



# M-OCDS News

MONMOUTH-OCEAN COUNTY DENTAL SOCIETY NEWSLETTER

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

June 2012



## NJDA ADVISORY

Proposed Settlement in Class Action Suit -  
Kirsch v. Horizon Blue Cross Blue Shield of NJ

Following a mass mailing concerning the above-referenced subject, which contained a Notice of Proposed Settlement, a Claim Form and Instructions Regarding the Claim Form, the Association received a number of inquiries. The NJDA was not a party to that lawsuit and did not make the mailing. However, to clarify and simplify the matter for NJDA members, if the Court approves the proposed settlement (the hearing presently is scheduled to be held on July 23, 2012), a fund will be established by Horizon from which eligible dentists will receive a maximum one-time payment of \$167.70, provided, however, that said payment will be proportionately reduced if more than 17,000 valid claims are submitted. Dentists may receive one payment only.

Claims for Class Member Payments must be submitted in accordance with Claim Form Instructions on the form authorized in the settlement agreement. To be eligible, a dentist must have rendered services to a Horizon Plan Member anytime between May 26, 1999 and April 13, 2012, for which Horizon paid a benefit of at least One Cent (\$0.01). In addition, the envelope returning the claim document(s) must be mailed to the Settlement Administrator with a post marked date of no later than August 13, 2012. The settlement applies to all dentists, whether participating or non-participating.

Any dentist who does not want to be a Class Member must Opt-Out from the Class and the settlement by sending a written request (in the form prescribed in the Notice of Proposed Settlement) which is received by the Settlement Administrator no later than June 29, 2012.

*Continued on page 10*

## UPCOMING EVENTS:

### **Trustees Meeting**

Staff & Family Appreciation Event

Friday, June 15, 2012

Lakewood Blueclaws, First Energy Park

### **NJDA Annual Convention**

Ocean Plaza, Long Branch

June 22-23, 2012

Register: [NJDA.org](http://NJDA.org)

### **Organization Meeting**

Tuesday, August 7, 2012

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

**Society web site: [www.M-OCDS.org](http://www.M-OCDS.org)**

**Please search your email SPAM folder for mail  
from MOCDS and set anything from  
[rsvp@m-ocds.org](mailto:rsvp@m-ocds.org) as "not spam."**

### **SAVE A TREE!**

Email Dr. Mitchel Friedman that you  
want the newsletter via email:

[Editor@M-OCDS.org](mailto:Editor@M-OCDS.org)

# MOCDS TRUSTEE MEETING MINUTES April 3, 2012

MOCDS TRUSTEES MEETING MINUTES April 3, 2012

Attendance: Doctors: Albin, Boim, Giantomas, Goodwin, Gupta, Hersh, Richard Isaacson, Robert Isaacson, Kukucka, LaFalce, McTaggart,

The meeting was called to order by Dr. Kukucka at 7:00 p.m.

Minutes were unanimously approved.

President's Report ( Dr. Kukucka):

Eric Elmore from NJDA will again be visiting our component general membership meeting on April 17 to make some offers for winning a free Motorola Tablet at the NJDA Annual Session. This should be promoted in our e-mail blasts for publicizing the meeting.

We expect to have 6 corporate exhibitors for the April meeting providing \$1800-2000 in support.

Asteto Labs wants to take an ad out in our newsletter to advertise a CE course that they are sponsoring with Dr. Howard Farran. Paul Condello has had issues with their ads in the past. I suggest we take their ad under the condition that we reserve the right to edit and have Dr. Condello check it for accuracy.

Vice President's Report (Dr. Gupta):

1. Dr. Boim informed me about two holidays falling on October 2nd and October 9th. These holidays are observed by dentists who are orthodox. There are five Tuesdays in October, I would like the trustees to consider moving the October 2nd trustees meeting to another Tuesday in October.
2. Dr. Bosonac is working with Blue claws in finalizing the date for 2013 Staff appreciation night.

MOCDS 2012-2013 Schedule

Tuesday	August 7, 2012	OM
1st Tues		
Tuesday	October 9, 2012	DM
2nd Tues		
Tuesday	October 16, 2012	TM
3rd Tues		
Tuesday	November 6, 2012	TM
1st Tue		
Tuesday	November 13, 2012	DM
2nd Tues		
Tuesday	January 8, 2013	TM
2nd Tues		
Tuesday	January 15, 2013	DM
3rd Tues		
Tuesday	March 5, 2013	TM
1st Tues		
Tuesday	March 12, 2013	NMM
2nd Tues		
Tuesday	April 2, 2013	TM
1st Tues		
Tuesday	April 9, 2013	DM
2nd Tues		
Wednesday	May 1, 2013	Legislatures Night
1st Weds		
Tuesday	May 7, 2013	TM

1st Tues  
Saturday May 11, 2013 DD

Friday June 14, 2013 Blue Claws  
Staff Appreciation

DM – Dinner Meeting  
TM – Trustee Meeting  
OM – Organization Meeting  
NMM -- New Member Dinner Meeting  
DD – President's Dinner Dance

Will adjust the Monmouth Medical Center meeting to accommodate MOCDS. Unanimously approved.

Treasurer's Report (Dr. Furlong):  
Finances were reported and are in good standing.

Secretary's Report (Dr. McTaggart):  
The Component Society Nominations were sent in to NJDA. Signatures are required by the president, president elect and state trustee (Drs. Kukucka, Gupta and Shah) to finalize documentation.

NJDA Trustee Report (Dr. Shah):  
BOT Minutes for 3/21/12:  
The Board approved the nomination of Dr. David Lipani as Central's representative to the Council on Membership. A motion was made, seconded and ADOPTED by the Board (Vote #1 BT-12-3-6) to approve the Consent Calendar

A motion was made, seconded and unanimously ADOPTED by the Board (Vote #2 BT-12-2-7) to remove the Committee on Medicaid from the Rules of the Board and incorporate it as a Sub-Committee of the Council on Dental Benefit Programs.

A motion was made, seconded and unanimously ADOPTED by the Board (Vote #3 BT-12-3-8) to join the Association of State and Territorial Dental Directors as an Associate Member and to take the \$300. from the SmileCheck funds. This money is from a grant allocation so it must be approved by Delta.

The Member Conduct Policy has five punishments censor, probation, suspension, expulsion and/or removal from office. It is Dr. Chinoy's intention to make changes to the NJDA By-laws to enforce this, have it approved by the Board and then send it to the House of Delegates in June to be adopted. A number of Board members brought up the subject of a company called Groupon. This could involve fee splitting. Art Meisel reported that the State Board of Dentistry was looking into the matter.

ADOPTED by the Board (Vote #5 BT-12-3-10) to change the Rules of the Board on page 23 under Invited guests and their spouses/guest to list The President-Elect of the ADA (if he cannot attend, the Council has the authorization to substitute).

Dr. Michael Messana reported that SmileCheck is ongoing. Approximately twenty schools and some 700 students have been screened. He acknowledged that Dr. Ethan Glickman and Dr. Bob Giantomas have been very helpful in assisting with this project. They have been talking about the budget, Delta gave SmileCheck \$10,000

## MOCDS TRUSTEE MEETING MINUTES April 3, 2012

ADOPTED by the Board (Vote #4 BT-12-3-9) to approve the financial statements and report by Eisner Amper.

Council on Annual Session (Dr. Shah):

Ms. Maureen Barlow announced that the Annual Session VIP book has been distributed to the Board and she will be happy to take any registration information. She added that their hotel rooms have been taken care of. The Linda Miles course has picked up; rooms are almost sold out, however, 25% of the booth space is not sold. We will continue to sell booth space and table tops. Ms. Barlow posted a list of exhibitors that were signed on last year and have not, as yet, this year. We are requesting Board members to contact any of these exhibitors and possibly find out why.

Ms. Barlow reported that the hotel has changed hands again. It really does not affect anything except the GM is new, no other changes were made. Moving forward, we are seeing a great deal of component support this year. Eight components have supported the \$500.00 sponsorship in which they can place a 250 word ad/article in the Conference Newsletter that will be distributed. The components that have supported the sponsorship are Atlantic-Cape May, Bergen, Central, Middlesex, Monmouth, Passaic, Southern and Tri-County, with a promise from Hudson. Both Eric and Tricia are distributing the newspaper to the components during their visits to promote the 2012 Garden State Dental Conference. The hotel buzz is "a lot of people are calling" requesting adjoining rooms for families.

A suggestion was made to have MOCDS have a table at the meeting. The issue will be discussed further.

Council on Governmental Affairs (Dr. Goodwin):  
Legislative night May 2nd at Manasquan Country Club

Council on Membership (Dr. Boim):  
Membership Report April 3, 2012

New Members:

Amit Patel DDS, NYUCD 2006, Barnegat, General Practice  
Joseph Albanese DMD, UMDNJ 2011, Jersey Shore Univ.  
Medical Ctr. GPR 2012, Neptune, General Practice

Transfer to Tri-County: Dr. Jeffrey Hochstein

Waivers: One full, Two Partial

NJDA Letter:

Hi Dr. Boim:

I am sending this to you because I know you will try and help us in this venture. The Leaders of the NJDA, as well as several of us on staff, are contacting established and committed members of the NJDA that we believe can help us promote a prospective member complimentary seaside luncheon on Saturday, June 23, 2012 during the Garden State Dental Conference and Expo in Long Branch. We believe the success of this event hinges on each prospective member being hosted by an established member who can make them feel welcome. And most importantly, that prospective member is likely to see the value of NJDA membership, if you share your personal stories.

By now, you should have received your conference registration book in the mail and seen all the new opportunities available in Long Branch this year. We hope you will con-

sider joining us for a weekend at the beach to shop with our vendors, take CE classes and enjoy the new resort activities we have planned like surfing lessons or morning yoga on the beach. Last year's successful kids' beach blast has been expanded to include a full kids' camp – so bring the whole family. And remember, we need you there to make this luncheon work!

I will be calling you next week to tell you a little bit more about the luncheon and the dental conference as well, and ask you if we can provide you with a list of prospective members in your area. Even better, you may know some doctors that you refer to, receive referrals from, belong to a study club with, etc. who haven't yet joined the NJDA. Those are the people we want you to call and invite to the dental conference and the luncheon.

Judith Teresi, Membership Coordinator, New Jersey Dental Association

The NJDA is inviting non members to this luncheon. MOCDS will forward this list on to the members and encourage members to bring non-members to this luncheon.

MOCDS will sponsor the cost of the course for the membership council to a volunteer from MOCDS.

Committee on Budget and Finance (Dr. Angowski):  
Finances will discussed and are in good standing.

General Membership and Educational Programs (Dr. Weinstein):

Committee on General Membership and Educational Programs

The March 13, 2012 dinner meeting was the Special Meeting for the New Dentist and was a great success with our largest turn out for the year. There were:

Total attendees (excluding NJDA/vendors): 89

Members: 48

Residents: 31

Non members: 10

Our next meeting will be April 17, 2012. The lecture will be, "Embracing New Technologies to Enhance Regenerative and Implant Outcomes" by Dr. Paul Rosen. Two CE credits will be given to attendees.

Committee on Necrology (Dr. Robert Isaacson):

Pearl Lieberman 51 or Marlboro deceased. A moment of silence was observed.

Committee on Special and Social Events (Drs. Bosonac & Andricsak):

A constant contact eblast will be sent regarding the family night at the blue claws stadium and the president's dinner dance.

Aruba Health Seminar (Dr. Isaacson):

40th year for Aruba Seminar. Dec 26-29th. Playa Linda.

Respectfully, Robert McTaggart, D.M.D.

# MOCDS TRUSTEE MEETING MINUTES May 1, 2012

MOCDS TRUSTEES MEETING MINUTES May 1, 2012

Attendance: Doctors: Albin, Andriacsak, Boim, Bosonac, Furlong, Gupta, Richard Isaacson, Robert Isaacson, Jeffries-Bruno, Kukucka, McTaggart, Shah, Velasquez, Wohlstetter

The meeting was called to order by Dr. Kukucka at 7:00 p.m.

Minutes were unanimously approved.

Treasurer's Report (Dr. Furlong):  
Finances were discussed and in good standing.

Executive Secretary's Report including Dues Waivers (Dr. Angowski):  
Finances were discussed and in good standing

NJDA Trustee Report (Dr. Shah):  
We had a board meeting on April 25, 2012, last Wednesday and have not received report yet from NJDA so I will be reporting it at our next meeting.

ADA Delegate (Dr. R. Isaacson):

ADA Annual Session  
San Francisco October 18th - October 21st  
Opening General Session and Distinguished Speaker Series  
Date and Time: Thursday, October 18, 8-9:30 a.m.

The 2012 Distinguished Speakers will be Robert Reich and George F. Will.  
This should be another excellent meeting .

Old Business:  
Bylaws Drs. Kukucka Albin Gupta will resend updates to trustees

Council on Dental Benefits (Dr. Sirota):  
1. Guardian COB: Staff reported on a situation in which Guardian, as secondary carrier, did not pay the full patient liability after payment by the primary, even though that amount was less than it would have paid if primary. When the dental office called Guardian, the representative stated that the COB rule did not apply to dental plans. NJDA faxed the regulations to Guardian's legal department, but no response was received. NJDA then contacted the NJ Department of Banking and Insurance (DOBI), which is investigating. (Subsequent to

the meeting, DOBI informed NJDA that Guardian acknowledged that it had not been coordinating appropriately based on the NJ regulation that was adopted ten years ago. DOBI has not decided what, if any, further action will be taken).

2. MetLife Payment Delays: Staff updated the council on the on-going problems with MetLife delaying payment for entire claims if routine restorations are sent on the same claim and did not include x-rays. To date, all of the plans are self-insured and exempt from state law that forbids such practices.

3. MetLife Tricare Dental Contract: The council discussed MetLife's assumption of the Tricare dental plan for military dependents and reservists effective May 1, 2012. (United Concordia will continue to administer the Tricare plan for active duty personnel).

4. Horizon BCBS National Dental Network: The council discussed the letter and contract amendment from Horizon BCBS New Jersey, which was sent certified mail to participating dentists, relating to a new national BCBS dental network. It appears to be a mandatory program, since even if dentists do not sign and return the amendment, Horizon will assume they accept it unless they submit a letter to terminate as a participating dentist with Horizon.

Council on Governmental Affairs (Dr. Goodwin):

Legislative night May 2nd at Manasquan Country Club

NJDA Council on Gov. & Public Affairs - Met on 4/11/12.

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# MOCDS TRUSTEE MEETING MINUTES May 1, 2012

John Kukucka attended for Robert Goodwin.

## Legislative updates:

1. The hygiene general supervision legislation passed the Senate unanimously and now has to come out of Assembly committee and then be voted upon by the Assembly, who passed it in the 2011 legislative session. It is expected to be passed by the end of May and then go to the Governor.

2. The NJ Health Ins. Exchange Legislation allows dental only plans to be sold on the exchange separate from medical plans (Obama Care allows states to create their own exchanges rather than go into the federal exchange). By separating the premiums for medical and dental, this will allow the dental only companies (like Delta) to compete for the requirements for all children to be covered by dental insurance when Obama Care takes effect.

3. Another bill gives immunity to people using AEDs to save a life (a Good Samaritan Law). Dental offices are not required to have AEDs.

4. Water Fluoridation bill has been reintroduced in both the Assembly and Senate.

## Lawsuit updates:

1. We lost the Horizon assignment of benefits suit and are now attempting to accomplish the goals legislatively.

2. Regarding insurance plans setting maximum allowable charges for non-covered services, the Appellate Court agreed that the Dept. of Banking and Ins. doesn't have jurisdiction over this but does over establishing contracts. So it is OK to bundle non-covered services with dental insurance plan contracts.

3. Beach Bum Tanning providing tooth bleaching services - the Appellate division reversed the trial court and sent it to the State Board of Dentistry to decide if Beach Bum is practicing dentistry.

Council on Membership (Dr. Boim):

## MEMBERSHIP REPORT

May 1, 2012

### New Members:

Anna Viner DDS, SUNY at Stony Brook 2004, GPR Stony Brook Medical Ctr. 2006, Lakewood, General Practice  
Thomas Davis DDS, NYUCD 1998, MSD Facial Pain UMD-NJ 2010, Oakhurst, Oralfacial Pain/TMD

### RETIRED LIFE:

Dr. Louis Comanducci, Colts Neck

Committee on Budget and Finance (Dr. Angowski):

Finances will be discussed and are in good standing.

General Membership and Educational Programs (Dr. Weinstein):

Our last meeting on April 17, 2012 featured Dr. Paul Rosen who lectured on bone regeneration. 51 dentists attended.

Looking back at the past year the Riverview Pavilion in Belmar was popular with members in regards to location, atmosphere and food. In addition, the room was large enough to

have numerous paid exhibitors, which helped cover costs. The New Dentist meeting in March was a great way to encourage new members and resulted in our highest attendance. Special thanks go out to John Kukucka and all the members of the Committee on General Membership for all their ideas, support and help.

Committee on Necrology (Dr. Robert Isaacson):

Stanley Rosenmertz (an avid skier) passed away on April 4th. A moment of silence was observed

Committee on Special and Social Events (Drs. Bosonac & Andricsak):

Dinner dance this Saturday at the Riverhouse in Brielle.

103 attending

46 responded no from 625 invitations sent.

Aruba Health Seminar (Dr. Isaacson):

40th year for Aruba Seminar. Dec 26-29th. Playa Linda.

Respectfully, Robert McTaggart, D.M.D.

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for more information.

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**NJDPAC** *imagines this every day.*



Every day, politicians in Trenton are creating new ways to raise revenues for our cash-strapped state – oftentimes at the expense of the small businesses. There's even talk about placing a tax on all professional services, including medicine and dentistry. Imagine that – a tax on healthcare in New Jersey.

So, what can you do to fight back?

**Contribute to the New Jersey Dental Political Action Committee (NJDPAC) – organized dentistry's loudest political voice in Trenton.**

**NJDPAC** acts on behalf of the entire dental profession to ensure the voice of organized dentistry is loud in Trenton. We're not always successful, but one thing is for sure, if more dentists contributed to **NJDPAC** we'd open a lot more doors and have a much louder voice. Contribute today and help **NJDPAC** help you.

*Visit [www.njda.org](http://www.njda.org) to learn more about NJDPAC or call (732) 821-9400*

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New Jersey Dental  
**POLITICAL ACTION COMMITTEE**

Dr. Elisa J. Velazquez has received the  
ALUMNI OF THE DECADE AWARD  
FROM UMDNJ - NJDS  
FOR DEDICATION TO DENTISTRY  
& THE COMMUNITY

NJDS Class of 1999, UMDNJ Pediatric Residency  
2001, UMDNJ Master of Science 2002

The award ceremony was at a UMDNJ- NJDS  
Alumni reception in April 2012.

Elisa eagerly entered Dental school after graduat-  
ing from Drew University and earned awards from  
the pediatric department & the periodontics depart-  
ment. Elisa also completed her pediatric training and  
masters in oral biology at UMDNJ. Dr. Velazquez  
owns & operates a state of the art 8 chair facility in  
Toms River NJ and a second office in Manahawkin  
NJ with her partner Dr. Linda Insano.

Dr. Velazquez is a board certified pediatric dentist.  
She is on staff at Barnabas' Community Medical  
Center & Monmouth Medical Center. She serves  
as the staff dentist for the in-patients at Children's  
Specialized Hospital. Locally, Elisa is past presi-  
dent of the Monmouth-Ocean County Dental So-  
ciety. She is the county chair for children's dental  
health month and sponsors Give Kids A Smile in  
her office. For the state, Elisa serves as the Al-  
ternate trustee to the NJDA, serves on the Access  
to Care Committee, the Political Action Committee  
and is a Peer Review member. For her specialty, she  
currently serves as Vice President of the NJ Acad-  
emy of Pediatric Dentistry and aids in their CE pro-  
grams. Nationally, she is on the communications  
committee for the American Academy of Pediatric  
Dentistry. Elisa has been inducted into the Inter-  
national College of Den-  
tistry. In her commu-  
nity, she is involved with  
the PTA, POAC, Autism  
Speaks and numerous local  
charities.

Elisa currently resides  
in Rumson and enjoys  
spending time with her  
family & friends.



*President's Dinner Dance*



*Allison and Cathy Andricsak*



*Mimi Furlong and Rajeev Gupta*



*Rajeev Gupta and Kayvon Haghighi*



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**Continued from Page 1**

The Proposed Settlement also provides for several business reforms and business practice commitments by Horizon. They are detailed on pages 2 and 3 in the Notice of Proposed Settlement.

Questions regarding the Settlement Fund, the eligibility to submit and/or the manner to complete a claim form requesting a settlement payment should be made to the Settlement Administrator at:

Address: Kirsch v. Horizon  
Settlement Administrator  
P.O. Box 3266  
Portland, Oregon 97208-3266

Telephone: (877) 803-7758

Settlement website: [www.KirschHorizonSettlement.com](http://www.KirschHorizonSettlement.com)

Email: [Questions@KirschHorizonSettlement.com](mailto:Questions@KirschHorizonSettlement.com)

With other questions, contact Arthur Meisel at the NJDA by direct dial telephone (732) 422-2730 or email [ameisel@njda.org](mailto:ameisel@njda.org).

**New Jersey Dental PAC**

2011 Club Level Contributors from  
Monmouth-Ocean County Dental Society  
EXECUTIVE CLUB (\$1,000.) Evan G. Wasserman

PLATINUM CLUB (\$500.)

Wayne Aldredge	Barry Elbaum	Paul Ferguson
Robert Giantomas	Robert Goodwin	Kayvon Haghighi
Robert Hersch	Brian Klohn	John Kukucka
John Little	Richard Marcus	Elisa Velazquez

DIAMOND CLUB (\$350.)

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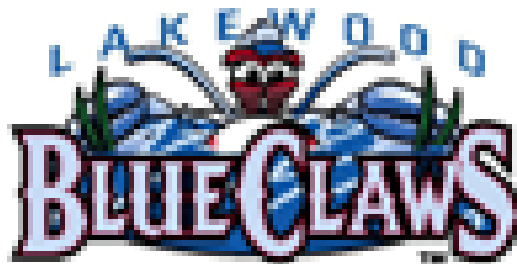
For additional info, visit us at: [www.asteto.com](http://www.asteto.com)



# **A Reminder from MOCDS!**

*Our Staff Appreciation Night is right around the corner and its time to sign up!  
Bring your staff and family for a fun night!  
Get your tickets now!*

## **STAFF AND FAMILY APPRECIATION NIGHT**



Lakewood BlueClaws Stadium

Friday, June 15th

7:05 Game Time – Doors open 6:30

FOOD, BASEBALL & FUN

Adults (over 16) \$20 per person

Children 5-16 \$15 per person

Children Under 5 free

***Deadline for Tickets is May 27th***

Please make all checks payable to:

**MOCDS**

c/o Brian Bosonac

515 Brick Blvd. • Brick NJ 08723

**LOOKING FORWARD TO SEEING ALL OF YOU THERE!**

*Sincerely,*

*Monmouth Ocean County Dental Society*

Monmouth-Ocean County Dental Society  
C/O Dr. Richard Angowski, Executive Secretary  
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**Join Us!**  
**For a Family Resort Weekend**

**SAVE THE DATE!**  
**GARDEN STATE DENTAL CONFERENCE & Expo**  
Friday & Saturday, June 22-23, 2012  
Ocean Place Resort, Long Branch

The advertisement features a watercolor-style illustration of a large resort building with multiple wings and a prominent tower. In the foreground, there is a sign that reads "GARDEN STATE DENTAL CONFERENCE & Expo". The background shows a clear blue sky with some clouds.