

-OCDS News

MONMOUTH-OCEAN COUNTY DENTAL SOCIETY NEWSLETTER

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

from the President

"Ninety-eight percent of women that have breast cancer have a root canal tooth on the same side as their offending breast cancer," said my patient quoting the Australian documentary Root Cause. Her eyes made contact with mine for a response. I had read about the documentary but hadn't seen it yet. "There are a lot of ways that statistics can be



manipulated to say what you want to say," as I delved into the preponderance of evidence supporting endodontics.

In response to the film's rising popularity, the ADA stepped up big as both a professional and public health advocate. Their initial response was an alert email from President Dr. Jeff Cole to all members. "As members of a science-based organization, I'm sure you find misleading 'scientific claims' as frustrating as I do. The latest piece of misinformation to catch the ADA's attention is a film entitled Root Cause, which is hosted on Netflix and several other platforms. This film alleges root canals are linked to numerous medical issues—a claim that has been disproven by decades' worth of peer-reviewed, scientific evidence."

An ADA spokesperson could have easily blasted the film on Good Morning America the next day, but the strategy was not to bring any undue attention to it. Instead, members were given talking points to address concerned patients and links to multiple resources.

Just a few days later, the ADA News brought a smile to my face. Despite allegations from the film's producers that dental groups were hiding the truth for profit, the ADA, American Association of Endodontists and American Association of Dental Research were successful in petitioning Netflix to remove the documentary! It still remains on a few smaller platforms such as Vimeo, so we should all be aware that a smaller number of patients may still see it. ("Vimeo On Demand does not solicit or screen for content and only removes content when it violates its service terms or guidelines.")

This highlights another moment I was proud to be a part of organized dentistry; accomplishing things that we would never be able to imagine as 160 thousand individuals.

I hope to see you at the President's Dinner Dance & Annual Officer's Installation at The Breakers in Spring Lake on Friday May 31st

> Tom Sniscak M-OCDS President

APRIL 2019

TRUSTEES MEETING

Tuesday, April 9, 2019
Dinner at 6:30 PM Meeting 7 PM board room
Hope Tower 10th floor, Conference room A

Jersey Shore University Medical Center, Neptune

GENERAL MEMBERSHIP DINNER MEETING

Tuesday, April 16, 2019 6:30 PM "Ortho/Perio in the Aligner Age"

Dr. Frank Celenza

Free Dinner for MOCDS members & earn 2 CE credits! Waterview Pavilion, Belmar

MONMOUTH MEDICAL CENTER BARNABAS HEALTH Wednesday, April 17, 2019 "Diagnosis & Photography"

*Dr. Carl Steinberg*Jumping Brook Country Club, Neptune
Natalie Rollins, Dental Residency Coordinator 732 923-6790

JERSEY SHORE UNIVERSITY MEDICAL CENTER Friday, April 26, 2019 "Real World" Dentistry 2019 Dr. David Garber

JSUMC John K. Lloyd Amphitheater, Neptune For more information call Eileen Becker at (732) 869-5734

TRUSTEES MEETING

Tuesday, May 7, 2019
Dinner at 6:30 PM Meeting 7 PM board room
Hope Tower 10th floor, Conference room A Jersey Shore University Medical Center, Neptune

LEGISLATORS NIGHT

Wednesday, May 8, 2019 Riverview Pavilion, Belmar 6:30-8:30 PM All members invited for cocktails & hors d'oeuvres Contact: Dr John Kukucka (732) 223-6000

JERSEY SHORE UNIVERSITY MEDICAL CENTER

Wednesday, May 8, 2019
"A Day in the Life of a Top Gun Dental Team"
Dr. Mark Hyman

DoubleTree by Hilton Hotel Tinton Falls - Eatontown For more information call Eileen Becker at (732) 869-5734

MONMOUTH MEDICAL CENTER BARNABAS HEALTH

Wednesday, May 22, 2019

"The Very Latest in Dental Implants"

Dr. Paul Goodman

Jumping Brook Country Club, Neptune Natalie Rollins, Dental Residency Coordinator 732 923-6790

PRESIDENT'S DINNER DANCE & ANNUAL OFFICER'S INSTALLATION

Friday May 31, 2019 The Breakers, Spring Lake RSVPMOCDS@gmail.com by May 3rd

Society web site: www.M-OCDS.org

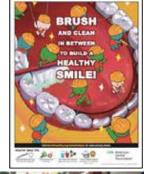
It's now MOBILE ready for any device

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 Celebrates Children's Dental Health Month! Children's Dental Health Fair was held at the Monmouth Mall and Ocean County Mall on February 10, 2019

The event was a huge success with hundreds of people visiting our booths. We handed out literature on dental health, M-OCDS, as well as toothbrushes, pencils, and other various dental related items and educated visitors of oral health. It was a great opportunity to meet many nice people and families in the community and was very well received. All the Monmouth and Ocean County schools were invited to participate in a poster contest with the ADA's theme "Brush and Clean in Between to Build a Healthy Smile". Many new schools participated this year with record submissions in total! Magicians entertained the crowds at both malls, and people took pictures with our "Giant Teeth". Many of the teachers, nurses, and Administrators from participating schools attended the fair to show their support. Everyone had a great time while learning about dental health.

A Big Thank You to those who helped organize and who helped at the mall – you truly made the event a Great Success!!!

















Attending Monmouth Mall:

Dr. Richard Isaacson, Dr. Brett Wohlstetter, Dr. Sonia Chugh, Dr. Regine Sanchez-Gido, Dr. Jocelyn Jeffries-Bruno, Dr. Thomas Sniscak, Dr. Matt Safari, Dr. Darius Oshidar, Dr. Madeline Badalaty, Dr. Ashna Tejwani, Dr. James Isaacson (not pictured).

Attending Ocean County Mall:

Dr. Daniel Winston, Dr. John Soliman, Dr. Harvey Hellerstein, Dr. Miriam Furlong, Dr. Elisa Velazquez, Dr. Matt Sones, Dr. Jaqueline Mikhly, Dr. Joseph Davis & the Ocean County Poster Winners!!

MOCDS TRUSTEE MEETING MINUTES MARCH 5, 2019

M-OCDS TRUSTEES MEETING MINUTES March 5, 2019

Attendance: Doctors: R. Angowski, S. Albin, E. Boim, P. Condello, J. Gelband, R. Goodwin, S. Guerrasio, R. Hersh, Richard Isaacson, Robert Isaacson, J. Jeffries-Bruno, C. LaFalce, M. Safari, M. Sereda, A. Seto, D. Shah, T. Sniscak, J. Soliman, M. Sones

The meeting was called to order by Dr. Sniscak at 7:02 p.m. We do have a quorum.

Approval of the minutes from last meeting: Motion was proposed to approve the minutes from the last meeting January 8, 2019 by Dr. Jeffries-Bruno, 2nd by Dr. Albin

President's Report (Dr. Sniscak):

Our final two dinner meetings are on track as planned. Looking forward to a unique lecture on Immunology & Genetics by Dr. Hal Cohen of RSDM next week.

For the President's Dinner Dance this year, the executive board discussed lowering the cost slightly to encourage a higher attendance. In the past, it has been \$75 per person. I suggested \$65 per member and \$110 for a couple (nonmember guest). I am hoping to promote this event heavily at the next two dinner meetings. With the cost less than an average Friday night out, I am setting a goal of 100 attendees. The actual cost is \$115 per person, inclusive of tax and gratuity, but I think engaging members is more important than making the event revenue neutral

Vice President's Report (Dr. Jeffries-Bruno):

The Executive committee met on Feb 27th and discussed the budget, incoming secretary position, review of the committee lists and other organizing topics for the 2019-2020 year. The proposed budget was discussed. The trustees are asked to review it so it can be approved at the next trustees meeting. I would like to review the list of speakers I have lined up for the year as well. We are looking forward to a great year ahead!

Matt Sones has accepted the position of Secretary for next year.

Treasurer's Report (Dr. Guerrasio):

All accounts are in good standing.

NJDA Trustee Report (Dr. Velazquez):

Few updates:

- 1) NJ Senate passed S.2507, which prohibits the leasing of dental provider networks by dental insurance carriers unless the dentist chooses to do so, by a vote of 38-1 making NJ the national exemplar on this important issue.
- 2) NJDA President asking for a rep from every component to serve on a committee to help plan the 150th anniversary of NJDA with annual session committee. **Need a volunteer
- 3) NJ initiated a lawsuit against SDC.

New Jersey Dental Association lodges complaint against SmileDirect Club

**Please contact Dr. Sniscak for NJDA official BOT meeting minutes.

Old Business: none

New Business:

Dr. Condello presented a check in the amount of \$1000 to M-OCDS which represents a donation from Jersey Shore University Medical Center Department of Dentistry.

COUNCILS:

Council on Annual Session (Dr. Andricsak):

**Please see attached minutes of the Council on Annual Session Conference Call which took place on January 8, 2019

Council on Dental Benefits (Dr. Sirota):

Dr. Matt Safari: Here are the minutes from the Council on Dental Benefits Meeting:

REPORT OF THE COUNCIL ON DENTAL BENEFIT PROGRAMS

FEBRUARY 13, 2019

I. CALL TO ORDER/ROLL CALL: The Council on Dental Benefit Programs met on February 13, 2019 in the office of the Association. Dr. Edward Tirpak (Chair) called the meeting to order at 9:35 a.m. Those members present were: Drs. Michelle Weddle (Central); George Athansios (Essex); Antoinette Tauk (Middlesex); Sidney Whitman (Mercer/Medicaid Chair); Matt Safari (Monmouth-Ocean Alternate); Kirti Tolia (Passaic); Paul Lawyer (Southern); Peter Clemente (Orthodontics); Richard Kahn (Periodontics). Those members absent were: Drs. Yvonne Callas (Bergen); Steven Greenbaum (Central Alternate); Scott Dubowsky (Hudson); Devang Modi (Middlesex Alternate); Todd Sirota (Monmouth-Ocean); Dr. Kim Goldenbaum (Union); Mark Vitale (Officer Liaison). The meeting was staffed by Dr Joan Monaco, Director-Dental Care Programs, and Ms. Irene Tafaro, Administrative Assistant for Dental Care Programs. Mr. Art Meisel and Jim Schulz attended a portion of the meeting. Also in attendance were: Dr. Deolinda Reverendo, and staff from Hamilton Dental.

II. SALUTE TO THE FLAG

III. APPROVAL OF AGENDA: The agenda was approved with no new additions

IV. APPROVAL OF MINUTES OF NOVEMBER 7, 2018 MEETING: The council approved the minutes of the November 7, 2018 meeting.

V. DENTAL BENEFIT PLAN ISSUES:

A. CRP Statistics:

Staff provided the council with cumulative statistics for January through December 2018 indicating a total of 80 complaints submitted to NJDA for the year. On a monthly basis since the last meeting, 5 were received in November and 1 in December. Of that number, NJDA successfully resolved 22, 15 were for data purposes, 3 were not resolvable, and 40 are still pending. Of the 40 still pending, 21 are Aetna refund requests. Staff also provided Council with statistics on the number of CRPs opened per component to date.

B. Aetna Consent Challenge:

- C. 1. Delta Audit: Discussed audit by Delta and overuse of procedure codes.
- 2. Delta Narrative Implant Coverage: Discussed implants on pediatric patients and what defines a pediatric patient. Discussed special needs patients and potentially coverage for them under pediatric plans.
- 3. Delta Dental Claim Policy: Topic included caries risk assessment; code for treatment should support the treatment rendered, establish medical necessity, and diagnosis codes. Treatment rendered should be fully documented. ADA claim form 2012 has space for 4 diagnostic codes. Use cross-coding to assist in finding appropriate codes.
- 4. Delta Narrative: Discussed claim narrative which clearly explained patient's responsibility. Talked about discounting patients and 50% plus one means will become the dentist's UCR fees. It is not a HIPAA violation if the insurance carrier requests to review non-par patients' charts as dentist has an associate agreement with the insurance carrier. ADA claim form also is release if signature on file.
- 5. Dr. D's Debacles: Tabled

3

D.GEHA Mandatory Training: Medicare Advantage Plan and 8550 form. Auto-renew. Fraud waste and abuse training is your road to accountability.

- E. Medicare Enrollment: Medicare patients are getting notices stating the dentist is overcharging them even if the dentist is not enrolled in Medicare. If dentist is seeing Medicare patients, the dentist must have document saying he does not participate with Medicare.
- F. Medicare DME Surety Bond: Sleep apnea devices. Apparently there has been some change somewhere that now dentists need to post a Surety bond if providing DME appliances. No confirmation from ADA on this yet.

MOCDS TRUSTEE MEETING MINUTES MARCH 5, 2019

G. ADA Third Party Payor Concierge: The ADA has a dental benefits concierge service for members which they can contact for assistance with issues receives a lot of calls from Chicago area code.

VI. MEDICAID AND ACCESS ISSUES:

A. Dr. Sidney Whitman: Discuss Medicaid Dental Director position. Candidate was chosen and needs to go through State vetting. Should be announced mid-late March. Also, hygienist was appointed as well.

B. Medicaid Meeting: Audits continuing, some auditors being challenged on appropriateness of care and best interest of patient.

VII. LEGISLATIVE AND REGULATORY ISSUES:

A. Leasing & Credentialing Bill: credentialing was signed by Gov. Murphy. Leasing is still pending but we are hopeful.

B. Out of Network: This is about disclosure and our OS docs affiliated with hospital facilities are having a difficult time w/reimbursement if they are OON as hospital calls whoever is on call not based on participation.

C. Smile Direct: NJDA has filed a lawsuit against Smile Direct Club.

VIII. OLD BUSINESS:

A. Pros & Cons of EFT – Dr. Tolia: Dr. Tolia commented

B. New Code for Extended Treatment Plan – Drs. Greenbaum & Weddle: It is too late to propose a new code for 2019. The next step would be to propose a code this year to be in effect in 2020.

IX. NEW BUSINESS:

A. New code for amalgam removal – Dr. Athansios

INFORMATIONAL ITEMS: The following informational items were provided to the council.

B. PACIRA/Aetna

C. MetLife

D. Trump Vows to End Balance Billing

E. 2018 Survey of Dental Fees

X. ADJOURNMENT: The council adjourned at approximately 12:35 p.m. The next council meeting is scheduled for May 15, 2019 at Delta Dental Facility, Parsippany.

Council on Membership (Dr. McTaggart):

We received the ADA's 2018 year end reports, NJDA finished with an increase of 83 for a total of 3,478 active licensed dentist members. The Council was provided with samples of the 2019 billing inserts that were sent to the entire membership via mail and email and a sample "thank you for renewing" note card that will begin to go in the mail this month. Copies of a draft New Member On-Boarding document were provided as well. Last year the membership department began to send Anniversary certificates to members who have reached 10-70 membership years. This year the 5 year mark will be added.

On the last conference call the Council was all in favor of sending birthday greetings to the entire membership. Email greetings have begun to be sent out and will continue for any member who has a date of birth in their record. A sample was provided to the Council. The ADA once again offered the opportunity to apply for an engagement program grant. The membership department submitted a grant focusing on the recruitment and retention of NJ residents by providing them with how organized dentistry will impact their careers. The ADA is scheduled to make their determination by the end of January. The membership department is continuing to clean-up the email data. Beginning this month, any unsubscribed and/or bounced email addresses that are returned through our email software program will be followed up on. The membership department is also beginning to clean-up the 500 non-member new dentists eligible for the ADA's SPI program (50% off membership). The ADA recently ran their monthly non-member national change of address program through the postal service and as a reminder, the ADA's Find a Dentist has cleaned up a large amount of data from members updating their profiles.

COUNCIL ON MEMBERSHIP MINUTES January 14, 2019, 7:00pm, Conference Call Waivers: The Council agreed that the current dues waiver review process should continue to be handled within the component as has been done

in the past. With the following addition: For long-standing members (30ish+ yrs of membership) in the "twilight" of their careers who are reducing their work schedule to work part-time and/or sold their practices, requesting a waiver for financial reasons, a partial waiver of 50% should generally be granted for a maximum of three years (the member must re-apply each year). This situation is probably the most frequent type of waiver request. We are not suggesting or advertising that these members should request a financial hardship waiver, but we want a uniform method of dealing with these requests if they are made. The Council is working on creating an updated process to bring to the Board of Trustees. The Council was also reminded that the waiver review process should be handled by the waiver designee(s), not the entire component board, since these issues are personal and sensitive situations. Also, the ADA House of Delegates voted to remove the 25% & 75% waiver requests. When a member requests a waiver the options will be 100% or 50%. Student attendance at component meetings: Rutgers recently established a liaison program to NJDA with student liaisons assigned to each component.

Dr. Peter DeSciscio reported that each component's liaison(s) should establish with the component a maximum # of students that the component is willing to accommodate. Most components who have students attend reported they do not generally see more than 5-6 per meeting. It was suggested, perhaps we could establish some sort of "match" where the component would pay for a certain number of students and NJDA would pay for an equal number to allow more students to attend if they desired. There is a meeting scheduled with the student liaisons, the Council will create a protocol to follow as well as a protocol for residents and then make a recommendation to the Board.

American Dental Association Bridget Baxter and Jamie Birkner discussed the recruitment and retention collaboration strategies for the SPI program and the Quarter Year dues members. Both a retention and recruitment road map is in draft form including all 3 levels (ADA, NJDA & component) to collaborate. NJDA will continue to work collaboratively with the ADA. Retention focus will be on the remaining new members who joined for the free quarter year dues promotion. Component lists will be distributed with talking points to help council members encourage continued membership. Recruitment focus will be using the Strategic Promotional Incentive (SPI) which allows nonmembers to join for half off for the entire year. Focus will be on new dentists, woman and minorities. The ADA is purchasing extra ad space for social media and additional funds will be used specifically for NJ. Meeting Adjourned The next Council on Membership conference call is scheduled for March 11, 2019.

New Members:

Dr. Anne Gomez, Aberdeen

Dr. Katelyn Campbell, Wall Township

Dr. Frank Aiuto, Toms River

Dr. Elizabeth Merkler, Manasquan

Dr. Lina Pulido, Brick

Dr. Harold Lambert, Beach Haven

Dr. Jonathan Fan, Freehold

Dr. Ezra Brown, Jackson

Dr. Pradeep Sukumar, Holmdel

Dr. Michael Karwacki, Matawan

Dr. Admasu Gizachew, Holmdel Dr. Kimberly Minassian, Freehold

COMMITTEES:

Committee on Necrology (Dr. Robert Isaacson):

Dr. Christopher Rooney, 56, of Manasquan passed away January 2019.

Liaison for Meeting Vendors (Dr. Matt Sones):

The following sponsors will be present at our dinner meeting on March 12th:

Alpha Lab, Garfield Refining, Bank of America, Voco, Tomoro - Seth Arndt, Hiossen, AFTCO Transitions - Kimberly Iannotte, Zimmer Biomet, Biolase & Land's End

Committee on Communications (Drs. Friedman): April M-OCDS newsletter will be next issue

Committee on Constitution and Bylaws (Dr. Hersh):

There was discussion about adding alternate trustees that can step in as needed when we do not have a quorum. The committee will discuss options and report

MOCDS TRUSTEE MEETING MINUTES MARCH 5, 2019

back at next trustees meeting.

Committee on Budget and Finance (Dr. Angowski): Dr. Albin reported that the Fidelity and Vanguard funds are doing very well.

Committee on Children's Dental Health (Dr. Jeffries-Bruno): Children's Dental Health Fair was held at the Monmouth Mall and Ocean County Mall on February 10, 2019.

We had great attendance at the event, record number submissions in total and some truly fantastic posters! Most of the winners did come to the mall to accept their rewards (trophy or medal, certificate & gift card) and arrangements are being made for those who could not be there. A Big Thank You to those who helped organize and who helped at the mall – you truly made the event a Great Success! Already looking forward to next year with some great ideas!

Dr. Matt Sones will coordinate the Ocean County event.

Dr. Jeffries-Bruno will remain coordinator of the Monmouth County event.

Aruba Health Seminar Committee (Dr. Robert Isaacson):

The meeting is 45+ years old. The meeting has had low attendance. The seminar needs a new crowd to start attending in order to keep it going. Dr. Samuels has been the meeting coordinator, but his health isn't good. Income from the meeting is approximately \$765.

Pamphlet of last year's speaker line up with topics was passed out for review. Please consider attending this informative and fun meeting in beautiful Aruba.

The meeting was adjourned at 8:05 p.m.

Respectfully submitted, Carmela LaFalce, D.M.D. Secretary

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DENTAL FILLINGS

OMEGA GRAPHICS



Dr. Christopher J. Rooney, 56, of Manasquan, passed away on Tuesday, January 22, 2019.

Dr. Rooney was born in Neptune and raised in Holmdel and Manasquan. He lived and raised his family in Brielle for many years,

before recently returning to his beloved Manasquan Beach. He was a graduate of Christian Brothers Academy (Class of 1981), and Providence College, and earned his DMD from UMDNJ School of Dentistry. For over 25 years, he practiced with his brother, Dr. George A. Rooney III, at Rooney & Rooney Dental, Holmdel. Dr. Rooney was an avid outdoorsman, waterman and all-around athlete. He skied, surfed competitively around the world, and had competed in four Ironman Competitions. He was active in the Manasquan BoardRiders Club serving as Vice President. Above all, he was a devoted husband and great Dad, who never missed one of his children's events. He was well known in the Manasquan Beach community. To know him was to love him.

Dr. Frank Moran was born on December 5, 1926 and passed away on Thursday, January 10, 2019.

Frank was a resident of Freehold Township, New Jersey at the time of passing.

He graduated from Seton Hall Prep and then continued his education at Georgetown University and Georgetown Dental School.

Frank proudly served his country in the United States Army, serving in the Philippines and Japan as Corporal. He was a general Dentist who practiced in Fair Haven until his retirement.

THE JERSEY SHORE UNIVERSITY MEDICAL CENTER

THE MONMOUTH-OCEAN COUNTY DENTAL SOCIETY PRESENTS

A DAY IN THE LIFE OF A TOP GUN DENTAL TEAM

Presented by

MARK HYMAN, DDS

WEDNESDAY, MAY 8, 2019

from 9:00 am – 4:30 pm

JSUMC John K. Lloyd Amphitheater, Neptune

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Learn how to capitalize on the individual skills of each dental team member and how these skills can improve the productivity of your practice and the quality of the service your practice provides.

REGISTRATION FORM: Mark Hyman, DDS, Wednesday, May 8, 2019 9:00 AM -- 4:30 PM LET'S TALK ABOUT INFECTION CONTROL & OSHA DoubleTree by Hilton Hotel Tinton Falls - Eatontown

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Learn what it all means, best ways to do it, integration of your software to dental equipment and other 'hi-tech' tips & advice, from Jeff Weiss of HiTech Innovations!

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R.S.V.P. BEFORE MAY 3, 2019

Invitation soon to follow contact Dr. Julia D. Cintron with any questions at rsvpmocds@gmail.com



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Mitchel Friedman

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Harold Wright

Steven Zunger

Brett Wohlstetter

Scott Zirkin

Great job to our Monmouth Medical Center Residents for your participation in Children's Dental Health Month Fair!

March Dinner Meeting





The Monmonth-Ocean County Dental Society

invites all MOCDS members to our annual

Legislators' Night

A 2 hour Cocktail and passed hors d'oeuvres party for our members to meet their State Senators and Assemblymen



Wednesday, May 8, 2019 6:30-8:30 p.m.

LOCATION:

Riverview Pavilion 800 River Rd. Belmar, NJ 07762 Business Casual Attire



R.S.V.P. to Dr. John Kukucka at (732)223-6000 or email: perio@saveteethnj.com

Monmouth-Ocean County Dental Society

C/O Dr. Richard Angowski, Executive Secretary

Email: drvu69@aol.com 1268 Boxelder Drive Toms River, NJ 08753

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OR CURRENT RESIDENT

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GENERAL MEMBERSHIP DINNER MEETING

Tuesday - April 16, 2019

"Ortho/Perio in the Aligner Age"

Dr. Frank Celenza

Free dinner for MOCDS members & earn 2 CE credits!
Waterview Pavilion, Belmar 6:30 PM
Please R.S.V.P. by: April 9, 2019 to Attend

	Dr		will	
attend the MOCDS General Membership Meeting and Dinner Lecture				
Address				
I woi	ıld like to bring a non-member	dentist to	show why organized dentistry helps us all:	
Dr				
I need a Kosher	meal			