



# Mercer Dental Society

APRIL 2017

[www.mercerdentalsociety.com](http://www.mercerdentalsociety.com)



## PRESIDENT'S MESSAGE

As we enter the Spring season, I look forward to corn snow, flowers and a transition time awaiting sunny days on the beach and time spent in/on the Atlantic Ocean. Many consider it a time for renewal. For MDS the same applies, our year end May meeting welcomes in the new Board with their refreshing ideas for moving forward as a Society.

We can also consider it a time to give thanks to those who have contributed their time and efforts to the Society this last year and past years. Our Society has been in existence for over 110 years. This is a wonderful thing and I thank all of my fellow MDS dentists that join me in this accomplishment. I have to say that the one thing that has given me most joy during my Presidency is, that through the hard work of fellow members inviting others, I have

seen many new faces attending the meetings. Please keep up this campaign as every new person has something to bring to the Society. In total, we must appreciate our past but look forward to our future with our past in mind.

In looking to the future, April is Staff Appreciation Night on Friday, April 21<sup>st</sup> with an awesome evening of bowling in Lawrenceville, NJ. Dr. Marc Gottlieb will close out our lecture series at our annual meeting in May with his program titled "Jewels You Can Use on Monday". Please refer to the newsletter and website for detailed information on both programs.

Many thanks to my predecessor, NJDA Trustee, Dr. Fred Babinowich for his service over the last 15 years as our state level representative. Dr. Babinowich deserves recognition for his unfailing representation of our Society. He will continue to serve on a few state level committees and is also our Alternate ADA Delegate.

I want to thank all of you for allowing me to be your President for a second time. I look forward to representing all of you as NJDA Trustee when Dr. Babinowich steps down in May. Never hesitate to contact me via phone or email. I will always be available.

Respectfully,

LORRAINE KOSZTYU, DMD

### IN THIS ISSUE:

FRIDAY, APRIL 21<sup>st</sup>, 2017

Staff Appreciation Night (Bowling Night) Details

TUESDAY, MAY 16<sup>th</sup>, 2017

"Jewels You Can Use on Monday"  
Dr. Marc Gottlieb

NJDA Annual Session Update

ADA Delegate Report

NJDA Trustee Report

Some Pictures/Moments from Jan  
29<sup>th</sup>, 2017 Member Meeting

MDS Sponsors

2016-2017 MDS Executive Committee

# MDS STAFF APPRECIATION NIGHT



## BOWLING NIGHT



Friday, April 21<sup>st</sup>, 2017

Time: 7pm to 10pm

Fees: \$45 pp Doctors/\$30 pp Staff members

Colonial Bowling Lanes

Private VIP Bowling Lounge

2420 Brunswick Avenue, Lawrenceville NJ, 08648

**FOOD WILL BE SERVED**

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Contact: Ms. Jennifer Moffett, Executive Secretary, MDS (805) 294-3078, [execsec.mds@gmail.com](mailto:execsec.mds@gmail.com)



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**MAIL CHECKS FOR REGISTRATION TO:**

Ms. Jennifer Moffett, Executive Secretary, Mercer Dental Society  
8131 Town Court North, Lawrenceville, NJ 08648

Name of the Practice:

Number of Doctors Attending:

Total Amount Enclosed:

Number of Staff Attending:



Dr. Marc M Gottlieb

Dr. Marc M. Gottlieb was born and raised on Long Island, attended Union College in Schenectady New York and then shuffled off to Buffalo for Dental School. While at the University at Buffalo he received many academic scholarships, awards and fellowships.

After graduation from dental school Dr. Gottlieb went on to a two-year post-graduate residency program at Long Island Jewish Medical Center. This unique opportunity provided advanced training in anesthesiology and all the specialties of dentistry.

Dr. Gottlieb is currently on staff at Stony Brook University Hospital and maintains a full time private practice. During his 35 year dental career was awarded 2 U.S. patents, presented over 125 continuing education programs and published over 20 dental articles. For the past five years, he has been honored by Dentistry Today's list of top CE providers. For additional information he can be reached through his website <http://www.AnxietyFreeDental.com>

**TUESDAY, May 16<sup>th</sup>, 2017**  
**6:30 pm to 9:30 pm**

**KC PRIME, 4160 Quakerbridge Road, Lawrenceville, NJ 08648**  
**2 CE (Dentists)**

### JEWELS YOU CAN USE ON MONDAY

Jewels you can use on Monday is a series of clinical techniques, used by key opinion leaders in dentistry, to streamline and make your practice more productive. This program is designed for everyone from the dental student to the veteran practitioner about to retire.

It will bring you up to date on the latest acute pain management strategies, demonstrate how to incorporate Evidence Based Dentistry (EBD) into your practice, restore the difficult class II posterior composite. Learn how to manage bleeding and saliva. Wow your patients with direct bonded bridges and painless injections. Upon completion of this course you will have a better understanding of what techniques and materials you can seamlessly incorporate into your practice. It will give you systems that allow you to work faster and more efficiently saving you thousands of dollars per year.

Objectives:

- Ability to incorporate Evidence Based Dentistry (EBD) into daily practice.
- Learn how to fabricate natural looking durable resin bonded bridges.
- Understand how to restore the difficult class II composite restoration.
- Wow your patients with painless injections.
- Eliminate the flow of saliva and control bleeding.
- Demonstrate systems to manage acute dental pain.
- Provide you with new tools to take better dental impressions.
- Save you time and money while providing better patient care.

Register and pay for upcoming member meetings at [www.mercerdentalsociety.com](http://www.mercerdentalsociety.com)



**REGISTRATION IS OPEN!**



**FEATURED SPEAKER:**  
**Dr. Stephen Chu**  
Presenting two half-day courses on Friday, May 5<sup>th</sup>, 2017

- Managing Aesthetic Failures on Anterior Dental Implants: Etiologies & Treatment Solutions
- Managing Implants Placed into Extraction Sockets in the Aesthetic Zone: Periodontal & Restorative Interrelationships

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GARDEN STATE DENTAL CONFERENCE & EXPO 2017 

### COUNCIL ON ANNUAL SESSION UPDATE MICHAEL SCALIA

This years Annual Session is designed for the entire team - please bring them to the conference. There is a lot of great CE as well as social events. Additionally, this year there is a Incentive Buying Program - if you spend \$2,500 or more on the vendor floor you will be entered to win one of three great prizes - \$1,000, NJDA dues for 2018 or an Amazon Echo.

Annual Session this year is being held at a wonderful venue - the Newark Marriott International Hotel at Newark Airport. Parking is included in the \$25 cost of registration and the Friday night entertainment includes performances by Magician and master Illusionist Oz Perlman as well as the by Elektrosurge - a dentist and dental student band! This year the Annual Session is expected to pay for itself. There are also more student registrants than ever this year - which is a good sign for the long term health of NJDA and the ADA. Lastly, for the first time the check-in for the large lectures will be done so with scanners to help make the seating process go very smoothly.

### COME TO THE MDS HAPPY HOUR-PAID FOR BY MDS

An informal MDS cocktail hour (actually 45 minutes) is planned from 5:45-6:30 PM on Friday night at the bar inside the entrance of the hotel. We ask that all MDS members stop by for a drink or two (open bar - MDS is splurging!) and some casual conversation after a day of CE and dental shopping.



## ADA DELEGATE REPORT

SID WHITMAN

The ADA just released the 2016 House of Delegate Demographic Report. The HOD is the ADA governing body. There are 480 Delegates and 342 Alternate Delegates. The results are quite telling. The average age of an ADA Delegate is 57. In NJ our average age is 60.

Alternate Delegates for the ADA have an average age of 54 which is similar for NJ. Of the 480 Delegates 361 are GP's. 253 GP's are Alternate Delegates. Younger members need to become more involved. You can help create your destiny if you are part of the process.

This was the first year that the HOD meeting was carried out over three meetings instead of four and the general consensus was favorable. The format of the HOD was rated favorably by the vast majority of the participants

Through December 2016, the ADA gained almost 1300 net members, our largest growth in ten years. Despite that, because the market is growing so quickly, this still represents a slight decrease in market share. While this shift in membership trends is promising, we need to remember it represents a single data point.

It is anticipated that over 30 states will consider dental therapy bills in 2017. Pew and Kellogg continue to target states. Therapists are very few in numbers and in very few states. In contrast to therapists, the number of CDHC programs and graduates continue to grow.

The FDA is becoming concerned about dental burs. The FDA may require all dental burs to be single use. The Council on Scientific Affairs is monitoring the issue.

The 2017 ADA annual session will take place in Atlanta. The Distinguished Speaker Series will feature a well-known football player Peyton Manning

The ADA is working to create the best possible scenario with the new administration with reference to Medicaid. There is a concern that block grants may be offered to states as opposed to what has been traditionally been in place. This method would potentially cause the states to have to pay a greater share of the burden. Medicaid reform, improving dental plan transparency, making Health Savings Accounts and Flexible Spending Accounts more flexible are some of the issues that the ADA has asked congress to prioritize as it considers legislative amendments to the Affordable Care Act. We are studying the new proposal in order to best respond.

The ADA has helped dentists refinance their student loans. So far members will save 4.4 million dollars as a result.

The ADA building is now almost fully leased. Lurie Children's Hospital which leases five floors at its own expense will build a walkway/bridge between the ADA building and the Lurie buildings. Construction will go throughout the year and into early 2018

The advertising program promoting utilization of dental services has begun. It is aimed at driving patients to member dental offices.

If the ACA is repealed, 1557 may be in jeopardy. ADABEL just contracted for translation services in more than 20 languages, including American Sign Language. The member cost is \$0.81 a min versus the usual \$2.49/minute. There is no sign up fee, no minimum. Search Cyracom on [www.ada.org](http://www.ada.org) for the contact phone number.

GKAS celebrated its fifteen anniversary this year and there were many festivities that went along with this momentous occasion

Rutgers School of Dental Medicine was the national test site for Health Home 2.0 which is an advanced concept of GKAS. It is a Medical- Dental Collaboration for the children. 400 Youngsters were seen and follow up will occur to try and insure that they have a true medical and dental home. It is hoped that behavioral health will be added in the future and will become Health Home 3.0

1/27/2017

## MEMBER MEETING



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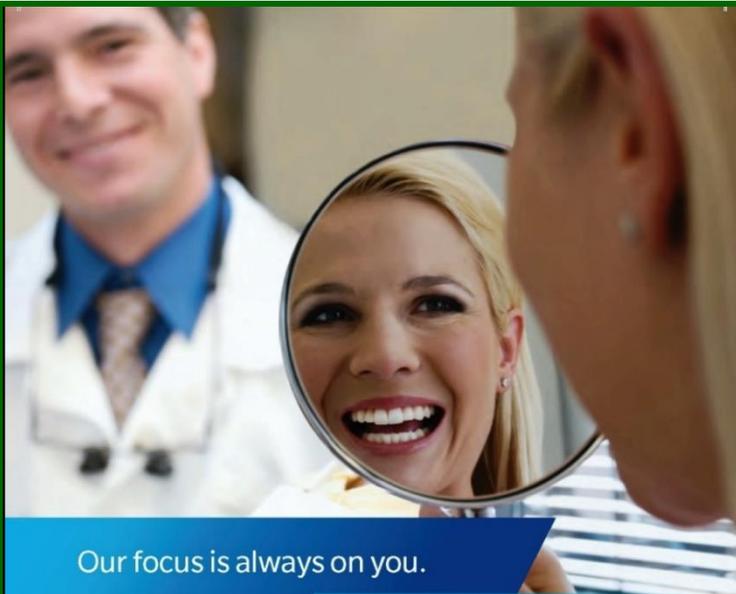
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## TRUSTEE REPORT

**Fred Babinowich**

A question was asked to the Board why Cooperate Dentistry is allowed table space at our convention. At our last convention, there were two cooperate entities present looking to recruit dentists for their practices. Art Meisel told the board that we are prevented by law from prohibiting their attendance. It could be considered a restraint of trade. The matter will be forwarded to the Council on Annual Session for their review.

MetLife and Aetna have tried to establish Electronic Funds Transfer (EFT) as the way they will pay you for a claim. The idea is that you would sign up for this program and the monies owed to you by the insurance company would be transferred to a credit card that these companies would issue to you. You could then draw the money off the credit card but you will be charge 3-5% for each withdrawal. This is on top of the reduction in your submitted fee because you are in network. Another problem with this program is the MetLife and Aetna have stated that they cannot take money off of your credit card if there has been an over payment. Unfortunately you have to sign a contract with the company that the insurance companies have authorized to run this program CAQH and in that contract it states that CAQH is allowed to do this. In addition if you are in the program MetLife will not be sending you an EOB for the claim while AETNA will send you an EOB but you must request that they do this. As of now MetLife and Aetna cannot force you to go into this program and if you have not signed up for the program they still must send you the check with an EOB.

As of January 1<sup>st</sup>, Delta Dental has lowered its reimbursements. Delta does not give out fee schedules so be advised to look at your EOBs to see how much the reimbursements have changed.

There was a bill introduced at state house to allow tooth whitening to be done by non licensed individuals. This bill was being pushed by Americans for Prosperity (Koch brothers) The legislator who was going to introduce the bill withdrew the bill after discussions with NJDA. Americans for Prosperity is also trying to remove some items from the dental licensure act and give these responsibilities to non licensed individuals. They feel this would be more cost effective and will provide care to more of the population.

Americans for Tax Reform (Norquist) feels that mid level providers would provide dental care to more of the population at a reduced cost. They have teamed up with PEW in Texas to try to push laws to establish mid level providers in that state.

Venture Capitalist are pushing for Dental Service Organizations. This is another way of saying cooperate dentistry. They have gotten the backing of the Black Cacucus at the Federal level. What they are saying is independent practicing dentists are out of date. DSOs can provide care at low cost and more effectively than independent dentists. They are taking our arguments about the problems in using mid level providers and saying that rather than having mid level providers providing care, they can have dentists doing this in DSOs. These dentists would be paid a salary by the DSO so the costs of rendering care can be better controlled. For now NJDA has been able to stop the DSOs. There is also a movement to allow non licensed dentist to practice in New Jersey provided that the practice they are working in has one licensed dentist. So far this idea is not going any where. To summarize this section, Dentistry is under attack and that is why it is important to give to PAC.

There is a growing movement to put stricter regulation on the prescribing of opioids. Governor Christie wants to focus on addiction in his last year in office. He signed an executive order to setup a task force to find a way to decrease the amount of prescriptions written for opioids. He would like to see no more than a 5 day supply written at one time. NJDA has not been in favor of this limitation. NJDA feels that the Dr. knows what a patient needs with regard to pain management and there should not be an arbitrary number established by the government. Now the legislators feel that although the governor can decide on a regulatory action it is their responsibility to write the laws. Therefore there is already legislation that has past the Senate limiting the supply in a prescription to 7 days. The legislation allows for a renewal during the 7 day period. Another bill that is being discussed requires one hour of continuing education on opioid addiction. Realizing that we are in a no win situation and the importance of showing the legislators that we care about the issue, NJDA decided to back the 7 day period and the 1 hour of continuing education provided it is part of the 40 hours we need to take every 2 years. In this way NJDA can be proactive and maybe curtail more restrictive legislation.

"Black Containers". Stericycle sent out to its customers a new contract for the collection of carpules of anesthetic. Stericycle notified some dentist who deal with the company that carpules can contain blood therefore they must be collected separately from sharps and deposited into black containers for pickup. Needless to say there was a cost for this. Stericycle claimed that this was a requirement by EPA. NJDA contacted EPA and told them what Stericycle was doing and EPA said this was not the case. Sharps and carpules do not need to be separated. EPA then told Stericycle that they had to change their marketing program. Stericycle was told to telephone all the dentists who signed up for this program and tell them they would be getting a refund. So far it does not seem to be happening. Art Meisel will be reporting this to EPA. In addition the Department of Consumer Affairs appears to be interested in this matter.

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