

# Mercer Dental Society



December 2013-January 2014



## Presidents Message

*Happy Holidays!!*

*Happy New Year!*

*Hope each one of you  
had sometime to relax  
and enjoy the holidays*



*and are now back with a bang to start 2014. Don't forget that our January 21<sup>st</sup> dinner meeting is our member presentation night and some of your peers have put together very interesting topics to share. Also by now you know that our Mystery All Day speaker is Paul Homoly who has taught thousands of dentists and their teams the skills to make case acceptance from single tooth to complex care dentistry predictably successful. He will show the team how to make it easier for patients to say "Yes". This presentation is geared towards all aspects of the dental practice, so please bring your entire team with you for this first time ever all day seminar for mercer dental society members. The fee is very nominal for a speaker of this caliber and you will also earn 7 CE credits. In the future you will also see a lot of new things happening at the county level, like a brand new mercer dental society website, possibly a new member happy hour, etc. If you would like to get more involved in the society please contact any of the Executive Society members and we'd be more than happy to guide you. Good luck to all of you in the New Year.*

*Best Regards,  
Janhavi Rane*

1/21/14

## MEMBER CASE PRESENTATIONS

6:30pm to 9:30pm

3 CE Credits

\$35 members, \$45 at door & non members  
Hyatt, 102 Carnegie Center, Princeton, NJ 08540

## MEMBERS PRESENTING:



**Dr. Michael Scalia**

**Topic: Restoring the  
edentulous maxilla with implants**



**Dr. Mark McDonough**

**Topic: "Efficiency By Design"**

Treatment Decisions Orthodontists  
make that allow patients to  
be treated more efficiently.



**Dr. Karen DeSimone**

**Topic: Protocol outlining  
prevention of impacted  
canines**

Mail Checks For Registration To:  
Mercer Dental Society  
c/o Dr. John Lu  
133 Franklin Corner Road  
Lawrenceville, NJ 08648

## ADA Delegate Report



**Dr. Sid Whitman**

Maxine Feinberg was elected President- Elect of the American Dental Association.

The trend is changing from single practitioners to multi-specialty group practice. Corporate models are on the rise.

You must see the opportunities and embrace the change. We need to be part of collaborative teams such as being done between Pediatricians and Pediatric Dentistry. So many more people see a physician than see a dentist for a visit.

Children are increasing in the use of dental services. Adults are reducing visits. The trend from insurance companies is heading toward value based outcomes.


Fee for service is changing and the insurance companies and the government are the driving force. We need to make use of more non dues revenue at the ADA

Our profession has changed. Look at the make up of dental school students. We need to change together. We have to find ways to increase the number of students who join the ADA. Over the past several years the numbers of ADA members have increased but we have lost market share. The lack of membership growth is not good.

With the Affordable Care Act dentists need the ADA more than ever as their voice. We need to get mobilized. We must become the masters of our destiny.

We need to make it easier for dentists to succeed. Dentists are better off being members to head off the storm that is coming.

**HAPPY**  
*New Year*  
and Best Wishes,  
*Dr. Michael Scalia, Robert B. Wolf & Staff*

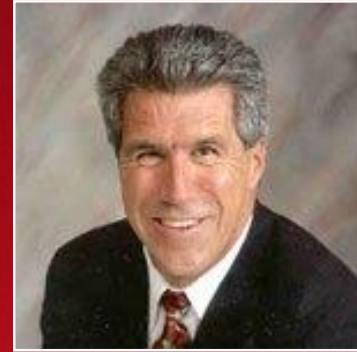


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2/19/14

## ALL DAY MEETING



**DR. PAUL HOMOLY**

Join us for an exciting all day  
**TEAM seminar about**

### **"CASE ACCEPTANCE FOR EVERYDAY DENTISTRY"**

Learn how to discover a patients budget, how to not sound like a sales person when discussing treatment plans, how to retain patients who might not be ready to accept larger treatment plans and how to be more prosperous in your everyday dentistry.

Dr. Homoly is a fun and engaging speaker who, not only trains dental teams how to work with patients, but also trains dental consultants to train dental teams how to work with patients!

Please bring your entire staff as integrating Dr. Homoly's philosophy into your practice is easiest when the entire team is on board!

**7 CE Credits**

**8:30am to 4:00pm**

**Hyatt, 102 Carnegie Center  
Princeton, NJ 08540**

**\$75 member Doctors, \$35 staff with payment and registration mailed by Feb. 14<sup>th</sup>, 2014**  
**\$85 non member Doctors & any payment made at the door**

#### Mail Checks For Registration To:

**Mercer Dental Society  
c/o Dr. John Lu  
133 Franklin Corner Road  
Lawrenceville, NJ 08648**



**The committee on membership for the MCDS recently met on November 18th and highlighted the following points:**



**By Dr. Anthony Prousi**

1. **Membership renewal**-Incentives for joining include 15 for 12. If you joined in the later half of 2013 those months are included in your 2014 dues and are essentially free. We need your help!!! Membership retention is good but could always be better. Our friends at the ADA have recently decided with the support of the state, NJDA and local level MCDS to allow a one time **Strategic Promotional Incentive**- This initiative allows non-members who have membership that has lapsed during 2009-2011 to a one time 50% reduction in all their dues from the ADA, NJDA and MCDS. These are those who are ineligible for existing reduced dues programs as set forth in the ADA bylaws. We are looking for the support from our members-at-large who are willing to make a few (not many) brief, informal phone calls in order to help reestablish some of our recently lost members as well as the non-members of MCDS and NJDA. If you are interesting in helping out with membership please email the MCDS Secretary, Anthony Prousi at [aprousiomscni@gmail.com](mailto:aprousiomscni@gmail.com) for details. Thanks again for getting involved!!!

2. **ADA update**-As a member of the ADA we all share the great benefit of opportunity to purchase a wonderful life insurance policy by "Great West Life Insurance." It offers outstanding life insurance coverage at a fraction of the cost of other life insurance policies, one of the great perks of our national membership.

**3. 2014 Recruitment Campaign**

**Non-Member Events**- The NJDA offers each component a one-time-per-year \$500 dollar stipend for non-member recruitment. We are discussing options for using this stipend to promote new membership including a happy hour, continuing education in CPR, OSHA, HIPAA regulations, or perhaps an invitation by a member to a non-member for a free dinner at the Mercer Country Tuesday evening meetings. Stay tuned for more details.

**All Day Conference and CE on 2/19**-There will be an exciting lecture by Paul Homoly that will help you to better present small and large treatment plans to patients. This is a program for the **entire team** - not just the doctor. Should be an exciting day!!

**New Dentist Conference**-July 17-19 Sheraton Kansas City Hotel- A wonderful weekend long conference filled with CE credits, leadership meetings, and hands-on training. This event is limited to new dentists who have graduated dental school in the last 10 years. Vendors specifically target this group during the weekend. Young dentists will meet vendors in an informal setting and all who attend will receive a free "tool box" filled with many free gifts from vendors. There is a Friday evening social event planned as well.

**Other news:** Middlesex and Essex county components have decided to reach out to our future members, the American Student Dental Association Members and have formulated mentoring with educational meetings with Rutgers Dental School in order to answer "real world" questions regarding the practice of dentistry after the dental school and residency training. Beyond that, sparking the interest of dental students during their years of education will certainly help with future membership appreciation!!!

**Update from Council on Annual Session and Committee on Continuing Education**



**By Dr. Michael Scalia**

Preparations for Annual Session, at Revel casino in Atlantic City on June 27 & 28, are proceeding well - more than 1/2 of the vendor floor is sold already and most speakers have been secured, including our keynote speaker - Dr. David Garber. Should you choose to attend the Garden State Dental Conference and Expo please make the most of it - visit vendors, attend CE classes, socialize with peers, donate to NJDA PAC, bring your team, have some fun and provide us feedback! This will help us know how to best plan future conferences to suit your needs.

2014 will bring with it some changes to other CE opportunities for us at the NJDA level. Two new Conferences are being planned this year for your benefit as well. They are:

**The New Dentist Conference on March 22** - For dentists graduated within the last ten years, this full day of courses and activity is meant for you specifically. Learn about Practice Location, Dental Accounting, Risk Management, Pharmacology, and Endodontics prior to spending time with peers during happy hour as well.

**Members Day on October 1** - For dentists and their teams. This Full day of CE will focus on Practice Management topics such as: Recession proofing your practice, Treatment Case Presentations, Employer law and Insurance benefits.

As usual, several Weekend Study Club's and Independent CE courses will also be available. Keep an eye for our future NJDA CE updates or check the NJDA website: [www.njda.org](http://www.njda.org) {Please note that the NJDA website has been re-launched, hence, call the NJDA for your new username and password}

Lastly, we want to hear from you. If there are any CE topics or speakers you would like to see at future NJDA and Mercer County Dental Society Events, please let myself, Michael Scalia, or Dr. Anthony Prousi (our new Membership Chair) know - we will try to accommodate your request!

**Mercer Dental Society 2013-2014  
Executive Committee**

President: Dr. Janhavi Rane

[ranedental@aol.com](mailto:ranedental@aol.com)

President Elect: Dr. Michael Scalia

[smilemichael@me.com](mailto:smilemichael@me.com)

Treasurer: Dr. John Lu

[jluperio@aol.com](mailto:jluperio@aol.com)

Program Chair: Dr. Janhavi Rane

[ranedental@aol.com](mailto:ranedental@aol.com)

NJDA Trustee: Dr. Fred Babinowich

[f.p.babinowich@comcast.net](mailto:f.p.babinowich@comcast.net)

NJDA Alt. Trustee: Dr. Sidney Whitman

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Recording Secretary: Dr. Anthony A. Prousi

[aprousiomscnj@gmail.com](mailto:aprousiomscnj@gmail.com)

**Members At Large:**

Dr. Tom Morgenstern

Dr. Jonathan Sasportas

Dr. Khurum Sheikh

Dr. Claire Gallagher

**2014 Mercer Dental Society Schedule**

1/21/14

Member Case Presentations

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2/19/14

All Day Meeting

Dr. Paul Homoly

Case Acceptance For Everyday Dentistry

Details on Page 2 of the newsletter

3/18/14

Dr. Steve Lubis

Winning Breakthrough Marketing Strategies for the New Economy

3 CE Credits

6:30pm-9:30pm

Hyatt, 102 Carnegie Center, Princeton, NJ 08540

4/18/14

Staff Appreciation Nite

5/20/14

Dr. Thomas Viola

Pharmacology Breakthroughs For Dentistry

3 CE Credits

6:30pm-9:30pm

Hyatt, 102 Carnegie Center, Princeton, NJ 08540

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**JOB  
OPENING**

**Position Available on  
Mercer County Dental Society  
Executive Secretary**

*This is a paid position about 10-12 hours a month. Individual should be self motivated and be able to attend all mercer county meetings. Will be responsible for course registrations and correspondences between members, NJDA and report to other executive committee members. Will also help with creating CE course mailers and certificates and other tasks as needed. If interested please contact Dr. Rane at [ranedental@aol.com](mailto:ranedental@aol.com) or Dr. Scalia at [smilemichael@me.com](mailto:smilemichael@me.com).*

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