



M-OCDS News

MONMOUTH-OCEAN COUNTY DENTAL SOCIETY NEWSLETTER

A Component Society of The New Jersey Dental Association and
the American Dental Association

April 2015

From the President

It is beginning to finally feel like spring is near. The change in season provides us with an energy and excitement for what's to come. It seems that every spring as the dental students and residents near the end of a chapter in their educations, it is time for the April New Member Meeting. This meeting gives us the opportunity to meet with local dentists, residents and some dental students (who are not yet members of organized dentistry) and talk about their future. It is the most exciting time for them, and it should be for us as well.



We have so much to give as an organization. Countless years of experience, unquenchable thirst for knowledge and definitive direction just to name a few. It is with these attributes that the information, tools and comradery through organized dentistry must be disseminated to the future membership. I ask all of you who are reading this to mentor a student or resident, or call a colleague who is not yet a member of organized dentistry and invite them to a meeting. The future starts with the present. It is what we do today that will affect how our families are treated for generations to come. I believe that the best years or organized dentistry are ahead of us. I can't wait for spring!

In March, Tom Viola presented one of the best lectures of the year. He discussed the 10 most commonly prescribed medications and their dental implications. We had so many positive comments about his lecture he has agreed to provide us with his slides and we will post them on our website (www.m-ocds.org) very soon!

On April 8th our New Member Meeting will focus on Practice Transition with Dr. Phillip Cooper, and Practice Design with Heather Skypak. We anticipate a big crowd for this meeting so please RSVP early!

With best regards,
Dr. Robert McTaggart

UPCOMING EVENTS

TRUSTEES MEETING

Tuesday, April 7, 2015
Dinner at 6:30 PM Meeting 7 PM board room
Jersey Shore University Medical Center, Neptune

NEW MEMBER DINNER MEETING

Tuesday, April 14, 2015
"Practice Transitions" Dr. Phil Cooper
"Building Your Future" Heather Skypak
Free dinner for MOCDS members & earn 2 CE credits!
Riverview Pavilion, Belmar 6:30 PM

JERSEY SHORE UNIVERSITY MEDICAL CENTER

Wednesday, April 22, 2015
"Combining Esthetics & Function for Longevity"
Dr. Jimmy Eubank
Eileen Becker (732)-869-5734

MONMOUTH MEDICAL CENTER

Wednesday, April 22, 2015
"Basics of Sleep Medicine & Obstructive Sleep Apnea for Dentists"
Dr. Davis Thomas
Elaine Friedman (732) 923-6790

GARDEN STATE DENTAL CONFERENCE & EXPO

MAY 1 & 2, 2015
NJDA.ORG

TRUSTEES MEETING

Tuesday, May 5, 2015
Dinner at 6:30 PM Meeting 7 PM board room
Jersey Shore University Medical Center, Neptune

JERSEY SHORE UNIVERSITY MEDICAL CENTER

Wednesday, May 6, 2015
"The One Day Dental MBA"
Dr. Howard Farran
Eileen Becker (732)-869-5734

LEGISLATORS NIGHT

Wednesday, May 6, 2015
Contact: Dr Robert Goodwin (732) 458-8100

PRESIDENT'S DINNER DANCE

Saturday May 30, 2015
Jumping Brook Country Club, Neptune

STAFF & FAMILY APPRECIATION EVENT

TBA

SAVE A TREE! Email Dr. Mitchel Friedman that you want the newsletter via email or your contact information has changed: Editor@M-OCDS.org

MOCDS TRUSTEE MEETING MINUTES March 3, 2015

MOCDS MEETING MINUTES March 3, 2015

Attendance: Drs. C. Andricsak, R. Angowski, M. Furlong, Robert Isaacson, Richard Isaacson, J. Kukucka, R. McTaggart, M. Safari, T. Sniscak, B. Wohlstetter

The meeting was called to order by Dr. McTaggart at 7:02p.m.

Motion was made to approve the minutes from the last meeting January 6th 2015, by Dr. Furlong and seconded by Dr. Richard Angowski.

President's Report (Dr. McTaggart):

We are looking forward to Tom Violas presentation on the 10 most frequently prescribed medications and their clinical dental implications on Tuesday, March 10th. All of our meetings so far have been very well attended. We also have received many inquiries regarding sponsorship and I have forwarded them on to Dr. Andricsak for next year.

I have had several conversations and emails with Dr. Roshong (NJDA President) regarding membership and membership value. He is assuring me that Brendan Breen (Director of Membership) is getting up to speed and will be formulating a plan for marketing and membership recruitment, retention and benefits. I have also spoken with Mr. Breen regarding information gathering for non-members so we may better contact them. I will continue to pursue this topic as it is the vital component to our success as an organization.

Please save the date for May 30th Presidents Dinner Dance!

Treasurer's Report (Dr. Angowski):

All bank and investment accounts are in good standing.

Secretary's Report (Dr. Safari):

Brief description of councils will be e mailed to the MOCDS trustees. Our components nominations and certification sheets for delegates and alternate delegates were mailed to Phyllis Cortazzo at NJDA association office.

NJDA Trustee Report (Dr. Shah):

NJDA BOT January 21, 2015

Mr. Meisel asked how the Board would like him to proceed. A motion was made, seconded and unanimously The Board adopted (Vote #5 BT-15-1-5) to request that NJDA go to the State Board of Dentistry and make a recommendation on behalf of NJDA that we support dental assistants being allowed to use the 3-D Digital Scanner. The Board unanimously adopted (Vote #6 BT-15-1-6) to send a resolution to Dr. Jeffrey Cole, 4th District Trustee, proposing that the ADA fund some of the cost of sending delegates to the ADA Annual Sessions and request that it be put on the Agenda of the Fourth District Pre-annual Caucus.

Mr. Arthur Meisel announced our two new staff members. He introduced:

1) Dr. Joan Monaco, Director of Dental Benefit Programs. She practiced dentistry for 18 years, worked in-house for Met-Life for a number of years and owned a consulting firm before joining NJDA.

2) Mr. Brendan Breen, Director of Membership, worked as Director of Membership at an association in Washington, D.C.

Staff Report: Endorsed Business Associates

Our Endorsed Business Associates have all signed on for this year

except Glove Club, however, Horizon has joined us at the Gold level. We will be promoting a leadership Luncheon on Saturday, May 2, 2015 from 1:00pm - 2:30pm. We invite you all to attend the luncheon to meet with our Endorsed Business Partners. The next Business-to-Business Breakfast is Wednesday, October 14, 2015. Please mark your calendars.

Continuing Education A number of programs in 2015 include:

2 New Dentist Conference - October

Resource Day - September

3 Weekend Study Club Sessions

Presidents Dinner Dance - June 19, 2015

Golf Outing - October 5, 2015

Membership for Growth Grants

We have applied for four (4) grants for membership growth: two for receptions at Annual Session; one for PAC and one for membership. Another grant for the Program Guide and for our new program; Resource Day in September, which will be a 12 hour open house at NJDA.

Marketing & Communications – Ms. Nicole Fredrickson

Ms. Nicole Fredrickson reported that the website was updated. The CE section was reorganized and we added a New Dentist section. On the Member Only section, a piece on Dental Benefits was written by Joan Monaco. Since my last report, we have sent out a piece to recruit new members with a tear-off application form to be mailed back. Also a post card mailing on employment exchange will be going out this week. We will be reprinting the Membership Benefits brochure with the new staff members as well as a new dentist piece. She reported working with Brendan Breen on membership. The Member Only Facebook Page is now up to 93 members. Ms. Fredrickson reported that the dental student mentor section is located under the public section.

The Board adopted (Vote #7 BT-15-1-7) to support this legislative amendment regarding physician assistants (PA scope can not infringe on Dentist's scope of practice. The officers of NJDA congratulated Jim Schulz for all his hard work in getting the non-covered services bill passed.

Dr. Giorgio DiVincenzo reported that at the last State Board meeting, Keith Libow inquired whether it was within the scope of practice for dentists to perform A1-C screening on diabetic patients. The State Board responded in the affirmative.

Dr. Richard Kahn serves on the ADA Commission on Dental Accreditation (CODA) and reported on the Dental Therapy Standards and informed the Board members of the tremendous support of mid levels and the possibility that the Commission could pass this

EXECUTIVE SESSION

The Board went into Executive Session. Following a discussion, the Board determined its willingness to request the withdrawal of the NJDA's Petition for Rulemaking pertaining to Corporate Practice if the Association of Dental Support Organizations agrees that it will not pursue legislation on the subject. The Board went out of Executive Session

Council on Annual Session (Dr. Shah):

Garden State Dental Conference & Expo: conference to be held at Princeton Marriott on Friday May 1 and Saturday May 2. Hope to see large presence from MOCDS.

Registration for the conference has started and courses are getting

MOCDS TRUSTEE MEETING MINUTES March 3, 2015

filled. Please register at your earliest and sign up for your courses in advance as seats are limited. Main speaker Dr. Malcmacher (The Top Game Changes In Dentistry) will be sold out soon. He is a great clinician, speaker and forward thinking with new ideas to keep dentists more productive. If you have not heard him before, it is definitely worth signing up for this one. . We have tried to keep tuition very low as a membership benefit. Take advantage of low cost CE for yourself and your staff.

Exhibit space is sold out except for about 7 tables. We're still seeing interest from potential exhibitors and expect to sell out.

1. Component calendars – Council members were asked to ensure that the conference was added to their component calendar in print and online.

2. Student volunteers – We are using a jot form to recruit students. Students who register by March 1 will be entered into a drawing to receive a free room night during the conference. Akriti Gupta noted there is a conflict with testing scheduled for the following Monday. She was working to see if the test date could be changed.

3. Mystery Shopper – We'll have volunteers in the exhibit halls looking for attendees using their BofA gift card. If they are spotted, they'll win free CE. Free CE can be a reimbursement for a course they've already paid for, or a ticket to any available course during the conference.

4. Course admission passes are being marketed to exhibitors. Exhibitors can purchase 5, 3-credit passes for \$500, to give away at their booth or prior to the conference. This idea is a win for the exhibitor, for the attendee and for NJDA, since we will be filling seats in the classrooms at no additional cost to the association.

5. Component sponsorship of the Nassau Inn dinner is requested this year. Again, we are asking for \$500 from each component to offset the cost of this event. (See above component visit for more information on a ticket giveaway at each component.)

6. Council assignments – in addition to course hosting, Council members have been asked by Dr. Dzitser to take on the responsibility of acting as guides to attendees. Council members will be placed at strategic areas throughout the conference wing to direct attendees and answer questions. It was suggested that different attire may be needed to make these guides stand out.

IV 2016

1. Location considerations – after discussion about a move to the Newark Marriott, it was decided by those in attendance that staying at the Princeton Marriott another year was more sensible. Maureen will check dates.

2. The council was asked to suggest topics and speakers. Again, the Council on Continuing Education will review submissions from companies/exhibitors to find sponsored speakers to match our members' requested topics.

3. As Council members attend other conferences or see their brochures, please bring new ideas to the attention of Maureen or Lorraine.

a. Dr. LaMorte described a volunteer lecture program the ADA has at its annual conference. New and emerging speakers are offered a one-hour time slot on the exhibit floor, for a total of about 14 free one hour lectures over 2 to 3 days. This is something staff will explore with the CE committee for 2016.

Council on Dental Benefits (Dr. Sirota):

Below please find key points from our Council on Dental Benefits meeting on 2-11-15.

1) Aetna & Guardian: Febuary 1 Agreement: sharing provider net-

works. Fee schedules different. Dentists won't know until an EOB is sent.

2) VPay: Payers Using Credit/Debit Cards for Payment: Discussed credit card payments from insurance companies. Dentists can opt out. Apparently there is a fee charged for using this method, similar to processing regular credit cards.

3) Horizon Scion Enterprise System (Medicaid): Discussed sealants – historically allowed once per lifetime – now switching to once every three years with the frequency tied to payee. Discussed how positive this step is as it may lead way for other carriers to re-evaluate sealant and frequency limitations.

4) Non-Covered Services Legislation - Status: Non-covered services statute- means a never covered service (Art elaborated). Statute cannot govern self-funded plans or third party administration.(CDBP to start collecting data) Statute applies to contracts entered into or renewed on or after November 28, 2014 Statute won't apply until previous contract ends.

5) Delta Dental and Root Planing & Scaling: Discussed new guidelines for requesting benefit determination for scaling and root planing. Generalized 4mm or greater probing depths, 1-1.5 mm dist. crest to CEJ, FMX within 36 months.

Committee on Membership/New Dentist (Drs. Kuckucka):

Due to a snow storm, a conference call of the Council on Membership was held on February 9, 2015 at 6:30pm. Council members on call: Drs. Paul Batastini (Chair, Southern), Anthony Prousi (Mercer), Genevieve Fernandes (Middlesex), Nima Mirmadjlessi (Middlesex), John Kuckucka (Monmouth-Ocean), Ms. Shruti Shah (Rutgers student) & Mr. Eoin Halpin (Rutgers student). NJDA staff: Arthur Meisel, Brendan Breen & AnnMarie Varga.

Mentor Program Update

A kick-off luncheon for Rutgers 2nd & 3rd year students is scheduled for February 19, 2015 from 1-2pm at the dental school. NJDA will provide lunch.

Marketing Ideas

- Dr. Batastini discussed adding 1 member value each week to the Monday morning emails.
- Also discussed was looking into benefits to highlight for a small period of time for each component.

SPI

The ADA Strategic Promotional Incentive (SPI) offers a one-time 50% discount for non-members 5-10 years out of dental school. The ADA has recently begun to print the marketing materials for this program. The NJDA has begun to work on marketing materials. Within the next 2 weeks, all council representatives will be sent marketing material and their component eligibility list.

Next Meetings

Our next meeting was scheduled for March 16, 2015 as a conference call. We would like to change this to an in person meeting since we were not able to meet in person on

Feb 9th.

New members for MOCDS are:

Dr. Theresa Dantonio; Dr. Maher Hanna; Dr. Sushmitha R. Jeeri; Dr. Neha Jiwani; Dr. Mikhly; Dr. Frank Ferrara; Dr. Grantham; Dr. Estwick

MOCDS TRUSTEE MEETING MINUTES March 3, 2015

Committee on Children's Dental Health (Dr. Furlong):

Here is an update to the GKAS portion of my Children's Dental Health report. There are 10 locations that have not submitted information to the NJDA yet so this is the most up to date data.

The Children's Dental Health Fair took place on Sunday February 8, 2015 at the Monmouth and Ocean County Malls, and was very well received. This year's campaign slogan was "Defeat Monster Mouth" and we received over 540 posters from schools throughout both counties.

Attending the Monmouth County Fair were Drs. Cavanaugh, Graye, Jeffries, Safari, Wholstetter and the Monmouth Board of Health. Entertainment was provided by John Carlson "Mr. Magico". Drs. Andricsak, Furlong, Velazquez and staff from Lakewood Pediatric Dental Associates were at the Ocean County Fair. The Ocean County Sheriff's office provided child ID fingerprinting, and the Ocean County Vocational School was present with career information and students volunteering to help. Buster from the Lakewood Blue Claws was there to meet the crowd, and Walter Cooper from Baby Boom Entertainment provided music and games.

A total of about 50 children received medals or certificates and almost \$900 worth of prizes for their winning posters. Many of the teachers, nurses, and administrators from participating schools attended the fair to show their support. There were also contests and giveaways for others who stopped by to check things out. It was a very successful event.

New Business:

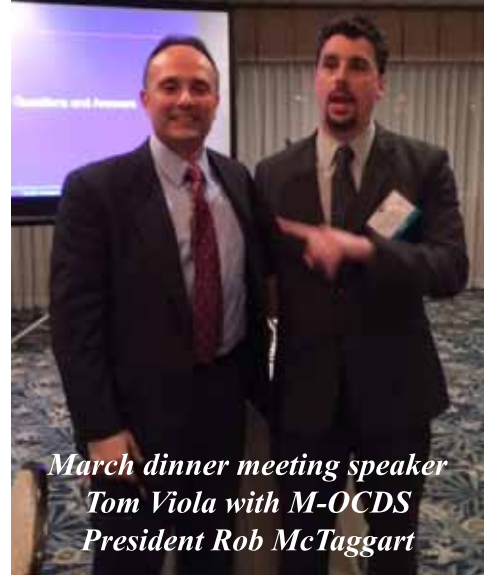
MOCDS trustees want to maintain representation at the state level for the continuing education / dental education council. MOCDS trustees shared their concerns about the proper education of dentists, hygienist, and dental assistants. Not having representation at the Council of Dental Education is not in the best interest of organized dentistry at this time.

Trustees discussed and analyzed the MOCDS preliminary budget for the upcoming year.

Good and welfare:

The meeting was adjourned at 8:15 p.m.

Respectfully,
Dr. Matt Safari



*March dinner meeting speaker
Tom Viola with M-OCDS
President Rob McTaggart*

News Brief from the NJDA Council on Annual Session

The conference brochure has been mailed and registration is open! Visit www.njda.org for details.

The Garden State Dental Conference & Expo is in historic Princeton, the weekend of May 1 and 2, 2015. Gather with your colleagues at the Princeton Marriott, along with a select line-up of speakers and 95+ industry-leading exhibitors.

Your \$25 conference pass includes:

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Complete course line-up on our website, www.njda.org.

Additional highlights you won't want to miss:

- *Legislative Town Hall*
- *LOW guest room rate at our host hotel -- book by April 9 for best rates*
- *Rutgers Dean's Reception*
- *Dinner in Historic Princeton - sponsored by NJDA Component Societies*



Join Bryon E. Roshong, DMD, President of NJDA, at a dinner in his honor on June 19, 2015 at Seasons Restaurant in Washington Township. Details to follow in future news briefs.

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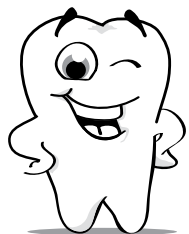
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THE JERSEY SHORE UNIVERSITY MEDICAL CENTER
THE MONMOUTH-OCEAN COUNTY DENTAL SOCIETY PRESENTS

Dr. Farran's "One Day Dental MBA" Howard Farran, DDS, MBA
WEDNESDAY – MAY 6, 2015 9:00 am – 4:30 pm

SHERATON EATONTOWN HOTEL AND CONFERENCE CENTER - ROUTE 35 , EATONTOWN, NJ

Dr. Howard Farran is one of the most forward-thinking, cutting-edge dentists in the world. Come and enjoy his fast-paced, straight-from-the-hip, politically incorrect, exhilarating style while you learn more in one lecture than you ever thought possible. Dr. Farran's "One-Day Dental MBA" lecture shows how you can help build a remarkable dental office that will make a difference to your community. Spend the day learning practical hands-on applications that can be immediately translated to your own practice, no matter what your role is in the dental office.

REGISTRATION FORM:

WEDNESDAY – May 6, 2015 — PNC ARTS CENTER, HOLMDEL, NJ

Dr. Farran's "One Day Dental MBA" , Dr. Howard Farran

Name: _____ Phone: _____

Address: _____

TUITION: Dentists: ___ @ \$185.00 = _____ + Auxiliaries: ___ @ \$95.00 = _____ Total Enclosed = _____

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Signature: _____

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MOCDS Celebrates Children's Dental Health Month!

The Children's Dental FAIR was held at the Monmouth Mall and the Ocean County Mall on February 8, 2015 from 1-3pm.

The event was a HUGE success with hundreds of people stopping by. We handed out literature, toothbrushes, pencils, and had the opportunity to meet many nice families in the community. All Monmouth and Ocean County schools were invited to participate in a poster contest with the theme "Defeat Monster Mouth". We had over 540 of poster entries, and we selected about 50 winners. The winners received a total of about \$1500 in gift cards. In Monmouth "Mr. Magico" wowed the crowd, and in Ocean "Baby Boom Entertainment" provided music and entertainment. Buster from the Lakewood Blue Claws was also at the Ocean County Mall to greet passers-by. Many of the teachers, nurses, and administrators from participating schools attended the fair to show their support. There were also contests and giveaways for others who stopped by to check things out.

Attending the Monmouth County Fair were Drs. Cavanagh, Graye, Jeffries, Safari, Wholstetter and the Monmouth Board of Health. Drs. Andricsak, Furlong, Velazquez and staff from Lakewood Pediatric Dental Associates were at the Ocean County Fair. The Ocean County Sherriff's office provided child ID fingerprinting, and the Ocean County Vocational School was present with career information and students volunteering to help.



Dr Furlong & Buster with winners



M-OCDS member volunteers with winners



Drs Wohlstetter & Safari at Monmouth Mall event



M-OCDS members

Give Kids a Smile- A National Event Goes Local



Dr. Elisa Velazquez and a Give Kids A Smile patient had a visit from the TOOTH FAIRY!



Dr. Elisa Velazquez & the TWINS for their first dental visit on Give Kids A Smile Day!

Numerous Monmouth County and Ocean County offices opened their doors for GKAS treating hundreds of children in our community. This year's event included free dental care to needy children completed with kindness and compassion. Services included restorative work, extractions, prophylaxis, fluoride application, screenings, x-rays, referrals, and education.

Give Kids a Smile gave local dentists an opportunity to educate the public and treat many needy children. It also is an opportunity for the Monmouth-Ocean County Dental Society to let our community know we care. Please considering making a donation, or contact gkas@njda.org to VOLUNTEER next year.



Thank you to all volunteer locations and participants!

Dr. Miriam T. Furlong, Children's Dental Health Month Chairperson www.M-OCDS.org

Monmouth County

Smiles By The Sea, LLC, Belmar
Dental Care Center, Keansburg
Eastern Dental of Ocean/Monmouth, Brick
Eastern Dental of Eatontown, Oakhurst
My First Dentist, Englishtown
Dr. Neal Hammer and Associates, Freehold
Tender Smiles 4 Kids of Monmouth, Freehold
Adults and Kids Dental Care, Hazlet
Eastern Dental of Howell
Dental Care Center, Keansburg
Atlantic Pediatric Dentistry, Little Silver
Star Pediatric Dentistry, Manalapan
Beachside Pediatric Dentistry, Ocean
Aesthetic Dentistry Jersey Shore, Ocean Twp
Shrewsbury Pediatric Dentistry, Shrewsbury

Ocean County

Eastern Dental of Ocean/Monmouth, Brick
Pulido Dental Care, Brick
Eastern Dental of Lacey, Forked River
Eastern Dental of Manahawkin
Eastern Dental of Toms River
Ocean Pediatric Dental Assoc., Toms River
Sun Dental, Toms River

THE MONMOUTH - OCEAN COUNTY DENTAL SOCIETY
IS PLEASED TO INVITE YOU TO THE

*President's Dinner Dance
and Annual Officers' Installation*

HONORING

Dr. Robert T. McTaggart

AND OUR PAST PRESIDENTS

SATURDAY - MAY 30, 2015

JUMPING BROOK COUNTRY CLUB
210 JUMPING BROOK RD. · NEPTUNE TOWNSHIP, NJ 07753

COCKTAILS AND HORS D'OEUVRES AT 6:30 PM
DINNER AT 7:30 PM

\$75.00 PER PERSON

R.V.S.P. BEFORE MAY 15, 2015

— — — — — *Cut here and mail* — — — — —

NAME _____ NUMBER OF GUEST _____

PLEASE SEAT ME WITH _____

KINDLY SELECT YOUR ENTRÉE:

BONELESS BREAST OF CHICKEN STUFFED WITH FRESH MOZZARELLA,
BABY SPINACH, ROASTED RED PEPPER & TOPPED WITH A BOURSIN CHEESE SAUCE

SLICED LONDON BROIL WITH MADEIRA WINE SAUCE

GRILLED SALMON WITH KEY LIME TARRAGON BUTTER

DIETARY REQUESTS _____

PLEASE MAKE CHECKS PAYABLE TO: M.O.C.D.S.

PLEASE MAIL WITH CHECK TO:

DR. JULIA D. CINTRON
539 NEWMAN SPRINGS RD. · LINCROFT, NJ 07738

Monmouth-Ocean County Dental Society
C/O Dr. Richard Angowski, Executive Secretary
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www.M-OCDS.org

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NEW MEMBER DINNER MEETING

Tuesday – April 14, 2015

“Practice Transitions” Dr. Phil Cooper
“Building Your Future” Heather Skapyak

Free dinner for MOCDS members & Earn 2 CE credits! **Riverview Pavilion, Belmar 6:30 PM**

PLEASE R.S.V.P. by: APRIL 7, 2015 TO ATTEND

I need a Kosher meal _____

Dr. _____ will attend the MOCDS General Membership Meeting and Dinner Lecture

Address _____

Phone _____ Email _____

FAX or EMAIL 732-341-0772 or RSVP@M-OCDS.ORG