PRESIDENT’S MESSAGE

Kenneth B. Cooperman, DMD

I am honored and humbled to be your president. If you had told me, a recent graduate from NYU, that one day I would be NYCDS president, I would never have believed you. Life certainly is full of unexpected developments, as one can tell looking back at our recent presidential election.

But I’m very glad I’m here. It’s been a wonderful process and I am obviously still learning and growing as our organization overcomes each new challenge that comes our way. And the last few years have really been full of challenges. We are in the process of establishing ourselves in our beautiful new location at 622 Third Avenue. We are grateful to the members of the relocation committee who have worked so hard to facilitate this move, and are especially indebted to the superior negotiating skills of our Executive Director Diane Laurenzo. Without her intervention, we would still be locked into our previous lease. Another significant transition occurred in 2016 when Lois Jackson took the helm of our Henry Spenadel Continuing Education Program, bringing innovation and change to our educational offerings. In addition, we are working more closely than ever before with our sibling organization, the Second District Dental Society. These are just a few of the very positive changes that have affected our society over the last couple of years.

However, there are also negative changes occurring. Our membership has been going through a gradual decline. This is true not only locally, but also nationally; the American Dental Association has been, over the past decades, slowly but surely losing market share. Younger dentists aren’t joining in the same (continued on page 11)

Outgoing President’s Message

Irving S. Khurana, DDS

It is hard to believe that already one year has passed since I took the oath of presidency for this prestigious organization. Was it a fun ride— you may ask? Surely! Not only was it a fun year for me, but also a very productive one.

To recap the year, our biggest accomplishment was to be able to get out of our expensive long term lease and find a smaller, better space just steps from Grand Central station. This move will save our society over $350,000 a year for the next six years and beyond. Our Executive Director Diane Laurenzo deserves all the credit for this move. She has worked relentlessly all year dealing with landlords and real estate brokers, checking out over 50 different sites and working with the Executive Committee in finalizing all the details with the space, the new lease, and moving out of the space we had occupied for almost 20 years. I would also like to thank our Relocation Committee members who have been meeting every two weeks for the past six months going over floor plans, materials (continued on page 12)
From the CE Director

By Lois A. Jackson, DDS, Diplomate ABPD

The Wait Is Over!

It’s an exciting time for the Continuing Education program. By the time you read this, we will be in our brand-new facility on 3rd Avenue—holding our first course (Update on Medical Emergencies with Daniel Pompa, DDS) on March 31.

We plan to offer the “core courses” you have come to rely on, as well as many new courses and formats. Thanks to the popularity of last year’s all-day symposium, we plan to offer a series of all-day programs which will enable attendees to hear from multiple speakers, with fresh perspectives, and obtain seven CE credits.

Our upcoming schedule of courses offers something for everyone. I’d like to highlight the new three-hour New York State Dental Association HIPPA Security Compliance Course on May 3 led by Kenneth Aschheim, DDS. The course and accompanying Compliance Manual will provide a practical guide for dentists and their office team. The course will explain in practical terms the specific requirements associated with safeguarding, storing and transmitting electronically maintained information to protect dentists from potential prosecution and sanctions. Ideally, you will attend with a member of your dental team. Each practice will receive a valuable take-away—a copy of the NYSDA HIPAA Security Regulation Compliance Manual.

We are also excited to present The Joseph J. Marbach Memorial Symposium on Painful Disorders of the Head and Neck on April 7. This program, which is made possible by a generous grant from the Juliet Rosenthal Foundation, will be moderated by John Hulbrock, DDS, and features noted speakers Eli Eliav, DMD, PhD; Karen Raphael, PhD; Alexander Mauskop, MD; and Donald Tanenbaum, DDS, MPH. Attendees will experience a full day of intellectually challenging yet fulfilling material that will change your thinking and treatment of painful disorders of the head and neck. The focus will be the ongoing challenge of chronic head and neck pain. We have assembled presenters from the medical and dental community that will challenge our routine mode of diagnosis and treatment of these disorders. This program is tuition-free for NYCDS members!

Finally, I want to make everyone aware of an important new required course in New York State. Widespread concerns related to the current opioid abuse problem in the general population have prompted various strategies to address this crisis. In New York licensed providers with a DEA registration are required to take an approved course by July 1, 2017 and once every three years thereafter.

We are offering the new mandatory pain management course, NYS Requirements for Prescribing Opioid Drugs, twice in April and twice in May:

- Tuesday evening, April 18, from 6:00 PM to 9:00 PM
- Wednesday morning, April 19, from 9:30 AM to 12:30 PM
- Thursday evening, May 18, from 6:00 PM to 9:00 PM
- Friday morning, May 19, from 9:30 AM to 12:30 PM

Additional June dates will be scheduled.

This three-hour course provides the required information to enable the licensed provider to prescribe controlled substances consistent with current recommendations and standards of practice in New York State.

I highlighted just a few of the many courses offered by NYCDS at this time. Keep in mind that many more courses and all-day symposia are being planned.

Be sure to take a look at our list of upcoming courses on the back of this newsletter and check the website www.nycdentalsociety.org regularly. You can register online or call the education staff at 212-573-8500.
NYCDS Represented at the ADA Institute for Diversity

We are pleased to report that Mina Kim, DDS, an alternate to the Board of Directors and active member of the Dental Society, was accepted into the American Dental Association’s Institute for Diversity in Leadership (IDL). The program was created in 2003 to enhance the leadership skills and build a lifetime of supportive relationships among dentists from groups that are typically underrepresented in dentistry today. Each fellow takes on a professional project and is advised by the IDL faculty and alumni.

Dr. Kim was invited to share the reasons she applied to the program and the goals she hopes to achieve:

I first learned of this program from Steve Kess of Henry Schein and Maurice Edwards, our former NYCDS president. I wanted to make a lasting impact in the dental community and hone my leadership skills. I felt that the IDL would give me the tools I need to reach my full potential.

I was accepted and matriculated to the program in 2016 and will graduate in 2017. The faculty and alumni are very impressive. I have learned skills such as conflict resolution, team building and negotiating. Furthermore, my fellow classmates are truly inspiring.

My IDL project has a dual purpose: 1) to create more volunteer opportunities for NYCDS members year round and 2) to engage and have a visible presence within our community. I am currently in talks with the New York Public Library to begin wellness panels and career forums that will be tailored to the needs of their members. My hope is that my idea can eventually be applied at the national level, where the ADA works directly with public schools, libraries or other organizations to engage with the public and help more patients.

I hope to bring what I learn from the IDL to help raise public awareness of NYCDS. One reason Zoom and Invisalign are so popular among our patients, is that these companies advertise directly to the general public, rather than to just dentists. We should learn from their example and engage with the public. I would like both patients and our fellow dental colleagues to see the importance of organized dentistry. NYCDS is more than just a group; it is a community to which I am proud to belong, and I hope to help others feel the same way as well.

We wish Dr. Kim the best of luck!

Two Upcoming Workshops Exclusively for Young Professionals

Legal/Lending Insights
May 3, 2017 / 7:00pm – 9:00pm

- The importance of having an attorney review your employment contract.
- Common dental specific lease issues.
- Preparing your “financing resume” well in advance of needing money.
- Understanding why dental specific lenders and attorneys are a must for every dentist.
- Legal issues to consider when buying your first practice.

An Exploration of Olive Oil, Balsamic and More
June 22, 2017 / 7:00pm – 9:00pm

Whether ramen noodles were your dental school “go to” meal or you dream of appearing on the Food Network show “Chopped,” you’ll want to attend this program!

- Hear a short discussion of different types of olive oils: countries of origin; different styles (Ligurian, Tuscan, Sicilian, for example); uses; and a little bit about the “extra-virgin” controversy.
- Discuss different types of balsamic (industrial, artisanal, traditional), and uses.
- Taste three different appetizers using one or both ingredients.

Free for NYCDS Young Professionals only. $30 for non-members.
Space is limited for both programs.
Please contact Susan Ingoglia at singoglia@nycdentalsociety.org or 212-573-8500 to RSVP for one or both programs.
A Record Crowd Commemorates New Officers

A capacity crowd attended the Installation of Officers and enjoyed a ceremony that was respectful, lighthearted and at times quite humorous. ADA Trustee Chad Gehani installed Ioanna Mentzelopoulou as treasurer, Luis Fujimoto as secretary, Richard Lewenson as vice president and James Jacobs as president-elect prior to installing Dr. Kenneth Cooperman as the Society’s newest president on January 19 at the Harvard Club. During the proceedings Jeffrey Senzer received recognition for his time and dedication serving for four years on the Greater New York Dental Meeting’s Organizing Committee.

Dr. Gehani spoke about dentistry being a “top profession” which does great things for patients; he emphasized the importance of being involved in the dental community and proud members of the American Dental Association. Before handing over the reins to the incoming president, Dr. Khurana provided an overview of the many accomplishments that were achieved in the past year. He noted that perhaps the chief accomplishment from 2016 was extricating NYCDS from its existing lease and finding more suitable and fiscally responsible office space. In his acceptance speech, Dr. Cooperman shared a pertinent story he heard from an ADA lobbyist that illustrated the need for involvement in organized dentistry. He acknowledged the challenges young dentists face that can keep them from getting involved in organized dentistry, but vowed to help them better understand “… how important it is for us to have a united voice to protect our vocation.” He stressed breaking down barriers of communication with young dentists and even within our own organization, to help make NYCDS more efficient. Dr. Cooperman gave special thanks to Dr. Maggie Mintzberg, his “professional better half,” his husband Klaus and his parents. His father, Bob Cooperman, was a practicing dentist for over 40 years and his greatest mentor.

Members and invited guests celebrated afterwards over drinks, passed hors d’oeuvres and buffet stations in the splendid setting of the Harvard Club. In addition to Dr. Gehani, several other special guests attended the festivities. The New York State Dental Association was represented by Speaker of the House Steven Gounardes, Executive Director Mark Feldman, Dental Foundation Trustee Mark Bauman, and NYSDA Trustee from Nassau County, Michael Shreck. Second District Dental Society was well-represented by President Gabriel Ariola, President Elect Sari Rosenswein, Vice President Alyson Buchalter and Executive Director Bernie Hackett. Nassau County President Fabiola Milord attended, as well as Greater New York Dental Meeting Executive Director Robert Edwab. Representing the Chinese American Dental Association was President Ruohong Jiang, President-Elect Glenn Ngan and NYU Professor Yon Lai.

As always, we thank our loyal corporate sponsors for their continued support: AmWINS Group Benefits, Bank of America Practice Solutions, Glove Club, Mandelbaum Salsburg, MLMIC and Straumann.

Special thanks to the evening’s event sponsors for their support: Epstein Practice Brokerage, House Call Dentists, and Medical Liability Mutual Insurance Company (MLMIC).
2017 Installation

NYCDS past presidents.

NYSDA Executive Director Mark Feldman, Legislative Committee Chair Deborah Weisfuse, and NYSDA Speaker of the House Steven Gounardes.

Member Benefits Committee Chair David Momtaheni with (left to right) Drs. Stacy Spizuoco, Jaskaren Randhawa, Jennifer Reyes, and Lori Paires.

Dr. Senzer receives plaque for his work with the GNYDM from Dr. Khurana.

GNYDM General Chairman Mark Gainor (left) with Dr. Reginald Moncrieff.

Back to front: Past President Donna Rumberger, Dr. Steven Cho, Second District President Gabriel Ariola, Past President James Doundoulakis and Past President Maurice Edwards.

Members watch Installation of Officers.

President Ken Cooperman with his practice partner Maggie Mintzberg.

Photos by Jason Green Photography and Mark Bauman, DDS
The Greater New York Dental Meeting registration surpassed records and dentists appeared in increasing numbers to continue to make the Greater New York Dental Meeting (GNYDM) the largest and best of its kind in the United States. The total registration was 54,890 and the GNYDM entertained 19,471 dentists from all 50 states and 8,919 International Attendees from 151 countries. In addition, the GNYDM registered 4,938 dental assistants and 4,214 dental hygienists.

The Exhibit Floor sold out weeks before the show with a waiting list of companies hoping for a cancellation so that they could showcase their product. Professionals roamed aisle after aisle and visited the largest exhibit in the country with more than 1,600 exhibit booths and over 700 companies, learning about the newest equipment and materials available from around the world.

The GNYDM had the most educational courses in its history with about 400 seminars, hands-on workshops, and essays. For the first time, the GNYDM included a free and unique Health Screening Fair consisting of oral cancer, carries, hearing, blood pressure and vision hearings. The Fair was open to numerous private sectors and received numerous patients who were in need of care. The GNYDM plans to open this Health Fair up to the public in 2017.

The International Diabetes Symposium was new for 2016. Presented by the National Dental Association, and in collaboration with Columbia University College of Dental Medicine, the Symposium focused on a team approach to patient care, stemming the tide of diabetic epidemic through collaboration and prevention. The 3rd Annual World Implant EXPO increased in attendance from 2015 and welcomed world renowned clinicians to New York City. Implant seminars and hands-on workshops were offered daily at the GNYDM in support with the International Congress of Implantologists and the American Academy of Implant Dentistry. The 2nd Annual Global Orthodontic Conference
offered eight concentrated Orthodontic Specialty programs; including seminars and hands-on workshops. The GNYDM plans to add additional Orthodontic programs in 2017 to meet the demands of its attendees.

The “Live” Dentistry arena filled over 550 seats daily with standing room only for all four days. This revolutionary concept took place right on the show floor with NO tuition costs to attendees. Seminars and workshops were offered in Spanish, Portuguese, French, Italian and Russian. There was also a designated workshop room for live Portuguese translation for all morning and afternoon sessions held in that specific room. This year, the GNYDM added a seminar in Chinese. As the GNYDM continues to increase its international population of attendees, it also continues to increase educational programs offered in languages other than English.

The annual “Greater New York Smiles” program has continued to expand with its educational program and tutorials focusing on improving oral healthcare in children. Each year the GNYDM invites 1,500 NYC Public School children from all five New York City boroughs. The Smiles Program teaches nutrition and oral hygiene instruction in a fun and child-friendly atmosphere by incorporating songs and dances, videos and games. The program received great reviews from the public schools who visited thanks to the great donations and time of generous sponsors Colgate, UFT and DentaQuest.

The Organizational Committee of the GNYDM works tirelessly throughout the year to ensure the meeting’s success. With the leadership of the General Chairman, Dr. Marc B. Gainor, the Advisory Chairman, Dr. Ian M. Lerner, and the New York County Dental Society (NYCDS) representatives on the GNYDM Organization Committee, Drs. James Doundoulakis, Gail Schupak, Jeffrey Senzer, John Young, and 2017 incoming committee member, Maurice Edwards, the Meeting broke records in 2016. Of course, additional thanks for allowing the Meeting to run smoothly and effortlessly must go to the countless NYCDS member volunteers who were a part of the many sub-committees.

The GNYDM’s achievements always translate to financial achievements for the NYCDS; it is through the GNYDM that the NYCDS has been able to continue its long tradition of low cost, high-quality continuing education and member services. The NYCDS member dues have remained stable for many years as a result of this partnership. Plans are well underway for 2017 to introduce a new Pediatric Dentistry Summit with a concentration on specific dental topics.

Save the Date for 2017
Greater New York Dental Meeting
November 24th – November 29th
Contact us: info@gnydm.com
Visit: www.gnydm.com
Give Kids A Smile NYC 2017: Successful & Growing

Give Kids A Smile NYC, the Society’s largest community-focused event, brings together dentists, dental staff, dental students and other volunteers to provide dental screenings and education to children, their parents and teachers, in a fun and festive atmosphere. It is also a wonderful opportunity to build connections and raise the profile of the profession at large. The main goal was to educate, screen, and refer children in three underserved sections of New York City and have them understand the importance of oral health for their general health and well being. Thanks in part to the positive experiences of volunteers from last year’s event, we had 112 volunteers participate. We were pleased to have the president, and a past president, from the Ninth District Dental Society participate as they were interested to learn how our event is constructed.

On February 3rd, the program was conducted for nearly 1,000 primary school children at sites in East Harlem, West Harlem and Houston Street (where the largest number of homeless children attend school). Our oral hygiene instruction and review of healthy eating habits utilized movies, crafts and puppets. A significant number of children were found to have noticeable decay on a screening performed without instrumentation. A report card was generated for each student with appropriate referral options so they can establish a “dental home” in their area. Each child received a goody bag filled with toothpaste, a toothbrush, and more.

Give Kids A Smile celebrated its 15th year as a nationwide program started by the American Dental Association to raise awareness of the epidemic of untreated dental disease, as well as to encourage both public and private partnerships to increase access to oral health care. Every year, 350,000 to 400,000 children benefit from more than 1,500 Give Kids A Smile events all because of over 40,000 annual volunteers.

A unique aspect of our program is a Parent Workshop. Dr. Deborah Weisfuse, GKAS general chair, noted, “…parents, as well as teachers, interfacing with these students, are the ones who are in the trenches to assist with helping stem the tide of continuing caries within our population.” Two sites offered Parent Workshops which started with the parents watching the same dental video their children watched, followed by a question and answer session with both Spanish and English speaking dentists. The intent of the multi-pronged approach is to prevent as many future dental problems as possible for these younger children who might not have regular dental visits.

The Honorary Chair of Give Kids A Smile, Council Member Corey Johnson, chair of the Health Committee of the New York City Council, was instrumental in helping to navigate any issues faced by the New York City Department of Health and the Department of Education.

As General Chair, Dr. Weisfuse devoted numerous hours and personal time to ensure a successful program. She was assisted by a Steering Committee and several dedicated site leaders: Drs. Meryl Kramer Brown, Suchie Chawla, Danielle Currier, Andrew Deutch, Mina Kim, Michelle Lee, Robert Lipner, Ioanna Mentzelopoulou, and Adam Silevitch. Additional thanks to Dr. Matthew Nadler for ensuring the goody bags were stuffed and NYCDS President Ken Cooperman, and his staff, for hosting the GKAS meetings and materials this year.

None of this would be possible without the generous support of our sponsors: Colgate, Dentegra Insurance Company (our Lead Sponsor), Medical Liability Mutual Insurance Co. (MLMIC), Scar Vita Photography, Henry Schein and numerous individual donors.

It was a very exciting day for all involved….we really made a difference!
Dr. Leo Paige and Dr. Daniel Kuncio (foreground) screening students.

Volunteers at PS 83 in East Harlem.

Site Leader Adam Silevitch examining a student.

Volunteers at PS 185 on the Upper West Side.

Volunteers at PS 188 on the Lower East Side.

Dr. Maryann Riordan (left) with Board Member and Site Leader Suchie Chawla, Site Leader Andrew Deutch, and GKAS General Chair Deborah Weisfuse.

Volunteers reviewing oral hygiene instructions.

Students practice brushing on a puppet.
The Greater New York Dental Meeting (GNYDM) elected Dr. Lauro Medrano-Saldaña as the next General Chairman for 2018. Dr. Medrano-Saldaña is the first Hispanic General Chairman to be elected by the GNYDM. His term officially begins in 2017 as the General Chairman-Elect, followed by his two-year Chairmanship beginning in 2018.

His vision will take the GNYDM to the next level as he cultivates International growth and strengthens new partnerships with both domestic and international dental organizations. Additionally, he plans to increase the overall attendance to over 60,000 attendees and initializing the first-ever Spanish-language “Live” Dentistry Arena.

As leaders often do, Dr. Medrano has inspired many of his colleagues to reach for new heights. “As the Chairman of Outreach and Foreign Affairs for the Greater New York Dental Meeting, Dr. Medrano has been an integral part of the Dental Meeting for over 15 years,” says Dr. Robert R. Edwab, Executive Director of the Greater New York Dental Meeting.

Dr. Medrano participated in initiating the Latin American Leadership breakfast at the Greater New York Dental Meeting, which includes the participation of leaders from Mexico, Central America, South America and the Caribbean. He also established the Pre-Dental Conference to provide information to dental students about face-to-face Dental Shows and the admissions’ requirements for Dental Schools. Dr. Medrano “travels worldwide to promote the GNYDM and always returns with positive results” says Dr. Marc B. Gainor, General Chairman of the Greater New York Dental Meeting.

Dr. Medrano is originally from Puerto Rico. He completed most of his education on the island. He obtained a bachelor’s degree in Biology from the Interamerican University of Puerto Rico. Later, he attended Universidad Autónoma Metropolitana in Mexico City and went on to receive a degree in stomatology. In 1991, he was accepted at New York University College of Dentistry where he obtained a DDS diploma, and was later accepted into the AEED program at Lutheran Medical Center in Brooklyn, NY. After his first year of residency there, he became part of the Advanced Pediatric Dental Program and was also granted a Pediatric Dentistry Residency. Dr. Medrano has an appointment at Lutheran Medical Center, as a Clinical Attending, in the Pediatric Dentistry Program.

At his local component, the Second District Dental Society, Dr. Medrano has served on the Oral Health, Publications, Governmental affairs, EDPAC and Medicaid GNYDM Committees. He also held the positions of Librarian, Treasurer, Secretary, Vice President and President.

At the New York State level, he served as a delegate, was a Governmental Affairs Council member, and served two terms as its chairman. He was a committee grass root leader, and on the Reference Committee to the House of Delegates.

At the ADA, he served as a team action leader for ADPAC, Delegate and council on Governmental Affairs. Dr. Medrano graduated from the prestigious leadership institute of ADA, was on the Board of Trustees of the Hispanic Dental Association, and past president of the Puerto Rico Dental Association, USA.

Dr. Medrano’s family includes his wife Carmen who is an active member of the Hospitality Committee of the GNYDM; his daughter Valerie, a third year medical student at Universidad Autónoma de Guadalajara who is currently doing clinical rotations at Chicago’s Jackson Park Hospital; and his son Douglas who graduated from Pennsylvania State University and has recently started working with WB Mason.

The Greater New York Dental Meeting along with the Organization Committee is excited about the election of Dr. Medrano, who anticipates a tremendous expansion of both exhibits and attendance under his direction.
numbers as they did in past decades. Why? There are lots of reasons.

My personal education at NYCDs over the last few years has taught me the importance of numbers, and of having a united voice. One of the most memorable conversations I have had in recent memory was with a lobbyist at the ADA. Here is a story that really hit home:

A number of years back, the chairman of the House Ways and Means Committee was conducting a hearing on various health care issues on Capitol Hill and invited the American Medical Association (AMA) president to be the principal witness at the hearing. The ADA's lobbyist was an observer in the front row of the audience. Before permitting testimony to commence, the chairman asked the president of the AMA, “What percentage of doctors are members of the AMA?” Somewhat taken aback both by the question and its intent, the AMA president responded that he did not know the exact percentage of physicians who were AMA members. The chairman followed up by saying, “Well, I don’t need the exact percentage, give me a ballpark estimate.” The AMA president hesitated further and said, “I’d be happy to provide that information to you and can do so at a future date.” The chairman, seeing the ADA lobbyist in the front row, asked him, “Can you tell the committee members seated here today what is the percentage of dentists who belong to the American Dental Association?” The ADA lobbyist immediately stated “72.3 percent.”

The chairman replied, “Isn’t that interesting, he knows the exact percentage of dentists who are ADA members. So when he comes to Capitol Hill to lobby an issue, he can say that the ADA’s position represents the perspective of the vast majority of dentists. It turns out that I know that the AMA only represents 31.2% of medical doctors. So when the AMA comes to Capitol Hill they don’t speak for the vast majority, or even the majority, of physicians when they testify before Congress!”

Suffice it to say, things went downhill from there.

This story really made a huge impression on me. Things have changed since then, and the numbers sure haven’t gotten better. This conversation took place roughly 10 years ago. Now, the AMA has a membership of approximately 15%, and we can see how much physicians are suffering. They are really up the creek; victims to insurance companies, unable to practice medicine the way they enjoy, and buried under mountains of bureaucratic paperwork. Our own membership has dwindled to approximately 65%. Many young dentists are choosing not to join organized dentistry. They have a lot on their plates: backbreaking student loans, increasing competition (especially in New York City) and the high cost of living.

“If only they understood how important it is for us to have a united voice to protect our vocation,” I find myself thinking, “Each and every one of these kids would be banging down the door to participate, to give time even if they have no money to donate to our political action committees, in order to protect ourselves, to protect our chosen careers!”

You all understand this; that’s why you are members. But they are not. That, I chalk up to an inability to hear our message. They are so caught up in the problems of their everyday lives, trying to establish themselves professionally, maybe personally, the message is just not making it through the filter.

One of my goals as president is to break down these barriers of communication so that the young dentists of New York see the importance of belonging, the importance of participating, and the importance of uniting. Fortunately, we have made more inroads into the dental schools than at any time in recent memory, so we can start spreading this message early. It’s all about communication.

“One of my goals as president is to break down these barriers of communication so that the young dentists of New York see the importance of belonging, the importance of participating, and the importance of uniting.”

These are just some of the challenges to confront in the year to come. I would not be able to accomplish anything, however, without the help of the executive committee: Jim Jacobs, Rich Lewenson, Luis Fujimoto, and Joanna Mentzelopoulos. And, of course, our Executive Director Diane Laurenzo, and the staff of NYCDs—Susan Apsley, Darlene Belgrave, Judy Chei, Joanne Falbo, and Susan Ingoglia. They are wonderful and I am so grateful to be working with them. I am also grateful to my predecessors: Irv Khurana, Maurice Edwards, David Shipper, Patricia Sukmonowski and so many others. I learned so much from you, and I am very much in your debt.

I also am so fortunate to have my professional partner, Dr. Maggie Mintzberg; I call her my work wife, and I’m so lucky that, professionally speaking, she is my better half. Thanks for not divorcing me!

Last, I’d like to thank my wonderful family: my husband Klaus, my kids Nina and Augusta, and my parents Bob and Joan Cooperman. My father was a practicing dentist on Long Island for 40-something years; he was the greatest mentor that anyone could ask for. Thank you so much, also, to all of you, for your interest in and participation with our society; because without each and every one of you our society would not be the great place it is today.
and designs from walls to furniture. I can assure you that our new office will be an inviting, state-of-the-art and gorgeous facility.

The Give Kids A Smile event, under the leadership of Dr. Deborah Weisfuse, was a huge success last February despite bad weather. We had over 90 volunteers and over 800 children received dental screenings at three school sites. This year the program expanded significantly with more than 1,000 students expected to be screened. We now have an official Give Kids A Smile website, www.nycgivekidsasmile.com, and have started receiving media attention, including an article in the Huffington Post. My thanks to everyone involved with this great cause.

Last year one of my goals was to work closely with our Continuing Education Director Dr. Lois Jackson to make significant changes to our CE program by offering more evening and low cost programs. We held our first all-day symposium in May at a very nominal fee and it was a great success—a sold out event. We are planning to offer similar programs in 2017.

Our 2nd Annual Golf Outing under the leadership of Dr. David Shipper went very well. We were able to raise and contribute $40,000 to the National Autism Association. Everyone on the Golf Committee worked hard to make this event a great success, along with the generous support of our many sponsors.

Last summer, the past ADA president, Carol Summerhays invited me to join her for their student “reach-out” initiative at NYU Dental school. Over 100 students participated in the program and they all were very excited to be part of organized dentistry. As a follow up, we invited students from both NYU and Columbia to two legislative nights, held in September and October. Congresswoman Carolyn Maloney attended the October event and was really impressed with the students who participated. Many thanks to Dr. Deborah Weisfuse for planning these events and making them so successful.

For the past three years, we have been working with the Second District Dental Society on establishing a partnership pertaining to the ownership of the Greater New York Dental meeting. We are very close to finalizing our agreement now. I would like to thank Dr. Mitch Mindlin, my counterpart and now immediate past president at Second District, for his help in bringing our two components closer. I truly appreciate his efforts and the friendship we developed over the past year.

As you may be aware, the Greater New York Dental Meeting had a phenomenal year with record breaking attendance and revenue. We greatly appreciate all the hard work put in by Executive Director Dr. Bob Edwab, General Chair Dr. Marc Gainor, the GNYDM staff, and each and every member on the Organization and Advisory committees. On behalf of the Executive Committee, our Board and our Executive Director, I would like to say a big “thank you” and wish them even greater success in the coming years!

Now you all know how productive this past year has been. I can’t thank enough our Executive Director Diane, the NYCDS staff, Susan Apsley, Susan Ingoglia, Joanne, Judy and Darlene, the entire Board and our Executive Committee, Ken Cooperman, Jim Jacobs, Rich Lewenson, Luis Fujimoto and Maurice Edwards, for their help, friendship and advice in making my year not only full of accomplishments, but a whole lot of fun as well. I am confident that Ken will prove himself to be a great leader. I wish him the very best.

Last but not least, I would like to thank my wife and soulmate, Neeru for her love, support and encouragement to fulfill my duties as president this year. It has been an honor and a pleasure to serve this great organization. Thank you all again for your help and support.

MLMIC DECLARES 20% DIVIDEND FOR 2017
DON’T MISS OUT!

How does a 20% dividend on your malpractice insurance premium for 2017 sound? That is exactly what member dentists insured by Medical Liability Mutual Insurance Company (MLMIC) will receive.

To be eligible for the dividend you must be a policyholder on May 1, 2017 and maintain continuous coverage through July 1, 2017. The dividend will be based on the annual rate of premium in effect on May 1, 2017.

MLMIC is the “gold standard” of malpractice insurance companies, a fact not lost on Berkshire Hathaway, which is in the process of making MLMIC a part of their family of companies.

MLMIC is New York’s #1 dental liability insurance provider.

See what MLMIC can do for you. Call 888-830-4808 to learn more.
With recent surveys showing that more than 70% of patients now go online to choose their doctors, it’s vital to have a strong presence across the web. Having worked with tens of thousands of doctors over the past 5 years, the Doctor.com team has identified the three areas most critical to online success:

1. **Your Profile Listings** on the sites and apps that patients use most (Healthgrades, Yelp, etc)
2. **The Patient Reviews** that form your online “reputation”
3. **Your Website**

### Online Profiles

Did you know that right now there are over 50 different websites that are publishing information about you and your practice? Chances are you’ve never visited most of them. Their data comes from aggregators, medical boards, and government sources. Unfortunately, more than 85% of online medical listings have incorrect data, so the first step in managing yours is to ensure that basic information about your practice is accurate (name, address, phone number, office hours, etc). The next step, to really maximize the potential of these listings, is to make them actionable. Adding photos and providing details about the treatments you offer is a great place to start. When possible, you should also give patients a clear call to action to book an appointment with you.

### Patient Reviews

Another critical component of your online presence are patient reviews. Nearly every site that has a profile of you will also allow patients to share ratings (usually 0-5 stars) and written reviews. Ignore this at your own peril. Today’s patient has been trained by every other industry to seek the social proof of reviews. Just as they wouldn’t buy a TV rated 1-star on Amazon or book a restaurant rated 1-star on OpenTable, they aren’t going to contact a dentist rated 1-star on Healthgrades or Yelp. Having a proven system in your practice to proactively engage your happy patients to leave reviews is critical, and the more sites those reviews go to, the better.

### Your Website

At this point almost everyone has a website, but not all websites are created equal. Today, patients expect a website to clear, to-the-point, and just as usable on a mobile device as it is on a computer. Your website should reinforce the “story” of your practice and the unique care proposition you offer your patients. A great way to do this is with patient testimonials, ideally displayed in such a way that it’s clear they are recent and verified by a third party. A modern medical website also needs to be “smart,” offering features like online booking and making it easy for patients to prepare paperwork in advance of their visit.

If your practice doesn’t have a holistic approach to marketing that incorporates each of these three components, you will fall short of the true potential of what the web can offer your business. Before you spend another dollar on any form of advertising, be sure you have these foundational areas well-covered.

### EXCLUSIVE FOR NYCDGS MEMBERS:

Want to see how your practice stacks up in these three key areas? Contact NYCDGS’s dedicated consultant Jose Espinoza at 646-392-7350 or josee@corp.doctor.com to book a free, no-obligation, consultation. As part of your consultation, an in-depth practice diagnostic scan will be run on your practice, a copy of which will be yours to keep, no obligation required. NYCDGS Members receive preferred pricing on all Doctor.com plans.
In a recent edition of JADA, a commentary was submitted to propose the addition of a new principle of dental ethics. Dr. Robert Iovino, an oral surgeon and dental ethicist, authored the commentary, proposing this new principle be developed to accommodate advances in genetic science.

The ADA Code has been a living document, continuously evaluated and updated since its inception, so it is not surprising to see this proposal made. The new principle that Dr. Iovino has proposed is called “respect for human dignity.” He argues that the addition of this principle will help to serve better to provide the foundation of a dentist’s professional obligations in a new era of genetics in dental research, education and practice.

Dr. Iovino also highlights that the AMA Code of Ethics has already given the principle of respect for human dignity a prominent role. It has also proactively incorporated multiple guidelines relating to genetic medicine in its code as well. He argues the ADA should follow suit since the new principle would be “equipped to serve as a foundation of guidelines, sensible limits and rules, and even, when necessary, taboos on questionable gene-based research projects and clinical protocols.”

This proposal comes after another recent Guest Editorial in JADA in August of 2016 by Drs. John W. Kusiak and Martha Somerman regarding the impact “big data” on dental practice. They discuss how dental practitioners and dental researchers are each developing large and varied data sets which include sensitive patient information found in electronic health records (EHRs). They argue that it is essential that as a profession we develop modes for secure data transmission and exchange in order to provide the appropriate safeguards for patient privacy.

Maintaining patient confidentiality in data sharing is of utmost importance and a fundamental part of the principle of Autonomy. In Section 1.B. the ADA Code states that on the subject of Patient Records: “Dentists are obliged to safeguard the confidentiality of patient records. Dentists shall maintain patient records in a manner consistent with the protection of the welfare of the patient.”

As a profession, we are obliged to continue to anticipate and adapt to new challenges that develop with time. We live in an exciting time of an increasing number of advances in both genetic science as well as how we are able to share and assess data collected both in our private offices as well as in the research setting. We must continue to remember that, no matter what the setting of our practice, as dental professionals we must always strive to put our patients first.

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1 Iovino, Robert. Revising the American Dental Association Principles of Ethics and Code of Professional Conduct: Adding ‘Respect for Human Dignity’ as the sixth principle of dental ethics to accommodate advances in genetic science. JADA 147(12), December 2016, p. 918.

2 Ibid, p. 920.

PRACTICE PARTNERS

The following companies offer specially negotiated member-only rates. Mention the code listed or identify yourself as an NYCDS member to receive the special discount.

NYCDS has a new Practice Partner!

Online Reputation Management

Doctor.com provides a single point of entry for doctors to manage their digital presence. They help maximize your online visibility, ensure accuracy of provider information, and provide unique online reputation management services. With over 77% of patients researching a doctor’s reputation before making an appointment, Doctor.com’s solutions have become “must-haves” for successful practices. Members receive a reduced monthly rate and 50% off the one-time implementation fee. Contact NYCDS’s dedicated consultant Jose Espinoza at 646-392-7350 or josee@corp.doctor.com.

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I.C. System specializes in dental collections with no upfront fees, effective and ethical solutions for debt collection and improved cash flow. NYCDS members receive 20% off I.C.’s most popular offerings. Call 800-279-3511 or visit www.dentistcollect.com.

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Members—Log onto www.nycdentalsoociety.org to find additional classified ads. New online ads added regularly!

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Rockefeller Center Dental Office for rent available March 1, 2017. Newly renovated 3 operatories with large windows and a full southern view. Lease transfer option exists. Contact info: 2013allcost@gmail.com

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Vacant Office for rental or purchase in White Plains, NY. The perfect satellite space. Four treatment rooms with equipment: dental chairs, lights, x-rays, cabinets, sinks, compressor and suction. Fully furnished. One and half bathrooms and laboratory. Office vacant and available immediately. Please contact Dr. Ira Kotler at (914) 806-6633 or (914) 761-0075 or email ikdmd@msn.com

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SARATOGA COUNTY

Well-established general cosmetic practice and building for sale. Located in Upstate NY just 14 miles from beautiful Saratoga Springs. Ideal for Dr. looking for the New England lifestyle. Quick drives to mountains, lakes, and rivers and easy access to Montreal, NYC, and Boston. Great schools and colleges. Collection this year will be $600,000+ for 3.5 days w/ 30+hours. hygiene. 5 ops, staff lounge and parking lot. Low overhead. Owner relocating but willing to stay PT for transition. Contact: practiceforsale601@gmail.com

Metal Refining

D-MMEX is a precious metals refining company that can turn your scrap metal into dollars. Receive 85-97% of the market prices. Insured, pre-paid shipping is provided. Call 1-800-741-3174 and mention NYCDS or go to www.easyrefine.com.

Practice Broker

Epstein Practice Brokerage, LLC offers more than 25 years of highly professional and qualified assistance in valuations, purchases and sales of dental practices. Members are eligible for a complimentary consultation and a free practice valuation – a value of up to $2,900 – for qualified prospects. Visit www.practice-broker.com or call Mark Epstein at 212-233-7300.

X-Ray Inspection

Big Apple Radiation NYS CRESO Martin Schnee won’t just inspect your equipment, he will educate staff on radiation safety. To schedule an appointment, email scientist004@aol.com or call 718-373-6348 or 718-986-4996.

PROFESSIONAL SERVICES

Taxes—Your Office or Mine—Business/Personal Personable CPA, Specialist dentists, references Stuart A. Sinclair, CPA PPS 1120 Old Country Rd., Plainview, NY 11803 www.dentaxsolutions.com

The Manhattan Feather Dusters, serving the dental community for more than 25 years, are specialists in cleaning dental and medical offices with care and sensitivity. All of the feather dusters are trustworthy, punctual, courteous and have excellent references 212-406-7024.
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
<th>Presenter</th>
<th>Notes</th>
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<tbody>
<tr>
<td>31</td>
<td>9:30 AM – 3:30 PM</td>
<td>Update on Medical Emergencies: How to Save a Life</td>
<td>Daniel Pompa, DDS</td>
<td>(early bird 3/3)</td>
</tr>
<tr>
<td>5</td>
<td>9:30 AM – 4:30 PM</td>
<td>Everything You Need to Know About Veneers</td>
<td>K. Michael Ghalili, DDS</td>
<td>(early bird 3/8)</td>
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<tr>
<td>7</td>
<td>9:30 AM – 4:30 PM</td>
<td>Painful Disorders of the Head and Neck</td>
<td>panel of distinguished speakers</td>
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<tr>
<td>18</td>
<td>6:00 PM – 9:00 PM</td>
<td>NYS Requirements for Prescribing Opioid Drugs</td>
<td>Terence Thines, DDS</td>
<td></td>
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<tr>
<td>19</td>
<td>9:30 AM – 12:30 PM</td>
<td>NYS Requirements for Prescribing Opioid Drugs</td>
<td>Terence Thines, DDS</td>
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<tr>
<td>21</td>
<td>9:00 AM – 1:00 PM</td>
<td>CPR Certification Course</td>
<td>Marc Reilly, Rescue Resuscitation</td>
<td>(early bird 3/24)</td>
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<tr>
<td>26</td>
<td>9:30 AM – 4:30 PM</td>
<td>Patient Self-Medication; Making Local Anesthesia Stick</td>
<td>Thomas Viola, RPh, CCP</td>
<td>(early bird 3/29)</td>
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<tr>
<td>28</td>
<td>9:00 AM – 1:00 PM</td>
<td>Risk Management Course</td>
<td>Frederick Wetzel, DDS</td>
<td>(early bird 3/31)</td>
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<td>3</td>
<td>9:30 AM – 12:30 PM</td>
<td>HIPAA Security Compliance</td>
<td>Kenneth W. Aschheim, DDS</td>
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<td>4</td>
<td>6:00 PM – 8:00 PM</td>
<td>When to Extract and When to Save</td>
<td>Syngcuk Kim, DDS, PhD, MD (Hon)</td>
<td>(early bird 4/6)</td>
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<tr>
<td>10</td>
<td>9:30 AM – 4:30 PM</td>
<td>Advanced Dental Billing</td>
<td>Christine Taxin, Links2Success</td>
<td>(early bird 4/12)</td>
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<td>11</td>
<td>6:00 PM – 8:00 PM</td>
<td>Commonly Prescribed Medications</td>
<td>Ann Eshenaur Spolarich, RDH, PhD</td>
<td>(early bird 4/13)</td>
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<td>12</td>
<td>9:00 AM – 1:00 PM</td>
<td>Infection Control for the Dental Practice</td>
<td>Ronnie Myers, DDS</td>
<td>(early bird 4/14)</td>
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<td>17</td>
<td>9:00 AM – 1:00 PM</td>
<td>CPR Certification Course</td>
<td>Marc Reilly, Rescue Resuscitation</td>
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This course is for dentists, but the dental team is encouraged to register.

The Henry Spenadel Continuing Education Programs are held at our new facility at 622 Third Avenue in midtown Manhattan.

Register for Infection Control on 5/12 and CPR on 4/21 or 5/17 and save 10%!

Call the Education Staff at (212) 573-8500 for full program information and to register.