



District of Columbia  
DENTAL SOCIETY

# NEWSLETTER

February 2020, Vol. 66, No. 2



**Dr. Steven A. Guttenberg**

## ***Letter from the DC Dental Society President Steven A. Guttenberg, DDS, MD***

In 2017 we were #1. Last year we were #4. This year we rose back to #2. US News & World Reports has ranked dentistry the second-best of all jobs in the United States and #1 in the healthcare sector. Software developers snatched the #1 position. Our colleagues who are orthodontists ranked #4, oral and maxillofacial surgeons were #9 and prosthodontists #56. Dental auxiliaries also ranked well with dental hygienists and dental assistants coming in at #24 and 66 respectively.

This is great news for our profession. Dentists are more highly ranked than all others in the healthcare community. Per the report, our job is better than physicians, anesthesiologists, optometrists, chiropractors, nurses, physical therapists, veterinarians, opticians and others. We should deservedly feel good about ourselves.

So how are these rankings derived? They do it by evaluating seven components that they feel are important to individuals who are looking for a career. They evaluate median salary, the unemployment rate, 10-year growth volume, 10-year growth percentage, future jobs prospects, stress level and work-life balance.

But to me, how they compute the rankings is not as important as just knowing that we have a job that is one of the most admired, sought after and rewarding in the United States.

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### **Reach Us**

DCDS Business Office  
2025 M Street NW  
Suite 800  
Washington, DC 20036

P: (202) 367-1163  
F: (202) 365-2163  
E: [info@dcdental.org](mailto:info@dcdental.org)



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Buckminster Fuller, an inventor and futurist, stated that “You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.” This is what our profession does so well. It completely reinvents itself over time, based on scientific advances. For example, we stopped trying to improve dental amalgam and developed other better and more cosmetic restorative materials. At January’s monthly educational meeting we heard Dr. Rodrigo Neiva describe how we evolved from the situation where autogenous grafting was considered the “gold standard” to the current use of other non-invasive techniques and materials that produce excellent results.

Or perhaps the new model in Fuller’s concept is the dental service organization (DSO). It remains to be seen, with an increasing number of dentists joining DSOs, if our ranking goes up, down, or remains the same... whether it makes the profession of dentistry unrecognizable from how we now know it. Perhaps we will see through the eyes of US News & World Reports whether dentistry remains as such a coveted profession...or not.

So, go home tonight and pat yourselves on the back knowing that at this moment we are #2 striving to be back at #1.

We likely will do it because we, as a profession, are driven to be our best.

Don’t forget, our next continuing education event is a webinar on February 11 when Denise Ciardello of Global Team Solutions (GTS) will educate us on “[Resolving Delicate Patient Situations with Tact & Diplomacy.](#)”

We will see each other again at the Westin on March 10 when Dr. Mark Hyman will lecture to us on cosmetic dentistry at our regular monthly meeting.

In closing, I would like to sincerely thank the many dentists, hygienists, dental assistants and students who helped support the DCDS Foundation by giving of their time on January 18 and 19 to support our oral cancer screening program at the NBC4 Health and Fitness Expo. It was a wonderful contribution to the wellbeing of our community and to our society as well. You did a great job and it is much appreciated.

Sincerely,



Steven A. Guttenberg, DDS, MD  
DCDS President



What is the  
goal for your  
practice?

- Practice sales and acquisitions
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- Appraisals and analysis
- Practice protection plan
- DSO transitions
- Associate placement



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## Welcome New Member

**Dr. Briana McRae**— Like many DCDS members, Dr. Briana McRae attended the Howard University School of Dentistry and graduated in 2019. After obtaining her DDS, she chose to remain in Washington, D.C.



## You Want me to Say What? Resolving Delicate Patient Situations with Tact & Diplomacy

### February CE Webinar

There is no in-person monthly meeting in February. Instead, join us on Tuesday, February 11 from 6 p.m. to 7 p.m. for a CE webinar titled **“You Want me to Say What? Resolving Delicate Patient Situations with Tact & Diplomacy,”** presented by Dr. Denise S. Ciardello.

For more details, and to register, [click here](#). Space is limited. Pre-registration ends at 5pm on Monday, February 10.

Does your office struggle with handling difficult questions when answering the phone – Do you take my insurance? Can I move my appointment to tomorrow? How much do you charge for a crown? The fear of losing a patient is often overpowered by giving the answer that truly fits with the policy and philosophies of your practice. Join Denise for this one-hour session as she introduces dentists helpful steps when dealing with new patients, managing the schedule, and handling the uncomfortable topics of cancellations, no-shows and dismissing patients from the practice.



*The DC Dental Society is an ADA CERP Recognized Provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. The DC Dental Society designates this presentation for 1 CE.*

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# The Alpha Omega Dental Fraternity & The Maimonides Dental Society

Presents

## *“Smile Design, Bonding and Esthetic Materials Update”*

*Dr. Gerard Chiche*

**Friday**

**March 13, 2020**

**Registration 8:00 - 8:30 am**

**Course 8:30 am – 4:00 pm**

**6.5 CEU**



**Maggiano’s Little Italy**

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**Washington, DC**

This presentation will present key points formulated into a systematic step-by-step approach to resolve esthetic problems with predictable results and improved laboratory support. It also covers critical technique details to achieve optimum results with porcelain veneers and all ceramic crowns along with ceramic system selection, cement and adhesive selection, and bonding sequence. Interdisciplinary esthetic dentistry will be another focus of the presentation to control key esthetic factors together with Periodontal, Orthodontic and Implant therapy for best esthetic and soft tissue outcome.

Dr. Chiche is Clinical Professor at Augusta University, Dental College of Georgia where he recently completed his 10-year term as the Thomas P. Hinman Endowed Professor in Restorative Dentistry, and Director of the Center for Esthetic & Implant Dentistry. He holds the title of Professor Emeritus from Louisiana State University, School of Dentistry. He is a Past President of the American Academy of Esthetic Dentistry and is also the author of two textbooks in Esthetic Dentistry Esthetics of Anterior Fixed Restorations, and Smile Design - A guide for Clinician, Ceramist and Patient, both published by Quintessence Pub. Co. He became in 2009 the first recipient of the Endowed Chair sponsored by the Thomas P. Hinman Dental Society.

**includes breakfast & lunch \* convenient parking \* easy metro access \* 6.5 hours CE credit**

**Alpha Omega Dental Fraternity & the Maimonides Dental Society**

**“Smile Design, Bonding and Esthetic Materials Update” - Dr. Gerard Chiche**

Name: \_\_\_\_\_ Tuition: \_\_\_\_\_

Name: \_\_\_\_\_ Tuition: \_\_\_\_\_

Phone: \_\_\_\_\_ email: \_\_\_\_\_

Please make checks payable to Alpha Omega Washington DC and mail to  
Alpha Omega c/o Dr. Fred Simon, Treasurer,  
5454 Wisconsin Ave., Suite 1355, Chevy Chase MD 20815

**Course Tuition is \$350 if  
received before February 1<sup>st</sup>,  
afterwards \$400  
Students, residents  
& staff \$150**

## Thank You NBC4 Health and Fitness Expo Volunteers!

A huge thank you to all of the volunteers who participated in last month's NBC4 Expo. We provided more than 400 complimentary oral cancer screenings and continued to show our commitment to the community.



## Howard University Networking Event and Mock Interviews: Call for Volunteers

Howard University College of Dentistry AAPD Student Chapter will hold a Residency Preparedness Program during the Spring Semester.

DCDS members, including general practitioners and specialists, are asked to volunteer. This is an evening event at Howard University, and includes dinner and networking. Please e-mail [info@dcdental.org](mailto:info@dcdental.org) and indicate which date you are available:

- Saturday, February 29, 2020
- Monday, March 2, 2020 Mock Interviews.
- Tuesday, March 3, 2020

## Advertise with us!

Only \$45 for members to post a classified on our Website and Newsletter



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D E N T A L S O C I E T Y

Contact [info@dcdental.org](mailto:info@dcdental.org) today!

## Get Involved! Nominations Sought for Open Board and Committee Positions

There are many opportunities for DCDS members to get more involved in directing the future of the society. In addition to openings on the Board of Directors, several DCDS committees will also have openings in the 2020-2021 term that begins in June 2020, including:

- Awards and Nominating
- Constitution and Bylaws
- Education
- Membership
- Membership Benefits
- New Dentist Sub-Committee
- Professional Standards
- Public Policy
- Public Relations
- Strategic Planning

The Board of Directors is responsible for guiding the Society's strategic goals and activities and committees are a great way for members to get involved in specific areas of interest. A full list of committees and their current members can be found [here](#). Any member that is interested in serving as a member of the board should contact DCDS Executive Director at [KGallagher@dcdental.org](mailto:KGallagher@dcdental.org) or 202-367-1163. Committee nominations can be submitted online by utilizing this [form](#). Online nominations will be accepted through **Friday, March 6**. Nominations will also be accepted at the March 10th business meeting, occurring prior to the educational sessions. For more information about volunteering as a board or committee members, please contact DCDS Executive Director Kurt Gallagher.

## 2020 ADA/DCDS Membership: Renew Today!

Thank you for your membership in the DC Dental Society last year! As of January 31, 2020, prior year DCDS members no longer have access to member benefits such as CE events and ADA discounts. In order to regain access to member benefits, all 2019 members are encouraged to renew their membership as soon as possible. If you have not yet received your invoice or believe that your dues total is incorrect, please contact the DCDS office.

Per the instructions on your invoice, you may pay your dues [online](#) via credit card using your ADA login credentials or mail a check (payable to the District of Columbia Dental Society) to the address on the invoice. Monthly and quarterly partial payment plans are available. Please contact the office at [info@dcdental.org](mailto:info@dcdental.org) or call (202) 367-1163 to make arrangements. Renew now and avoid a \$100 late fee!



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## FROM THE ADA

### ADA Digital Membership Card

We've gone digital! Access your ADA 2020 membership card online, wherever and whenever you need it. Here's how.

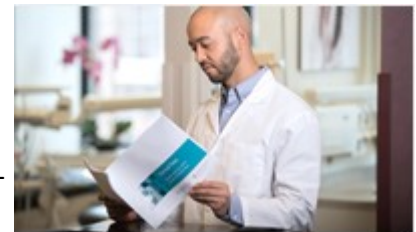
[Click here to learn more.](#)

Your 2020 membership card is just three clicks away.



### ADA Survey of Dental Fees

This survey provides you with an analysis of self-reported fees by procedure from a nationwide, random sample of dentists. Specialists and general dentists recorded the fees they charged most often for 269 dental procedures. Plus, check out the interactive map to see how fees have shifted over five years. [Get your copy.](#)



Find more resources for improving your practice's financial fitness at [ADA.org/finances](https://ada.org/finances).

### Looking back: ADA annual meeting welcomes more than 200,000 attendees since 2010

The ADA FDC Annual Meeting, a joint meeting of the ADA and Florida Dental Association, is scheduled for Oct. 15-18 in Orlando, Florida. Learn more about this story [here](#).

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Classified ads in the DCDS Newsletter are easy. Simply submit your ad through [the online form](#). We will then send you an invoice. Payment must be received prior to the publication date.

#### *Deadlines:*

The Newsletter is distributed on the first Wednesday of every month. Ads are due to the Society two weeks prior to the publication date.