



# M-OCDS News

MONMOUTH-OCEAN COUNTY DENTAL SOCIETY NEWSLETTER

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

April 2016

## From the President

I've been in dentistry for 30 years which spanned the 80's, 90's and the new millennium. Over those 30 years, there have been tremendous changes in the way we practice dentistry. Let me highlight some of those changes:



I started without the mandate for glasses, gloves and masks. You may remember those days of bare handed dentistry where we just dove into the oral cavity without any protection. That was still considered the "Golden Age of Dentistry", where marketing one's practice not only was unnecessary but looked upon as unprofessional. We all converted from placing large pin retained amalgams to bonded posterior composites taking many continuing education courses along the way to perfect this new skill. As we advanced in composite bonding and tooth whitening, we converted from need based dentistry to want based dentistry and the age of cosmetic dentistry was here. There was a surge of veneer courses and whitening systems. We then wanted posterior teeth to be esthetic, thus came the age of metal free dentistry. Posterior crown options like lithium disilicate and zirconia became mainstream. At the same time, technology continued to advance in implant dentistry and today we are treatment planning more and more restorative implant options than ever before. As the success rate of dental implants skyrocket, implant dentistry is now considered standard of care and the single tooth implant to replace a missing first molar is now the treatment of choice as opposed to the conventional 3 unit bridge. Finally, technology is bringing us into another era in dentistry, which is digital dentistry. Scanners and software systems are changing the face of dentistry from restorative to orthodontics. Great advancements are coming to dentistry because of digital software.

With that very brief overview of 30 years of dentistry, let me address the most frustrating part of our profession. It is the insurance industry. With all this change and advancement in dentistry, why is the insurance industry stuck in the 1980's? Every dentist that is reading this knows what I am talking about. It is about time we

*Continued on page 4*

## UPCOMING EVENTS

### TRUSTEES MEETING

Tuesday, April 5, 2016  
Dinner at 6:30 PM Meeting 7 PM board room  
Jersey Shore University Medical Center, Neptune

### NEW MEMBER DINNER MEETING

Tuesday, April 12, 2016  
"Bad Medicine: Deadly Chemistry" Mr. Douglas Collier  
Free dinner for MOCDS members & earn 2 CE credits!  
Riverview Pavilion, Belmar 6:30 PM

### MONMOUTH MEDICAL CENTER

Wednesday, April 20, 2016  
Doubletree Hilton, Tinton Falls  
"Practice Management – The Thriving Fee for Service Practice"  
Dr Steven Rasner (732) 923-6790

### JERSEY SHORE UNIVERSITY MEDICAL CENTER

Wednesday, April 20, 2016  
Dr. Gerard Chiche  
"Combining Esthetic & Function for Longevity"  
JSUMC Lance Auditorium

### TRUSTEES MEETING

Tuesday, May 3, 2016  
Dinner at 6:30 PM Meeting 7 PM board room  
Jersey Shore University Medical Center, Neptune

### JERSEY SHORE UNIVERSITY MEDICAL CENTER

Wednesday, May 4, 2016  
Dr. Roger Levin "Building the Superior Practice"  
Sheraton Eatontown Hotel

### GARDEN STATE DENTAL CONFERENCE & EXPO

MAY 6 & 7, 2016  
PRINCETON MARRIOTT NJDA.ORG

### LEGISLATORS NIGHT

Wednesday, May 11, 2016 6:30-8:30 PM  
The Mill, Spring Lake  
All members invited for cocktails & hors d'oeuvres  
Contact: Dr John Kukuka (732)223-6000

### PRESIDENT'S DINNER DANCE

Saturday June 4, 2016  
The Oyster Point Hotel, Red Bank  
Dr. Julia Cintron (732)741-6444

### STAFF & FAMILY APPRECIATION EVENT

Friday, June 10th from 5:30-9:30  
Jenkinson's North Pavilion  
Dr. Cathy Andricsak (732)244-3444

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

# MOCDS TRUSTEE MEETING MINUTES March 1, 2016

MOCDS TRUSTEES MEETING March 1, 2016

Attendance: Drs. Albin, Andricsak, Angowski, Boim, Furlong, Goodwin, Robert Isaacson, Kukucka, Mikhly, Safari, Shah, Sirota, Sniscak, Velazquez.

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

Approval of last meeting minutes.

PRESIDENTS REPORT: Dr. Andricsak

The budget committee is working on the proposed 2016-2017 budget.

The state regulations are nearing deadline, specifically the Medicare opt in or out and the NJ prescription monitoring program which we will hear about at the new member dinner meeting in April.

The MOCDS website has been updated but there are some errors that I am addressing.

We're looking forward to our March dinner meeting presentation from NJDA past president Dr Michael Messana, entitled, Orthodontics, What to treat, when and why. I hope all orthodontists will get some useful information as well. Although I haven't heard this lecture, I've heard Dr Messana speak before and he is a wonderful speaker.

I want to say thank you to Dr Furlong for the chairing the Children's Dental Health Fair. I see how much work she put into it last year when I attended and unfortunately I couldn't attend this year. I commend her for all her hard work.

TREASURERS REPORT: Dr. Safari

All accounts are in good order.

NJDA Trustee report: Dr. Shah

Dr. Bryon Roshong had distributed the revised term limits to the Board for its approval. Both Trustees from Essex and Mercer stated that its component was in favor of the new term limits. A motion was made, seconded and ADOPTED by the Board (Vote #1 16-1-1) to approve the term limits as presented. This passed with two nays. This motion initiates a Bylaws

Dr. LaMorte reported on component consolidation. He added that it is a difficult thing to do, however, he suggests that it be left open for consideration in the future and we proceed forward.

Dr. Vitale reported on the renovation update. We have talked to three contractors. The renovation consists of three phases. The public area which consists of the Board room, Library, Lobby, Kitchen and Bathrooms. The outside area covers the parking lot and signage and the third phase would be the back area offices and storage space. The estimates are all in the general area of \$200,000 for the first phase. We will get a price for an architectural rendering to decide how we want to utilize the space and he will report back at the next Board meeting.

Dr. Mark Vitale attended the Horizon Advisory Committee meeting in December which was mostly proprietary. Horizon is becoming more user friendly and have been following through with some of our suggestions. It had a 'Dear Doctor' section on its website that has free educational materials for dentists and patients. Dr. Vitale is very optimistic. They have a "skinny" version of a PPO that is more affordable for some businesses. In 2016 it will be raising the fees 2.5%. Dr. Babinowich disclosed a continuing problem he was having with Horizon. It was suggested that if you have an issue to bring it to Dr. Vitale or Joan Monaco and they will try to help.

Dr. Dipika Shah discussed the issue covered at the Semi Annual Session House of Delegates referring to a CFO. She felt the discussion was healthy and that we should have another staff member who has a strong financial background if not a CFO.

Dr. Bryon Roshong, Council on Nominations Chairman, reported that we have only one nominee for each office, the following is the slate of officers for the administrative year 2016-2017: President-Elect, Mark Vitale; Vice-President, Alan Rothstein; Speaker of the House, Walter I. Chinoy; Thomas Rossi, Treasurer and Mitchell Weiner, Secretary. According

to the Bylaws, candidates can be nominated by personal petition up to 90 days before the House of Delegates meeting at Annual Session. Anyone wishing to become a candidate should inform the NJDA Executive

Director. The deadline date for nominations by personal petition or by component society is March 10, 2016.

Dr. Mitch Weiner reported about a 20 chair dental facility being developed by Rutgers School of Dental Medicine to be used for faculty practice in the Middlesex area. He understood it should start up in the Spring of 2016. He proposed that the NJDA Board make a motion to invite the Dean of Rutgers Dental School to describe its plans for the facility. Dr. Fred Babinowich added that since the merger, he felt that communication between the dental school and NJDA was not what it used to be. He agreed with Dr. Weiner in that we could gather more information.

Dr. Augie Pellegrini, Assistant Dean for Hospital Affairs & Institutional Development at Rutgers, stated that the Dean would come to speak to the Board. He had been involved with the dental facility but it has been turned over to others. He expressed that he felt communication between the dental school and NJDA was not one sided as NJDA goes to the school and speaks to the students at numerous functions. He reported that the new structure was a 14 chair facility for a small faculty practice to use as a code site and multidisciplinary student educational site. Dr. Feldman is not available for the March BOT but plans to attend the April 20, 2016 BOT meeting. The motion was withdrawn.

Dr. Gregory LaMorte reported that at the Council on Governmental & Public Affairs, it appointed a sub-committee on the DEP regulations that control cone beam units. The committee consists of Drs. LaMorte, Dipika Shah and John Kukucka.

Mr. Jim Schulz reported that Governor Chris Christie pocket vetoed the dental director bill that Rutgers asked us to pursue. He will be meeting with Gary Schaer to discuss legislative initiatives that are of interest to the Association.

Mrs. Lorraine Sedor reported that she was busy getting out the information to the membership through the Monday Morning email alerts, the social media network and fax blasting. She also explained that we have the opportunity to develop a new website, co-branded with the ADA. We are looking at the contract and determining how to proceed. The new website would be a cost savings compared to the current web-hosting company. We would like to move on this. We are also working on a new Resource Guide.

Dr. Joan Monaco agreed that communication is key. She will help members to get the proper form to submit claims to medical in order to get dental codes and show them how to properly fill out the form for commonly used codes. This would be a great service to our members as insurance companies are saying the claims have to go to medical first

Dr. Dipika Shah asked if the Resource Manual could list the benefits and to assign a dollar value and asked if this information would go to non-members. It will be discussed.

Mr. Arthur Meisel introduced Ms. Randi Shook who is filling in for Stan Orenstein in his absence. She worked in a large oral surgery practice doing what she is doing for NJDA. She has 14 years of experience. As an update on Stanley, the physicians say the prognosis is positive and Art speaks to him often on the phone. Mr. Arthur Meisel reported on the CDS Drug take-back program that went into effect January 1, 2016. Patients to whom a CDS is dispensed must be informed about the drug take-back program.

The Executive Director also reported on the Prescription Monitoring Program.

Dr. Gregory LaMorte reported that both Monmouth-Ocean and Middlesex made him feel very welcomed at its officer visitation nights.

The Board went into Executive Session.

ADA Delegate report: Dr. Isaacson

Councils:

(5 year term limits up this year)

Annual Session – Dr. Shah

The 2016 Garden State Dental Conference & Expo is at Princeton Marriott on Friday, May 6th starts at 1:00 p.m. and Saturday May 7th at 8:30 a.m. It is quickly approaching. We are pleased to report that courses are

# MOCDS TRUSTEE MEETING MINUTES March 1, 2016

selling fast. Registration has been open 6 weeks and we already have over 150 registrants. This number far exceeds historical data. Additionally, our average purchase per attendee is significantly higher as well.

One of the best Speaker Dr. Malamed is giving two courses on Saturday, May 7 on Drugs, Death and Dentistry in the AM and Medical emergencies P.M. We have E-Cigs, Weed and Wape Pens lecture for staff. We have finance, retirement and wealth lectures for dentists, staff and spouses on Saturday. Friday's CE highlights are Fee for service practice, child abuse, Invisalign and orthodontics. All CE courses are offered at very low price (may be the lowest in the industry) for the members.

We have Friday night dinner event for dentists, staff and spouses from 6:00 to 10:00 p.m. called Dentist Got Talent. Hope to see you all. All pre registrants will receive \$25 attendee conference pass that will include Lunch and learn, Tech learning Lounge, Dental insurance Q-A, afternoon coffee, Continental breakfast on Saturday, Chance to win NJDA dues 2017, iPads and more.

Our vendors have signed up to our full capacity. New arrangements at the Hotel to make everything lot easier for you to navigate. Come, see and support our vendors who reduce our cost for this great gathering.

Plans for 2017 are underway and open to suggestions.

Dental Benefits – Dr. Sirota, Dr. Indelicato (alternate)

FEBRUARY 3, 2016

Delta Dental:

Delta Dental Conditional Credentialing Approvals: Discussed oxygen tanks and specialized requirements per office. Requirement states all dentists will have a portable tank in/near the reception room/waiting area and all staff will be trained regarding its use. Conditional credentialing went out to offices that were deficient as per the Delta survey previously disseminated to participating providers. Providers have 60 days to show compliance.

Delta New Processing Policies Effective Jan 1: Delta Premier Plan possibly phasing out; pushing to PPO and specialty network.

Horizon:

New Par Contract – Modified Terms – If one dentist participates, all will need to participate. Contract is also location specific and requires re-credentialing at all locations a dentist wishes to participate at.

United Concordia

Peri-apical x-ray policy revisited. PA's will not be paid and Dentist cannot charge if done on same date as periodic exam. Will reconsider reimbursement if claim is accompanied by clinical narrative (specific to the patient) as well as duplicates of films.

CIGNA

Offer Brighter.com Web Site – Patients can rank dentists on crowns, prophys, exams, etc. CIGNA ranks dentists on fees. Preliminary roll out was communicated by mail. NJDA will have conference call with Cigna and provide update at the next meeting.

MEDICAID AND ACCESS ISSUES:

Any Willing Provider: Medicaid will implement "any willing provider" provisional credentialing to ease the access to care issue. It will allow docs who are willing to see Medicaid patients, treat them while they are being credentialed as the process can sometimes take up to 9 months.

Governmental Affairs – Dr. Kukucka, Dr. Goodwin (alternate)

NJDA Members in attendance: Mitch Weiner (Chair), Alan Rothstein, Andy Dietz, John Kukucka, Mark Vitale, Tim Feeney, Patricia Batista, Elihu Savad, Vinny Castellano, Greg LaMorte, Walter Chinoy, Fred Babinowich, Amit Vora

Staff present: Jim Schulz, Arthur Meisel

A new legislative session has just begun and there are dozens of newly introduced bills that the council will begin to track. New legislators are in the process of being contacted so that we can establish relationships with them.

The Dental Director legislation has been passed and is presently on Gov. Christie's desk. It is likely that the Governor will pocket veto the bill by inaction but we are making a last minute appeal to the Governor's

representatives to not leave much needed grant money for oral health programs in NJ on the table by not acting on the bill.

Out of Network Legislation has been re-introduced in the new legislative session. We have secured amendments in the legislation that exempts private practice dentists. Oral Surgeons that do work in a hospital ER setting can be affected if they are out of network. This Out of Network Legislation will NOT apply to plans governed by ERISA, PIP, Workman's Compensation, Medicaid, Medicare and Charity Care.

The Council will be moving the draft of our expungement Bill, which would remove minor past board actions from dentists State Board records. In addition, we will continue our work on EOB reform. Dialogue with major carriers is taking place that encourages them to amend their EOB and ID cards to better identify covered members as being in a traditional indemnity plan or a self-funded plan, which will assist offices in determining whether the Assignment of Benefits Law and the Non-Covered Services Law applies. United Healthcare is already doing this and their EOB's provide a template for our discussions with the other carriers.

After reviewing the draft, the Council authorized General Counsel and NJDA Executive Director Art Meisel to submit NJDA comments in regards to the proposed Prescription Monitoring Program regulations to the Division of Consumer Affairs that seeks further clarity on some aspects of the regulations.

Regulations have been proposed by the NJ State Board of Dentistry to implement the general supervision law passed a number of years ago. The NJDA is generally supportive of the proposal and is seeking clarification on only a couple items. The General Supervision law was developed and supported by the NJDA and the Council.

The Council continues to monitor Horizon's new OMNIA plan and corresponding legislative action addressing this new type of insurance line (which does not, yet, include dentistry).

Subcommittees were established by the Council to look into amending CBCT regulations set forth by NJDEP, and to investigate ideas for Dental ER diversion programs in NJ. They will report back to the Council at our next meeting in March.

The subcommittee to review and recommend changes to the DEP CBCT regulations consists of Drs. Greg LaMorte, John Kukucka, and Dipika Shah.

Membership – Dr. Safari

The council voted and approved: To promote good will and recognize the importance faculty has in the dental profession, a proposal to the board of trustees will be made to present faculty with a certificate of appreciation from the NJDA along with a list of member benefits and an application for membership. In addition, the faculty will receive the Monday morning email blast from NJDA for a 1 year period. These items will be presented to the board of trustees at their March Meeting for vote.

Nominations – Dr. Angowski

Peer Review – Dr. Angowski

Relief – Dr. Banks

Judicial – Dr. J.P. Little

OLD BUSINESS:

- Medicare Opt-In/Opt-Out Update – Deadline Extension: June 2016 is the deadline. Can't process forms fast enough. Opting out must be certified every two years. Form 8550 does not have to be renewed. Novitas is the vendor processing the forms. If the patient has a Medicare Advantage Plan, you may want to opt-out of Medicare as a provider of services, but opt-in for the sole purpose of prescribing and referring by using form 8550. License renewal online– Problems with system, some schools are not on the form. You must either add or edit to enter the school not listed and move to the next screen.

- Council on Membership update: Are there any non-member attendees that we are reimbursing to attend the new member meeting? Review our

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protocol for the new member meeting reimbursements.

•Committee on Membership and new member committee: review efforts for recruitment and raffle prizes for incentives from sponsors. Contacts sponsors to up their promotions.

## NEW BUSINESS:

Discussion on Legislative Night format change. The board voted to change from the current format to a “cocktail party” open to the general membership. Dr. Kukucka is organizing the event with tentative date of May 11th at The Mill in Spring Lake Heights.

For the upcoming 2016-2017, I would like to have a dialogue about the committee chairs and their attendance at board meetings. I am proposing that ALL committee chairs should attend some board meetings. I was thinking a minimum of 2, this way we can have a discussion about how things are handled and what we can improve upon. Also, members, (mostly residents), moving out of the area and no longer attend board or dinner meetings can no longer chair a committee. The chair position much be reassigned to an active member. I mention this because this has happened and creates problems.

Also, I am proposing the Committee on Communications to include regular tech savvy members, for the purpose of setting up the AV equipment for our dinner meetings. Also, the marketing of our component is very important and the committee’s responsibilities need to be redefined.

## Committees:

### Children’s Dental Health:

The Children’s Dental Health Fair was held at the Monmouth Mall and the Ocean County Mall on February 7, 2016 from 1-3pm. Monmouth and Ocean County schools were invited to participate in a poster contest with the theme “Sugar Wars”. We had about 20 schools participate, as well as patients from several offices. We received almost 550 poster entries, and we selected about 50 winners. We awarded over \$1000 worth of prizes to poster contest winners and contest and raffle winners.

Attending the Monmouth County Fair were Drs. Madeline Badalaty (Beachside Pediatric Dentistry), Jocelyn Jeffries-Bruno and Neha Jiwani (Shore Children’s Dental Care), Natalie Nebblett (Freehold Orthodontics), Matt Safari (Atlantic Pediatric Dentistry), Sadia Sheikh (Monmouth Medical Center), Brett Wholstetter (Children’s Dental Center of Monmouth), and representatives from the Monmouth Board of Health. Mr. Magcio provided entertainment.

Attending the Ocean County Fair were Drs. Frank Ferrara and Matthew Sones (Ocean Pediatric Dental Associates), Miriam Furlong (Jackson Orthodontics), Jacqueline Mikhly (Jackson Pediatric Dentistry), Lina Pulido (Pulido Dental Care), team members from Lakewood Pediatric Dental Associates, and Joyce Jackson from the Ocean County Board of Health. The Ocean County Sherriff’s office provided child ID fingerprinting. Big W entertainment provided music and games, and “Mr. Toothy” was there to greet the crowd.

Photos taken during the event will be submitted to be printed with a report in the April newsletter.

## Necrology:

On February 14, Dr. Thomas L. Smyth passed away. Dr. Smyth practiced orthodontics for 50 years in Belmar.

Special and Social Events: - President’s Dinner Dance at Oyster Point Hotel on Saturday, June 4th.

The meeting was adjourned at 9:07 p.m.

Respectfully submitted, Thomas J. Sniscak, D.M.D.

*Continued from page 1*

address the elephant in the room and stop pretending we do not need to do something about it because it is what it is. I refuse to accept that. It starts by supporting NJDA and PAC and BECOMING INVOLVED with organized dentistry. This is what our organization is for ..... Our meetings are not only for information sharing, networking and continuing education, but for supporting our common cause and looking out for OUR best interests. Who will do that for you but YOU? Our organization is the voting body for state and national issues brought to legislation. When I first became involved in organized dentistry, I wanted my voice heard about the issues that insurance companies create for the provider. Idealistically, I thought I could make a difference single handedly. But I quickly learned about the political process and that we need many voices. There is strength in numbers. That being said, I urge all non-members to consider supporting your profession and have your voice count for your own best interest. Become a member. Become involved. We need you to express what dentistry needs for the future. We need the collective voices of the providers heard!!!! That being said, I invite all members to come for Legislative Night at 6:30 PM on May 11th at The Mill in Spring Lake. Let the conversation begin.

With sincere call to action,  
Dr. Cathy Andricsak

## **LEGISLATIVE NIGHT**

**Wednesday May 11, 2016**

**6:30-8:30 pm**

**The Mill in Spring Lake**

*(formerly The Old Mill Inn)*

**No cost to MOCDS members**

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 Elisa Velaquez                  Robert McTaggart

**DIAMOND CLUB (\$350.)**

John Kukucka                      Ari Yakov Krug                      Laura Bridges  
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**M-OCDS NEWS ANNOUNCEMENT**  
**MARCH 2016 ISSUE**



***Michael Steinle, DMD, Partner***  
***Elbaum, Krost & Steinle***  
***Oral & Maxillofacial Surgery***  
***was appointed Section Chief***  
***of Oral & Maxillofacial Surgery at***  
***Barnabas Health Monmouth Medical Center***  
***as of January 2016***

***Meeting Speaker Dr Messana***



***Dr Messana And Dr Andricsak***



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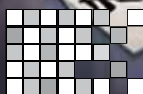
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# MOCDs Celebrates Children's Dental Health Month!

The Children's Dental FAIR was held at the Monmouth Mall and the Ocean County Mall on February 7, 2016 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 "Sugar Wars". We had over 500 poster entries, and we selected about 50 winners. We awarded over \$1000 worth of prizes to poster contest winners and contest and raffle winners.

In Monmouth "Mr. Magico" wowed the crowd, and in Ocean "Big W Entertainment" provided music and entertainment. Mr. Tooth (aka Dr. Jackie Mikhly's husband) was 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. Madeline Badalaty (Beachside Pediatric Dentistry), Jocelyn Jeffries-Bruno and Neha Jiwani (Shore Children's Dental Care), Natalie Nebblett (Freehold Orthodontics), Matt Safari (Atlantic Pediatric Dentistry), Sadia Sheikh (Monmouth Medical Center), Brett Wholstetter (Children's Dental Center of Monmouth), and representatives from the Monmouth Board of Health

Attending the Ocean County Fair were Drs. Frank Ferrara and Matthew Sones (Ocean Pediatric Dental Associates), Miriam Furlong (Jackson Orthodontics), Jacqueline Mikhly (Jackson Pediatric Dentistry), Lina Pulido (Pulido Dental Care), team members from Lakewood Pediatric Dental Associates, and Joyce Jackson from the Ocean County Board of Health. The Ocean County Sheriff's office provided child ID



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*President's Dinner Dance  
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SATURDAY - JUNE 4, 2016

THE OYSTER POINT HOTEL  
146 BODMAN PLACE · RED BANK

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, 2016

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# **NEW MEMBER DINNER MEETING**

*Tuesday – April 12, 2016*

**“Bad Medicine: Deadly Chemistry”**

**Mr. Douglas Collier**

*Free dinner* for MOCDS members & Earn 2 CE credits!

**Riverview Pavilion, Belmar 6:30 PM**

**PLEASE R.S.V.P. by: APRIL 5, 2016 TO ATTEND**

I need a Kosher meal \_\_\_\_\_

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

Address \_\_\_\_\_

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