. When I first met him in dental school, where he taught on the clinic floor for many years at USC, I thought he was a dentist. I found out, like everyone else who knew him that he was just a big kid. If you knew Ernie, you knew that everything was always The Best! Life was The Best! When you were lucky enough to be around him, he made you feel you were The Best! He pulled me aside about three weeks before dental school graduation, knew I needed a job, and instead gave me a career. A lot of us worked in Ernie's office back in the late sixties and early seventies, usually fresh out of dental school, and most went on to residency training. We told ourselves we went to work in Ernie's office to learn, but we didn't really expect to learn anything...we just hoped some of Ernie would rub off on us. Thirty -years later, I'd still like to think some of it has. Paul Reggiardo

I had the pleasure of being an associate dentist and friend of the late Ernie Horany. The one overwhelming characteristic and quality that set him above the rest of us as far as patient management was his unbounded love for children. Ernie could calm the crying fearful youngster better and more easily than any other pediatric dentist I've known. He was magic with children. He has a legacy of thousands of past patients who are better for having had "Dr. Ernie" care for them. Ernie also touched the lives and influenced the practice of pediatric dentistry for many pediatric dentists and hundreds of undergraduate dental students at USC. Ernie's enthusiasm, caring and patience made him one of the most popular instructors in undergraduate "pedodontics" at USC and he made the pedo rotation an enjoyable experience for many nervous students. Ernie was a man of superlatives. He never went to a "good" restaurant; it was always the "best" restaurant. He speed through life at full speed ahead, always with a smile and an encouraging word. He never did anything halfway...always with conviction, confidence and a wonderful sense of humor. Ernie would do anything for a friend, and I was privileged to call Dr. Ernie Horany a friend. Mike McCartney

*If you knew Ernie,
you knew that
everything was
always The Best!
Life was The Best!
When you were lucky
enough to be around
him, he made you
feel you were The
Best!*

PROFESSIONAL OPPORTUNITIES REGISTRY

Name _____

Address _____

City _____ Zip _____

Telephone (_____) _____

NOW IS THE TIME

Looking for an Associate or Partner? The Chair of this committee has listings for 15 pediatric Dentists who will finish their residency in the near future. Complete this form and return it to Douglas McGavin, DDS and their name and phone number will be returned.

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

LEGISLATIVE NEWS

by Paul Reggiardo

SEALANT PLACEMENT BY REGISTERED DENTAL ASSISTANTS

The Dental Practice Act requires that the duties of dental assistants and registered dental assistants, and the supervision level and settings under which these duties may be performed, must be reviewed and updated at least once every seven years. In May, the Board of Dental Examiners (BDE) directed the Committee on Dental Auxiliaries (COMDA) to conduct such a review.

In this regard, CSPD made a formal request that COMDA recommend to the Board of Dental Examiners that the placement of dental sealants, under the direct supervision of the dentist, after an appropriate educational and certification process, (similar to that of the coronal polishing certification) be a function of the Registered Dental Assistant.

In July, CSPD secured the support of the CDA Council on Education and Professional Relations for this initiative. In August, Paul Reggiardo and Richard Sobel presented oral testimony to COMDA at a public informational hearing in San Francisco, relying heavily upon the documentation contained in CSPD's Analysis of Dental Sealant Placement by Registered Dental Assistants. This paper, authored by Richard Sobel and Randall Wiley (and accessible on the CSPD Website), makes a persuasive case for delegation of this function to properly trained dental auxiliaries.

In August, COMDA voted to authorize the appointment of a COMDA Task Force to study all DA, RDA and EF functions, giving special consideration to the establishment of a meaningful career ladder for dental auxiliaries. CSPD has been invited to sit on that Task Force. In this regard, President Wayne Grossman has appointed Paul Reggiardo as CSPD's representative to the body, which will meet for the first time in December in Sacramento.

In a letter to COMDA, Reggiardo wrote "As the professional organization representing California's nearly 350 pediatric dentists involved in practice, teaching and research, we feel we bring an expertise and commitment to children's oral health issues that will aid the Task Force in reaching sound decisions." As part of these deliberations, CSPD will remain committed to its original goal of achieving dental sealant placement by California Registered Dental Assistants.

OVERTIME REGULATIONS

Under legislation signed into law by Governor Gray Davis in July, dental practices, like other California employers, will shortly have to comply with new overtime compensation requirements. The new law reinstates, with some changes, wage orders in effect before 1998 when California employment regulations were changed to allow overtime requirements based on a 40-hour week. The new law, which takes effect January 1, will require employers to provide time-and-a-half compensation for any hours worked in excess of eight in a single day as well as the current 40 hours worked in a single week. Previously, overtime compensation could be based, at the employer's discretion, solely on hours in excess of the 40-hour work week.

The new law provides that employees may request an alternative work schedule that allows overtime compensation solely after 40 hours worked in a single week, but employers are required to meet certain and well-defined conditions before this exemption can go into effect.

While some employees may be considered "exempt" under the new law, dentists should be cautious when classifying employees. According to Brenda Gilchrist, CDA's Director of Human Resources, "in a typical dental office, the only employee

exempt from the (new) overtime law is the dentist."

Members are advised to consult with their own legal counsel, office accountants, or other practice advisors for interpretation of the law as it applies to their particular situation. General information is available from the California Chamber of Commerce, the State Employment Development Department and the California Dental Association.

DENTAL WATERLINES (AB 498)

This bill, which would mandate dental waterline standards, was withdrawn from the 1999 legislative session and will be considered when the legislature reconvenes in January. CDA opposes the bill on the grounds it would place an unnecessary bureaucratic burden on dentists in the absence of any solid scientific evidence that there exists a health hazard uniquely associated with dental waterlines. CSPD will WATCH this bill.

DENTAL OFFICE GENERAL ANESTHESIA (AB 552)

On July 26, Governor Gray Davis signed into law statute extending until January 1, 2002, the ability of a physician to administer general anesthesia in the office of a licensed dentist if the physician holds a general anesthesia permit issued by the Board of Dental Examiners. CSPD SUPPORTED this bill.

CHILDREN'S HEALTH INSURANCE PROGRAM (CHIP) (AB 881)

CDA's vehicle for improving dental aspects of the state Healthy Families program, this bill will also be considered after the legislature reconvenes in January. The bill's content will be defined by CDA next year after evaluation of input from Healthy Families dental providers. The bill's intent is to "maximize the participation of California dentists" and "ensure that the program subscribers have access to the highest quality dental care." CDA is particularly concerned that low reimbursement rates paid to dental providers are hindering the program's long-term success. Federally-funded state CHIP programs are designed to provide medical and dental insurance coverage to children of low-income families who do not qualify for Medi-Cal / Denti-Cal and do not have access to employer-sponsored health coverage. CSPD is WATCHING the development of this legislation.

THE CHILDREN'S DENTAL CARE PILOT PROJECT (AB 1065)

This bill, Strongly supported by CSPD, would require the Department of Health Services to conduct a pilot project to examine the cost-effectiveness of expanding preventive oral health services and preventive strategies for very young children of low-income families. The bill is currently stalled in the Senate Appropriations Committee until January, when hearings may resume.

DENTI-CAL FRAUD (SB 856)

Passed by both Houses, this bill would have attempted to identify and reduce Denti-Cal fraud by (among other provisions) requiring the submission of pre-treatment x-rays when more than six teeth were treated in a single visit or more than 10 teeth were treated in the preceding six months. Vetoed by Governor Davis in early October, other provisions would have terminated the Sacramento Geographic Managed Care (GMC) pilot project, provided for an independent outside audit (assessment) of the of the GMC experiment, and required the DHS to continue to offer a fee-for-service option in any part of the state in which it also provided capitated dental delivery. While supporting many of the anti-fraud provisions, CSPD actively OPPOSED the provisions that would have placed the cost and administrative burdens of fraud detection on the backs of honest providers. CSPD otherwise SUPPORTED other provisions in the bill.

CSPD made a formal request that COMDA recommend to the Board of Dental Examiners that the placement of dental sealants be a function of the Registered Dental Assistant performed under the direct supervision of the dentist after an appropriate educational and certification process

EDITORIAL

Internet Access... A Necessity or an Option?

The very nature of communication suggests that information should be exchanged freely and with a minimum amount of effort. We communicate very easily when we are face to face with friends, family members, parents and other professionals. In the past, communication with those who are some distance away required that we establish telephonic communication or a letter be composed. Communication protocols have drastically changed with the advent of e-mail. The widespread use of e-mail comes in response to a perceived need to communicate ideas and information to family, friends and colleagues at near instantaneous speed over great distances. Although e-mail is often the medium of choice for interpersonal communication and business information exchange, the need for small and large professional organizations to communicate in similar fashion with their members is increasing. Typically, professional organizations employ an Executive Director, elect Officers and a Board of Directors who are ultimately responsible for the daily activities that sur-

round the organization. Information that is of interest to the general membership is often out of date at the time of print publication. It seems clear that the rank and file membership of many professional organizations want to participate in the formulation of policy and the governance of the organization. Our personal response to critical issues that affect our practices are often left to the discretion of the leadership of the organization with little or no input from the membership. Given the increasing complexity of organizational administration in an age of legislative queries and third party intrusion, every organization should be able to administrate with information that is a reflection of the members they serve.

The ability to participate in the day to day activities of most organizations can only be visualized when information concerning those activities is conveyed in a timely and cogent fashion to every member of that organization. Corporate action requires that all members be informed of current issues that face their organization. Lacking such information simply allows members to be bystanders in the decision making process by default. While the governing bodies of professional organizations are often considered to be superlative managers, it seems increasingly clear that input from the general membership improves the dissemination of information that is required by the leadership to make a decision that is beneficial to those concerned. The complexity of the interface between professional organizations and governmental agencies often requires the input of a broad range of well informed members since they individually have insights that are globally important in the decision making process. Communication as currently practiced in the corporate world requires the generous use of email and the adjoining constructs that make up the Internet.

Attainment of this high level of communication requires that every member of any professional organization be connected to the Internet. When we consistently use electronic communication to inform, examine, formulate and respond to corporate information, we become partners in the administration of our society. In the information age we can and we must be ready to contribute to the adjudication of issues that affect our patients. If we fail in this regard we abrogate our professional responsibility to provide an administrative focus that delivers superlative oral health care. Email communication should be the bedrock of administration. It energizes, informs, encourages discussion and ultimately allows the formulation oral health policy consistent with the views of the profession.

RWH

THE BENEFITS OF ELECTRONIC MAIL

Transmission time- Very short (milliseconds)
Cost- Free (with Internet access) • Distribution of documents to more than one recipient • Easily accomplished one-step procedure • Storage of messages • Electronically on computer • Search capability • Full text search for any term or given criteria, such as time received • Addition of files in binary format (e.g. MS Word documents or digitized images) • Easy • Copying all or part of message into another document • Easy copy-and-paste Type of conversation • Almost real time Intrusiveness to the recipient • Limited (less than a phone call)

CALIFORNIA SOCIETY OF PEDIATRIC DENTISTS ANNUAL MEETINGS

2000

March 30-April 2

Marriott's Laguna Cliffs Resort • Dana Point, CA



Program: Computers

-featuring Drs. Paul Rhodes, Robert Schultz, Pam Den Beste
Celebrating our 25th Anniversary.

The program also includes group seminars with:

Mike Null, "Filmless Dental Office"

Dr. James Yee, "E-mail for the Office"

Shaun Halladay, "Internet and Intranet"

Mark Brown, "MS Word" (Beginner & Advanced)

2001

March 29 - April 1

Sacramento Hyatt Regency at Capital Park
Sacramento, CA

2002

Anaheim Disneyland

2003

April 3 - April 6

Empress Hotel Victoria • British Columbia, Canada

Officers and members of the Board of Directors for CSPD meet quarterly. The membership of CSPD is encouraged to provide input to the leadership. Our next regularly scheduled meeting will be held in Los Angeles in January 1999. Board meetings are open to the membership, and you are welcome to attend. Address your written intention to attend to the President, Dr. Wayne Grossman.

The ability to participate in the day to day activities of most organizations can only be visualized when information concerning those activities is conveyed in a timely and cogent fashion to every member of that organization.

THE MILBANK FUND REPORT

The Milbank Memorial Fund has just released a new report, "Pediatric Dental Care in CHIP and Medicaid: Paying for What Kids Need/Getting Value for State Payments.

The report proposes a new approach to policy for state financing of dental care for the 20 million children who are at substantial risk of pain and disfigurement because they lack access to appropriate preventive and reparative services. The new approach attempts to improve children's access to care by simplifying the interaction between dentists and public agencies as well as by increasing the reimbursement to providers. The authors of this new approach are dentists who hold elective state office, other members of the Reforming States Group (RSG), and experts on dental care for children."

The Fund also engaged an actuary to estimate the cost of the model insurance plan, using recent data from California's

Medicaid program. These data were also used to construct an interactive model, available on the World Wide Web, that of officials and dentists in any state can use to change assumptions about reimbursement and the number of eligible children and then to calculate the approximate cost of the model plan."

The report can be ordered from the Fund at (212) 355-8400 or downloaded from the Web at <http://www.milbank.org/990716mrpd.html>. A users guide to the dental pricing model and the model itself can be accessed through <http://www.milbank.org/990716user.html>.

Legislative News... Continued from pg. 6

SEPARATE BOARD OF ALLIED DENTAL HEALTH PROFESSIONALS (SB 1215)

Sponsored by the California Dental Hygienists Association, this bill would establish a separate licensing board under the Department of Consumer Affairs with jurisdiction over dental assistants and dental hygienists (currently governed by the state Board of Dental Examiners). It will not receive legislative attention this session. CSPD will WATCH this bill.

STATE DENTAL DIRECTOR (SB 1235)

This bill, sponsored by CDA, would have required the state Department of Health Services (DHS) to appoint a single State Dental Director to administer and oversee all DHS programs. Governor Davis vetoed the bill in September, citing duplication of existing administrative positions and cost considerations. CSPD had retained a NEUTRAL position on this legislation. In lieu of the State Dental Director rejected by Governor Davis, CSPD will give consideration to supporting the appointment of a Dental Policy Advisor to the Governor's Office.



Drs. Wayne Grossman, & Paul Reggiardo.

This report proposes a new approach to policy for state financing of dental care for the 20 million children who are at substantial risk of pain and disfigurement because they lack access to appropriate preventive and reparative services.

CALIFORNIA SOCIETY OF PEDIATRIC DENTISTS

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The support our sponsors contributes to the success of the annual meeting and helps to underwrite the projects of our society throughout the year. Please let our sponsor know we appreciate their continued support

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Andreia Minasian, DDS
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818-760-6954

Caesy Education Systems
200 SE Park Plaza Dr., Ste. 1001
Vancouver, WA 98684
360-892-1298

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800-235-5862

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5130 Commerce Dr.
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Santa Maria, CA 93456
800-563-1454

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Kirkland, WA 98083
800-426-5913

NuSmile Primary Crowns
P.O. Box 4871
Houston, TX 77210-9649
800-346-5133

Oral - B Laboratories
600 Clipper Drive
Belmont, CA 94002-4119
415-598-5000

Plak Smacker, Inc.
4105 Indus Way
Riverside CA 92503-4848
800-245-1825

Procter & Gamble
12662 Sunrise Dr.
Bainbridge Island, WA 98110
800-553-5075

Safety Compliance Services
111 N. Jackson St., Ste. 200
Glendale, CA 91206
818-552-2114

Space Maintainers Laboratory
9129 Lurline Ave.
Chatsworth, CA 91311
800-423-3270

Sullivan-Schein Dental
135 Duryea Road
New York, NY 11747
800-372-4346

The SCPIE Companies
1888 Century Park East, Ste. 200
Los Angeles, CA 90067
310-551-5900

Ultradent Products Inc
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801-553-4266

3M Dental Products
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818-574-4244

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1. Any medical/health advice provided and hosted on this site will only be given by medically/health trained and qualified professionals unless a clear statement is made that a piece of advice offered is from a non-medically/health qualified individual/organization .
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5. Any claims relating to the benefits/performance of a specific treatment, commercial product or service will be supported by appropriate, balanced evidence in the manner outlined above in Principle 4.
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in the clearest possible manner and provide contact addresses for visitors that seek further information or support. The Webmaster will display his/her E-mail address clearly throughout the Web site.

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8. If advertising is a source of funding it will be clearly stated. A brief description of the advertising policy adopted by the Web site owners will be displayed on the site. Advertising and other promotional material will be presented to viewers in a manner and context that facilitates differentiation between it and the original material created by the institution operating the site.

INSURED CALIFORNIANS - A CENSUS REPORT

The Census Bureau released their latest data on the number of insured, which describes the number of uninsured people throughout 1998. Here's what a quick glance at the Census web site reveals about California's uninsured in 1998: see (www.census.gov/hhes/www/hlthins.html)

*7.4 million Californians, or 22.1%, were uninsured, compared to the national average of 17.3%. That makes California the 48th worst state in the country, surpassed by only Arizona and Texas in the percentage of state residents without insurance. Compared to the average American, the average Californian is nearly 30% (27.7%) more likely to be without health coverage.

*The proportion of Californians without health coverage climbed from 20.1% in 1996, to 21.5% in 1997 to 22.1% in 1998 — a 2% increase, compared with a 0.7% increase nationally. Put differently, Californians are losing health coverage three times as quickly as other Americans.

*The number of Californians without health insurance rose from 6.5 million in 1996 to 7.1 million in 1997 to 7.4 million in 1998. The number of Californians without health insurance accordingly rose during this period by an average of more than 12,000 a week.

NEWS BRIEFS

WELCOME NEW MEMBERS

Dr. Jennifer Barry
25590 Prospect Ave., #45F
Loma Linda, CA 92354

Dr. Judith R. Waskow
2101 Bay St. #101
San Francisco, CA 94123

American College of Dentists Convocation

Dr. John Peterson, Dr. John Liu, & Dr. Ray Stewart were inducted into Fellowship by the American College of Dentists at their Convocation held in conjunction with the Annual Meeting of the American Dental Association held in Hawaii on October 9, 1999. The pre-induction ceremony featured a keynote address by Dr. Gordon Christensen, Founder and Director of Practical Clinical Courses. The program included a LeaderSkills workshop led by Dr. Ronald Gross, Chairman, ADA Council on Ethics, Bylaws, and Judicial Affairs, Dr. David Chambers, Professor and Associate Dean for Academic Affairs at U.O.P. and Bruce Peltier, Associate Professor in the Department of Dental Practice at U.O.P. They spoke on "Getting a Professional Line on Network Ethics", "Navigating to Quality", and "Executive Coaching for the Dentist Leader", respectively.

An ACD/AADe training session featured a program led by Professor Kiyoshi Ikeda on "Cultural Diversity and Pluralism."

PEER REVIEW

The Peer Review system is a wonderful benefit for all CDA members as well as their patients. All peer review claims brought against Pediatric Dentists are handled through CSPD and the reviews are done by three trained reviewers meeting to clinically examine and discuss the merits of the complaint. At this time, I am making a plea for volunteers that would be willing to aid in this review process. We need examiners in all geographical parts of the state so that we can keep travelling to a minimum and so that we are all sure to be judged by our peers. The time requirement would be very minimal since our specialty has the least number of reviews per year and each exam requires about two hours of commitment and is always accomplished after regular office hours.

There is a one time training process which will be organized by the local dental society or by special arrangement requiring about 3-4 hours. Please contact me with your interest as soon as possible by e-mail pwolkstein@aol.com or by phone at night (408) 268-5479. Please help make our peer review committee as good as it can possibly be.

Phil Wolkstein, Peer Review Chairman email to: pwolkstein@aol.com

These census statistics show that California is the 48th worst state in the country, surpassed by only Arizona and Texas in the percentage of state residents without insurance.

BOARD BRIEFS

SEPTEMBER 25, 1999 • SAN FRANCISCO AIRPORT MARRIOTT HOTEL

The 101st meeting of the Board of Directors of the California Society of Pediatric Dentists was called to order by Dr. Wayne Grossman on Saturday, September 25, 1999 at 9:25a.m.

In attendance were: Drs. Duperon (Past President), Rowan (Exec. Director), Grossman (President), Luke (President-Elect), Perry (Vice President), Lovingier (Secretary), Mungo (Treasurer), Hansen (Editor), Reggiardo (District VI Trustee), Lisagor (AAPD Liaison), (Directors) Jacks, Aspis, Cortez, Huene-Christensen, DeLorme, Chiang, Ramos-Gomez, and Mrs. Marian (Secretarial Assistant).

CORRESPONDENCE DRAFT GUIDELINES/ORAL HEALTH

Dr. Grossman reported on tobacco tax money (Prop 10). There will be a tremendous amount of money coming down from this tax. Every county puts together a committee to decide how to spend their allotment. Eighty percent of the money can be spent on health care programs affecting children 1-5 years of age. This organization wants to make sure that these committee members think about dental care, fluoridation and other issues that would improve the dental health of these children

AB1065 - DR. GROSSMAN

A letter was written lending our support to the passage of AB1065. If passed, AB1065 will place into law a program designed to address the neglected area of early dental care for the children of California.

SB865 - DR. GROSSMAN

This bill would require dentists submitting posttreatment claims involving more than 6 teeth in one visit to submit copies of any pretreatment radiographs taken. CSPD supports this bill and believes that SB 856 addresses fraud reduction without penalizing or discouraging the honest provider of oral health services.

FLUORIDATION VOTE /LEAGUE OF CALIFORNIA CITIES

Dr. Grossman reported that a request for assistance came from Teran Gall, DDS at CDA. The opponents of fluoridation have taken their position to the League of California Cities. They will have a resolution before that body that stands to repeal AB733. CDA has expressed concern and has requested that CSPD educate city officials as to the positive benefits of community water fluoridation.

OFFICER'S REPORTS

SUB-COMMITTEE ON WORK FORCE ISSUES

Dr. Jacks reported that the committee met with the pediatric department heads at our annual meeting in March. It was reported that the graduate programs are in need of additional teaching staff. Dr. Jacks outlined three avenues of pursuit that could assist dental schools in the recruitment of staff. The board also re-considered the need to increase the number of graduating pediatric specialists. Many dental school deans are aware of this problem. Sources of additional funding must be identified before faculty can be recruited.

PRESIDENT-ELECT

Dr. Luke reported that the external quality review committee met with Delta and they completed their review of the DentiCal program. Dr. Luke encouraged everyone to read the CHIP booklet.

VICE PRESIDENT

Dr. Luke reviewed the strategic plan worksheet. He encouraged all committee members to update status changes by informing the Vice President.

EDITOR

Dr. Hansen reported on the establishment of Bulletin advertising rates for non-members. .

E-Commerce - There was considerable discussion concerning the effectiveness of the online store in our web site. One of the challenges brought up by a member was the amount of time it took to order products. It was concluded that the website should continue the link through the holidays and then re-evaluate e-commerce at the January meeting.

Email Addresses - The editor stated that he would like to investigate email communication with the membership at large. He believes that the society should have the option to "blanket cover the membership at a click of the mouse." There was much discussion about email addresses for the membership. At this time approximately 45% of the members have an email address on file.

EXECUTIVE DIRECTOR

Dr. Rowan reported on the availability and distribution of the CSPD sponsored office forms CD. The CD ROM provides a number of essential office forms and they are available at no cost to our members.

DISTRICT VI AAPD - TRUSTEE REPORT

Dr. Reggiardo reported that Dr. Ray Stewart will be the next Trustee for our District.

STANDING COMMITTEE REPORTS DENTAL CARE SUBCOMMITTEE

Dr. Cortez updated the board concerning the fluoride campaign in Santa Barbara. The anti-fluoride contingent outnumbers the pro-fluoride people by 100 people. The Dental Society of Santa Barbara is requesting support from CSPD. They are also appealing to the American Dental Association for support. The final decision will come in October.

Anesthesia Bill - There was some concern that insurance companies will need information regarding the implementation of this bill. The pediatric dentist will be required to prove a medical necessity for the patient to be admitted. It was generally felt that the insurance companies are well versed in their understanding and compliance. The law says that they will review a dental request for treatment the same as any other request

LEGISLATIVE AND GOVERNMENTAL AFFAIRS

Dr. Perry introduced a packet entitled Resource Packet on Tobacco Settlement. There are billions of dollars involved that could be used appropriately. Dr. Perry feels that it would be appropriate to publicize the packet in The Bulletin with some background information on this settlement.

Community Water Fluoridation - This is another resource put out by ADA. Jane Mc Ginley, RDH, MBA can get this packet to you if interested. Her phone number is (312) 440-2858 or email at McGinley@ada.org.

AB1065

Dr. Perry noted that this piece of legislation had turned into a 2-year bill. He has another meeting in Sacramento to discuss his strategy and implementation. This bill would create a pilot project in three counties to provide risk assessment visits, preventative treatment, out-

Every county puts together a committee to decide how to spend their tobacco tax allotment. Eighty percent of the money can be spent on health care programs affecting children 1-5 years of age.

Board Brief... Continued from pg. 10

reach and education to low income children.
CDA LIAISON

Dr. Perry reported that Debbie Finney has been nominated to replace Steve Chan as treasurer. Dr. Finney is the first woman to be nominated for a CDA executive committee position.

SB856

Dr. Reggardo reported on this reform bill. The bill is sitting on the governor's desk awaiting his signature. The bill had been amended to prevent managed care exclusivity with DentiCal in other parts of the state. The law prohibits the establishment of a pure managed care system. This positive feature is unfortunately offset by the requirement to submit radiographs.

STATE BOARD OF DENTAL EXAMINERS

Dr. Reggardo reported that the BDE increased the fees for the RDA written examination and practical exam fees. The BDE also looked at the functions for RDAEFs. The proposals to place, condense, carve alloys and composites were defeated. The proposal for removal of subgingival cements with hand instrumentation and the placement of etchants for RDAEFs were passed.

The proposal to allow sealant placement for RDAs was received well by the BDE. The Council on Education and Professional Relations at CDA endorsed the proposal. The council supported this at COMDA. COMDA made the decision to appoint a task force to review all functions and the process by which the functions are assigned.

2000 MEETING/DANA POINT

Dr. Luke reported that the Friday speakers will be Dr. Rhodes, Dr. Scholtz and Ms. Freeman. The Saturday speaker will be Reesa Pulletz-Kliman. She will be speaking on Ergonomics for the Pediatric Dentist and Staff. Sunday table clinics will be followed by four presenters in a seminar format. Saturday night will be the 25th Anniversary Bash. The program includes dinner, a review of the history of CSPD and dancing to the music of Tom Thumb.

2001 MEETING/SACRAMENTO

Dr. Mungo reported that this is the "Year of Awareness". The purpose of choosing this location relates to improving our awareness of the legislative process. The didactic program will be presented by governmental representatives

MEMBERSHIP SERVICES COMMITTEE

Dr. John de Lorme reported on the conference for the new pediatric dentist. There were 30 paid registrants. It was the general feeling that it was well received by those in attendance.

CONTINUING EDUCATION

Dr. Lovingier presented the 1999 Auxiliary Course budget. Those assisting with the course will receive a detailed list of their expected duties. Dr. Lovingier spoke with Dr. Todd Milledge at Loma Linda regarding the feasibility of remote learning opportunities for residents and general members.

Respectfully submitted,

Dr. Lonnie Lovingier, Secretary

WEB NOTES

RECENT POSTINGS ON THE CSPD WEBSITE WWW.CSPD.ORG

In What's New see the:
Reprints from the Winter Bulletin
President's Message
Board Brief
News Briefs
The CSPD Online Store
The CSPD Sealant Document
Health on the Net
Internet Access
CDA Member Statistics
Ernie Horany Tribute
Quality of Information
The Milbank Memorial Fund
Annual Meeting Program
Announcement

PATIENT EDUCATION SITES

<http://www.dentalcare.com>
Sponsored by Proctor and gamble with some excellent patient education pages
<http://www.ada.org/tc-cons.html>
The consumer section of the ADA web page has excellent patient information including video clips.
<http://www.nidcr.nih.gov/newspublica.html>
The NIDCR public information page
<http://www.healthfinder.gov>
A government funded "gateway" site to reviewed sources.
<http://www.healthatoz.com>
A "gateway" site with a directory of 50,000 reviewed resources.

SITES FOR DENTAL PROFESSIONALS

<http://www.medmatrix.com>
Peer-reviewed annotated resources on all aspects of healthcare.
<http://nccam.nih.gov>
The NIH site that describes current evaluations of alternative therapies.
<http://healthweb.org>
Evaluated resources from a collaboration by a number of health sciences libraries in the Midwest.
<http://www.ncbi.nlm.nih.gov/pubmed/>
Free MEDLINE from the National Libraries of Medicine

SITES ABOUT QUACKERY AND FRAUD

<http://www.HCRC.org>
Information from the National Council Against Health Fraud
<http://www.quackwatch.com>
Operated by Stephen Barrett M.D. as a non-profit consumer protection site. Excellent reviews of controversial topics.
<http://www.skeptics.com.au>
A lighthearted look at quackery in medicine and other arenas such as the paranormal.

ORAL MICROBIOLOGY/LMMUNOLOGY INTEREST GROUP

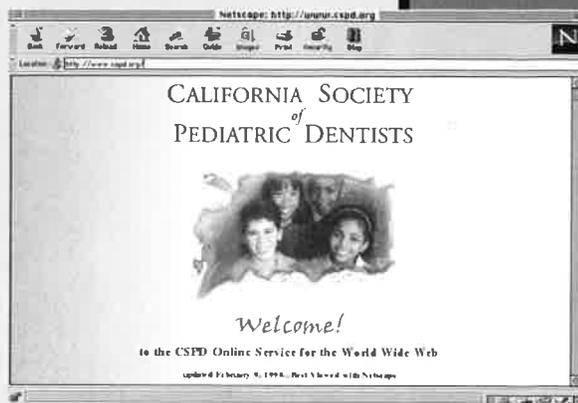
Moderator: Dennis Mangan • Address: listserv@list.nih.gov
PRACTICE MANAGEMENT IN DENTISTRY
Moderator: Mert Landay Address: prctmgt@listserv.temple.edu
Archive: <http://listserv.temple.edu/archivesprctmgt.htm>

DENTAL NEWSGROUPS

SCI.MED.DENTISTRY •
news:sci.med.dentistry
ALT.SUPPORT.JAW-DISORDERS
news.alt.support.jaw-disorders
All newsgroups at: <http://www.deja.com>

MEDICAL WEBSITES

The Internet Pathology Laboratory for Medical Education
<http://www-medlib.lned.utah.edu/>



WebPathwebpath.htm
NLM-Medline Plus
<http://www.nlm.nih.gov/medlineplus/>
Virtual Hospital by U. of Iowa
<http://www.vh.org>
Websites to learn more about the Internet
Explanations about computer terms
PC Webopaedia: <http://www.pcwebopaedia.com>
HISTORY OF THE INTERNET
Hobbes' Internet Timeline <http://info.isoc.org/guest/zakon/InternetHistory/II1.htm>
Frequently Asked Questions documents
FAQ Finder: <http://ps.superb.net/FAQ>
About the Web by World Wide Web Consortium
<http://www.w3.org/WWW>
PRACTITIONERS INDEX
The Dental Site - Practice Directory
<http://www.dentalsite.com/directory>
JOURNALS
Journals by Quintessence Co, Inc.
<http://www.quintpub.com/journals.htm>
Journal of the American College of Dentists
<http://www.acdentists.org/publications.htm>
British Journal of Orthodontics Online
http://www.oup.co.uk/jnls/list_bortho/
Journal of Dental Technology Online Edition
<http://nad.org/jdt>
British Medical Journal
<http://www.bmj.com/>
DENTAL INDICES
Electronic Discussion Groups in Dentistry, by U. of Iowa College of Dentistry
<http://www.vh.org/Beyond/Dentistry/leslie.htm>
Internet Dentistry Resources, by U. of Iowa College of Dentistry
<http://www.vh.org/Beyond/Dentistry/sites.htm>
Yahoo- Dentistry
<http://dir.yahoo.com/Health/Medicine/Dentistry/>
Web Sites for Dental Students
<http://www.dentalsite.com/dentists/denstu.htm>
DENTAL MAILING LISTS
Internet Dental Forum
Moderator: David Dodell
Subscription: <http://idf.stat.com/idfsubscription.htm>
Periodont
Moderator: Heiko Spallek
Address: periodont@spallek.com
Discussion list for dental students unmoderated
Archive: <http://listserv.temple.edu/archives/dentst-l.htm>
Address: dentst-l@listserv.temple.edu



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