

Mercer Dental Society



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September 2012

President's Message

By Dr. Janhavi Rane



A big welcome back to you and our newsletter with a makeover. I hope you all had a restful and exciting summer! I am very eager to see you again and meet the new members that will be joining us this year. I spent most of my summer with family visiting from all over the world; it was like a festival at my house that went on for days. My kids had so much fun with so many cousins that they have planned out next summer together already! Speaking of planning, our executive committee has already met twice this summer to map out a great year for all of you and I am honored to be serving as your president once again.

Our first meeting as always will be the NJDA officer visitation and Life member induction meeting. This year's inductees include Drs. Chester Urbanski, Steven Harris, Robert Wolf, Joel Iserson, Arthur Rosengarten, Irving Horowitz, Richard Generson and Sheldon Berkman. Congratulations! We also have a line up of great speakers for the year, including **a special event with Dr. Howard Farran**, famous for his 2 day MBA and Dentaltown/Orthotown magazines on Oct 2nd at The Westin, Princeton Forrestal Village. As usual we look forward to having our members present some interesting cases at the January meeting so if you would like to make a presentation please contact the executive committee. We are also very excited that **The Madow Brothers will be presenting at our all day meeting in February**. If you have not heard them before you have definitely missed something. They are truly a riot!! Not only are they very captivating but they tell it like it is while making their lectures so much fun, you will want to hear them again and again. Definitely put this on your calendar.

In order to make you more aware of what's happening in our dental society and at the state level we will present a brief overview of our executive committee meeting minutes at the beginning of each dinner meeting. One of our goals this year is to increase the attendance at our meetings, so we have come up with **a flat fee of \$250 to attend all 6 dinner meetings and the all day meeting** which is an incredible savings and will enable you to get most of your CE credits too. In order to make the meetings more convenient to majority of our members all meetings will be at The Hyatt Regency Princeton off Route 1 except for the **Oct 2nd one at the Westin**. With that I'd like to add that please do not hesitate to contact me with any questions or information you'd like to share as I want to do my best in making this year as fulfilling as possible for all of you.

Best Regards
Janhavi Rane

September Program

NJDA OFFICERS VISITATION & LIFEMEMBER PRESENTATIONS

2 C.E Credits

Date:

9/18/12

Location:

Hyatt, 102 Carnegie Center, Princeton, NJ 08540

Time:

6:30-9:30pm with Dinner

Fee:

\$25 members, \$30 at door & nonmembers

October Program

BUILDING A GREAT, MEANINGFUL & PROFITABLE DENTAL OFFICE

3 C.E Credits

- Achieve daily goals
- Controlling your account receivables & bonuses
 - Turning your patients into raving fans
 - Clinical pearls & treatment acceptance
 - Much much more!

Date:

10/2/12

Location:

The Westin, 201 Village Boulevard
Forrestal Village, Princeton, NJ 08540

Time:

6:00-9:00pm with Dinner

Fee:

\$35 members, \$40 at door & nonmembers



Mike Massatto from
Staff Driven
Dental



Dr. Howard Farran, DDS
Noted international speaker
founder/publisher of Dentaltown

Editor's Corner

Greetings, I'm pleased to introduce myself as the new editor of the Mercer Dental Society newsletter. I am delighted at the opportunity to put my efforts to work on behalf of the Mercer Dental community. I welcome your suggestions, insights and opinions about the newsletter. I look forward to productive and exciting years for the Mercer Dental Society. Cheers!!

Citius, Altius, Fortius

With all the excitement associated with the Olympics over the summer, the Olympian motto of "Faster, Higher, Stronger" comes to mind. I think it is fitting to mention a few motivational quotes from some of the amazing athletes. I sincerely hope that these quotes will inspire us to have a more rewarding and fulfilling professional and personal life.

"I wouldn't say anything is impossible. I think that everything is possible as long as you put your mind to it and put the work and time into it."

-- Michael Phelps, gold medalist in swimming in 2012, 2008 and 2004

"I am building a fire, and everyday I train, I add more fuel. At just the right moment, I light the match."

-- Mia Hamm, gold medalist in women's football in 2004 and 1996 and silver medalist in 2000

"Nothing can substitute for just plain hard work."

-- Andre Agassi, gold medalist in tennis in 1996

"Focus, discipline, hard work, goal setting and of course, the thrill of finally achieving your goals. These are all lessons in life."

-- Kristi Yamaguchi, gold medalist in figure skating in 1992

"Each of us has a fire in our hearts for something. It's our goal in life to find it and keep it lit."

-- Mary Lou Retton, gold, silver and bronze medalist in gymnastics in 1984



**Geetu Gupta
Editor**

ADA Delegate Report

Alternative workforce models are being proposed throughout the county in response to a perceived access to care problem. Midlevel provider is the term you may hear. The leading proponents of these models are the Pew Foundation, Kellogg and Dentaquest.

Some of the states presently involved in various stages are Minnesota, Maine, Alaska, Connecticut, New Mexico, Oregon, Missouri and New Hampshire.

The Expanded Function Dental Assistants, Dental Health Aids Therapists, Advance Dental Therapists, Advanced Dental Hygiene Practitioner, Pediatric Dental Therapists.

The rationale for alternative workforce models is for the underserved population; too few dentists. Most dentists do not agree with this concept. In certain areas you may have a maldistributions of dentists. Most dentists have openings in their schedule. If fees were commensurate with the services that are provided than more patients would have access.

In order to train midlevel providers a large capital investment is required – you need organizational buy in.

The CDHC Community Dental Health Coordination is a trial program run by the 3 different schools with the blessing of ADA.

More dentists are graduating then ever before so this should help with access to care. We were graduating 4500/yr now 6000/yr. Although ADA membership is on the rise the percentage is going down. It is a changing world more females, more foreign trained dentists are entering dental school. Student debt is on the rise. Corporate dentistry is on the rise.

A new paradigm has risen for preventions. The standard of care is to recommend a Childs first visit to the dentist by age one.

Fluoridation continues to be an issue. Municipalities are questioning the monetary investment for placing fluoride in the water.

Dr Maxine Feinberg former president of NJDA is running for ADA president. Maxine is a leader in at the state and national level. She presently is our trustee to the ADA.

There has been a great deal of negative TV and newspaper articles recently about dentistry. The ADA has hired a new PR firm to improve our image.

Dr. Sidney Whitman

August 1, 2012

Dear Colleague,

I am writing to you as a Past-President of the New Jersey Dental Association and a colleague committed to the advancement of our profession. I have recently chosen to invest myself in revitalizing our Mercer component dental society.

My concerns about the future of dentistry brought to mind an NJDA billboard campaign throughout the state that read, "Ignore your teeth and they will go away." I thought it was well said and true. It was true years ago, and it is true today. Now I say to you, ignore organized Dentistry and it will go away. With it will go the voice of advocacy in the Legislature. Our profession will have no say in its future. That future will be determined by the government, with input by layman, insurance companies and other active parties. I find that to be unacceptable. I think that Dentists must have a voice in what happens in Dentistry.

I know you are a member of the ADA, NJDA and Mercer dental society. But, active participation in our local dental society is at an all-time low. If you choose not to support your profession by making your voice heard, then you must not be surprised by what the government and insurance companies have in store for you. There is a direct connection between the strength of our membership and the NJDA's ability to advocate for your right to practice the way you want to. We need to be able to represent to government and state agencies that the majority of dentists in New Jersey belong to organized dentistry AND are speaking with one voice.

So, if you love your profession and want to have a say in the manner in which you deliver care, then you must participate. Attend our local meetings to learn about the issues that will be affecting your practice. You can't expect others to fight for you ... you must JOIN THE FIGHT!

We invite you to join us on September 18, 2012, 6:45pm, at the Hyatt Regency, Princeton when your NJDA officers and staff will spend the night with us to discuss the current state of your profession. Call 609-587-2901 and RSVP to Kristina.

Sincerely,
Thomas Morgenstern, DMD
NJDA Past President

2012-2013

Mercer Dental Society Schedule

**Register with: Kristina Borzio
2303 Whitehorse Mercerville Road
Mercerville, NJ 08619
Email: mercerdental@hotmail.com**

11/20/12

**Dr. Arnold Brown, Senior Dental Consultant
For A Major Insurance Company
How to get your claims processed faster and more accurately, and what insurance companies want from you.
3 CE's, \$35 members, \$40 at door & non members
6:30-9:30pm
Hyatt, Princeton, NJ**

1/15/12

**Member Presentations
3 CE's, \$35 members, \$40 at door & nonmembers
6:30-9:30pm
Hyatt, Princeton, NJ**

2/20/13

**The Madow Brothers
Are You Ready to Love Dentistry, Have Fun and Prosper?
7 CE's, \$75 members, \$25 non doctor staff, \$85 at door & nonmember doctors
8am-4pm
Hyatt, Princeton, NJ**

3/19/13

**Bill Barrett, attorney and partner at Mandelbaum & Salzburg in West Orange, NJ
Practice Transitions and/or Protecting Your Practice
3 CE's, \$35 members, \$40 at door & nonmembers
6:30-9:30pm
Hyatt, Princeton, NJ**

4/19/13

**Staff Appreciation Night
Location to TBA**

5/21/13

**Dr. Dan Sullivan, Oral Surgeon
All on 4 implants, full mouth rehab and some insight to restorative dentistry.
3 CE's, \$35 members, \$40 at door & nonmembers
6:30-9:30pm
Hyatt, Princeton, NJ**

Executive Committee

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Dr. Maria Graye

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Arati S. Shah, D.D.S., &
Ankur J. Desai, D.D.S.**

have acquired the practice of
David A. Miller, D.D.S.

New Egypt, New Jersey

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all parties in this transaction.*

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