

# Newsletter

November 2024, Vol. 72, No. 11



# Letter from DC Dental Society President Cheryle Baptiste, DDS, FICD, FIAMDI

Dear Members of the DC Dental Society,

As we welcome the crisp fall air and embrace the spirit of gratitude, I am excited to share an update on the ongoing initiatives and activities that have been shaping the DC Dental Society's work in October and what's ahead in November.

**TMJ** Awareness Month & Mouth Cancer Awareness Month
November is an important month for raising awareness about
health issues that impact many of our patients. As we observe TMJ

Awareness Month and Mouth Cancer Awareness Month, I encourage you all to take this opportunity to educate your patients on the importance of early diagnosis and treatment. Awareness is key to prevention, and as dental professionals, we are often the first line of defense.

#### National Brush Day (November 1)

November 1st marked National Brush Day, a reminder for all of us to emphasize the importance of good oral hygiene to our patients. Brushing twice a day, along with flossing, plays a critical role in preventing a range of dental issues. Let's continue to encourage our patients to maintain strong, healthy habits year-round.

#### **Veterans Day**

As we approach Veterans Day on November 11, let us take a moment to honor and recognize the brave men and women who have served our country. Their sacrifices and dedication to our nation are immeasurable, and I urge everyone to reflect on the ways we can contribute to the well-being of veterans, particularly in ensuring they have access to high-quality dental care

#### **Thanksgiving and American Indian Heritage Day**

As we prepare for Thanksgiving on November 28 and American Indian Heritage Day on November 29, I hope you will find time to enjoy the company of friends, family, and loved ones. This is a time to reflect on what we are grateful for and the diverse cultures that enrich our community.

#### **OCTOBER RECAP AND HIGHLIGHTS**

In October, the DCDS was active in numerous areas that continue to shape our profession in Washington, D.C.

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## **Call for Nominations Open**

Nominations for DCDS elected positions will be accepted via the online Nomination Form (see button below) and in person during the business meeting scheduled for 5:45 PM on November 14. The business meeting will be held immediately before the November CE event at DCDS headquarters.

Members who are not able to attend must submit a written nomination via the nomination form by 5 PM on November 14.

Nominations are being accepted for the following DCDS and DCDS Foundation positions:

- DCDS Officer Positions (President-Elect, Vice President)
- ADA Delegate and Alternate Delegate
- DCDS Director Positions (2 open; 2 eligible for re-election)
- DCDS Foundation Director Positions (4 eligible for re-election)

## **Submit Nomination**

# Nominate a Colleague for a DCDS Award

DCDS and the DCDS Foundation are now accepting nominations for their esteemed awards that recognize the contributions of our members and community leaders working to improve oral health in the District. Recipients of the 2024 awards will be honored at an awards dinner to be held in January 2025.

- Sterling V. Mead Award
- Committee Member of the Year
- Special Recognition of a Member
- Humanitarian Award
- Community Spirit Award

Criteria for each award and a list of past winners is available on the <u>DCDS</u> or <u>DCDS Foundation</u> awards pages. Nominations for awards also may be submitted via the <u>online nomination form</u> through November 14.

Recipients of the 2024 awards will be honored at the January 2025 DCDS Awards Meeting. Additional details to follow.

#### **November In-Person CE Event:**

# "Dental Malpractice: What It Is and How To Prevent It; An Approach Based in Risk Management"

#### Presented by Dr. Marc Leffler

Business Meeting Begins at 5:45 PM

Education Program Begins at Approximately 6:00 PM

Lecture Format

CE Credits Offered: 2.0 CE Credits

Cost: Free to DCDS Members | Non-Members-\$75 Presentation Recording or \$110 In-Person

Disclosures: None

#### **Meeting Description:**

This presentation, given by an attorney with decades of courtroom experience in the dental malpractice realm, who also practiced as a board-certified oral and maxillofacial surgeon, will initially take the attendee through the components of successful cases in dental malpractice and lack of informed consent, move on to employ those principles in closed malpractice cases, discuss the roles of commonly used medications – including opioids – and medical conditions in the practice of dentistry, explore recordkeeping from legal perspectives, consider the types of dental procedures – and injuries from those procedures – which most often lead to malpractice suits, and provide overview risk management concepts to improve practice safety.



Dr. Marc Leffler

#### **Call for Nominations**

Nominations for DCDS elected positions will be accepted until the membership meeting scheduled to occur at 5:45 PM on November 14 at DCDS Headquarters. Alternatively, nominations may be submitted via our online form.

#### **Learning Objectives Session 1**:

- Be able to identify the legally needed components for a dental malpractice lawsuit
- Be able to identify the legally needed component for a lawsuit based in lack of informed consent
- Understand Dentistry's role in the ongoing opioid crisis, with approaches to avoid that role

#### **Learning Objectives Session 2**:

- Understand what constitute dental records and their maintenance requirements
- Appreciate the relationship between common medical conditions and dental treatment
- Understand the most common and most economically costly types of dental malpractice cases

Visit the <u>DCDS Registration Fees & Cancellation Policy page</u> for more details on registration and <u>read about the presenter</u> <u>here.</u>

# Register Here

Continuing Education Disclaimer: The District of Columbia 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. It is the responsibility of each participant to verify the CE requirements of his or her licensing or regulatory agency and to contact them with any questions regarding licensing. The DC Dental Society designates the above presentations for 2 CE credits each.

Concerns or complaints about a CE provider may be directed to the provider or to the **Commission for Continuing Education Provider Recognition** at <u>ADA.org/CERP</u>.



#### Letter from the President, Continued

- Unity Health Care Collaboration Mr. Kurt Gallagher and I had the privilege of meeting with representatives from Unity Health Care at their East of the River Facility. We explored potential collaborations and toured their dental facilities. We are grateful to have been introduced to Unity via the Department of Health Care Finance as part of our ongoing discussions on improving Medicaid access in D.C.
- **Dental Assistant National Board (DANB) Meeting** We are actively working to address critical staffing shortages in our area. Mr. Gallagher, Dr. Lucciola Lambruschini, Dr. Eugene Giannini, and I met with the Dental Assistant National Board (DANB) to discuss their educational resources and certification process. We continue to explore ways to support and enhance the dental workforce in the District.
- DC Medical Care Advisory Committee Mr. Gallagher and Dr. Dereje Bereded are members of the DC Medical Care Advisory Committee (MCAC), where they advocate for a voice for dentistry in the Medicaid program. I attended the October meeting as a member of the public, and we are grateful for Kurt and Dereje's ongoing efforts to ensure that dental care is adequately represented in DC's health policy decisions.
- Celebrating a Personal Milestone On a personal note, I am thrilled to share that I married my partner, Mr. Darryl Hill, on October 12 in a beautiful backyard ceremony on the Eastern Shore of Maryland. It was a joyful "I Do Barbeque" celebration with our closest family and friends, and I look forward to this next chapter with great anticipation.
- DCDS Events and National Engagement In October, DCDS members participated in a variety of events, including the American College of Dentists (ACD) Annual Meeting and ADA SmileCon in New Orleans. These events featured top-notch speakers and a vibrant exhibit hall. It was great to see so many of our members engage in these events, which provided both professional growth and networking opportunities. Congratulations to Dr. Brett H. Kessler as he was installed as the 161st ADA President. I am excited to share that SmileCon 2025 will be hosted right here in Washington, D.C.!

Our delegates had a productive time at the ADA House of Delegates meeting. I had the honor of attending as an alternate delegate and witnessed firsthand the critical role our DCDS delegates play in shaping the future of dentistry at the national level. Thank you to Drs. Angela Noguera, Clare McGorry, Katie Clark, Patrick Grogan, Sally Cram, and Mr. Kurt Gallagher for your dedication. Please be sure to read <a href="Dr. Cram's Secretary's Report">Dr. Cram's Secretary's Report</a> as a supplement to this newsletter for more insights on the House of Delegates meeting.

Lastly, Dr. Nate Lawson's presentation on "Materials for Adhesive Dentistry" at our October meeting was insightful and incredibly informative. Thank you to Dr. Lawson for sharing his expertise with our members.

#### **UPCOMING EVENTS**

Looking ahead to November, we have several exciting events:

- November DCDS Monthly Meeting Our November meeting will be held on Thursday, November 14, featuring Dr. Marc Leffler's in-person CE presentation: "Dental Malpractice: What It Is and How To Prevent It; An Approach Based in Risk Management." Dinner will be provided for in-person attendees—please join us for this important discussion!
- NDA-HEALTH NOW® Community Outreach Event DCDS will participate in the NDA-HEALTH NOW® Community Outreach event on November 22. It's an excellent opportunity to give back to the community and promote oral health.
- NDA/RTFDS Presidential Inaugural Gala On November 23, I am honored to be in-

#### **DCDS Officers and Directors**

Dr. Cheryle Baptiste President

Dr. Hillary Hochman President-Elect

Dr. Kim Menhinick Vice President

Dr. Eugene Giannini Treasurer

Dr. Sally Cram Secretary

Dr. Ioana "Anna" Bettios

Dr. Dr. Katie Clark

Dr. Charles Coulter

Dr. Lucciola Lambruschini

Dr. Naghmeh "Nina" Latifi

Dr. Chris Loukaitis

Dr. Clare McGorry

Dr. Allen Robinson

Dr. Luke Schwartz

#### DCDS Staff

Kurt Gallagher, CAE Executive Director

Maeceon Lewis
Education and Community Programs Senior Coordinator

Cheryl Michi Membership and Operations Senior Associate

Guy Nagbe Senior Associate

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E: info@dcdental.org

#### Letter from the President, Continued

ducted as the 101st NDA President at the Presidential Inaugural Gala at MGM National Harbor. I look forward to this momentous occasion and encourage you to join us in celebrating our profession.

• Greater New York Dental Meeting For those of you attending the Greater New York Dental Meeting from November 29 to December 4, I hope you find it to be a rewarding experience filled with knowledge and new connections.

As we move through November, I want to take a moment to express my deep gratitude for the commitment and passion each of you brings to our profession. Whether through community outreach, continuing education, or professional advocacy, we are stronger as a collective force. I am thankful for the work you all do each day and for the privilege of serving as your president.

Lastly, as we approach Veterans Day, I would like to honor all veterans for their service and sacrifice. Let us remember that while they may have served on the front lines, we, as dental professionals, can serve them by ensuring they have access to quality care and support when needed.

Wishing you all a peaceful and fulfilling November.

Warm regards,

Cheryle Baptiste, DDS President 2024-2025

# **Get Involved in Your DC Dental Society**

DCDS is seeking dedicated volunteers to serve on several of our key committees. This is a great opportunity to get involved, contribute to the future of our organization, and collaborate with fellow members. We are currently looking for volunteers to serve on the following committees:

- Education Committee
- Membership Committee
- Public Policy Committee
- Wellness Committee (Newly created!)

If you're passionate about shaping the direction of our Society and would like to volunteer your time and expertise, we encourage you to apply!

For more information or to express your interest, please email us at info@dcdental.org.

# Help DCDS Serve the Community! Volunteer at Feast of Sharing Holiday Celebration

#### **November 26 and November 27**

# Walter E. Washington Convention Center 801 Allen Y. Lew Place NW, Washington, DC

This FREE Thanksgiving Meal will be served by volunteers to members of the community. Volunteer shifts are available on November 26 and 27, 2024

Volunteer opportunities include:

- Clothing Distribution
- Kitchen Aides
- Assembly and Personal Care
- Dining Hall Service Buffet Servers
- Dining Hall Service Table Servers
- Dining Hall Cleanup

<u>Click here for more information and to volunteer</u>. Then scroll down the page to find available dates, times and your volunteer role.



Click on the green icon next to a slot to sign up for that slot.

**Volunteer Here** 

## **Fall 2024 Continuing Education Presentations**

Our monthly meetings are a fantastic opportunity for members to network, enjoy a meal together, and earn continuing education credits. And they're free for all members!

Monthly business meetings begin at 5:45 p.m. Educational session begins at approximately 6:00 p.m. <u>Visit the DCDS website</u> for course information, speaker bios, fees and cancellation policy.

Meeting Date	Meeting Topic	Speaker	
November 14	Dental Malpractice: What It Is And How To Prevent It; An Approach Based In Risk Management	Dr. Marc Leffler	
December 10	Teeth, Tools and Technology: A Holistic Approach to Cybersecurity	Mr. Gary Salman	

#### **Missed Watching a Meeting Recording?**

Members who have registered for CE meetings may access the meeting recordings via this link. Login is required.

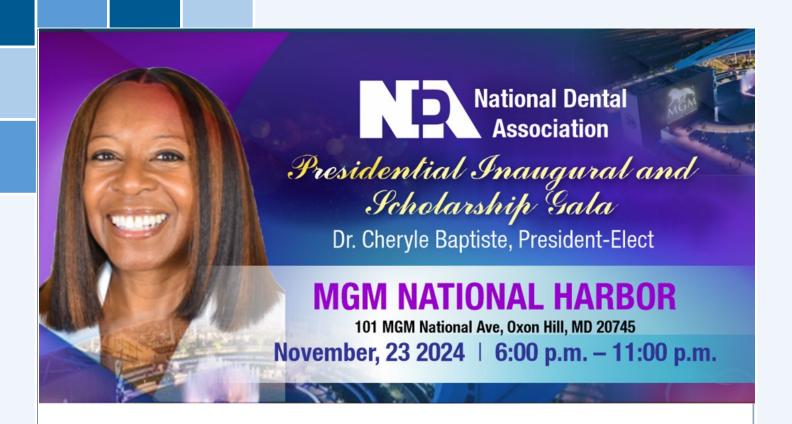
#### **About DCDS Speakers**

Your DC Dental Society has developed a continuing education program that features leading experts in dental care whether they practice across the country or down the street. The inclusion of local presenters on the program for DCDS monthly meetings is intended to foster collegiality and support our local community. DCDS does not endorse one specialist over another, but celebrates D.C. talent.

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#### **Event Details**

The National Dental Association cordially extends a special invitation for you to join us at the inauguration of our 101st President, Dr. Cheryl Baptiste.

Please click the link above to order tickets, purchase an advertisement, become a sponsor, or make a donation!

If you have any questions, please call (240)241-4448.

#### **MISSION STATEMENT**

The National Dental Association promotes oral health equity among people of color by harnessing the collective power of its members, advocating for the needs of and mentoring dental students of color, and raising the profile of the profession in our communities

# **Avid Cruise Giveaway**



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## DC DENTAL SOCIETY FOUNDATION



# Giving back to the community

"No need to travel far to help people in need for oral care. I have had the pleasure, over my last 30 years in private practice, to do free endodontic therapy (root canals) through the Spanish Catholic Center Dental Clinic/DC Cares Pro Bono Program, to patients in the District that have no insurance, or income but are in severe pain due to dental infection. Volunteering dental services has not only been personally rewarding and fulfilling, but it provided a way to "give back" and engage with your community. Colleagues and even some of my patients know I have been volunteering my services and they often ask me about it and acknowledge the positive impact it has in our community. Given there are more people in need of oral care than there are providers, consider volunteering your services and put a smile in someone's face!"

Dr. Angela P. Noguera, DDS, MS

# Sign up for DC Dental Cares, the DC Dental Society Foundation's pro bono program.

This program is win-win-win: for our community, for the individuals who receive dental procedures that would not otherwise be possible due to costs, and for the DCDS volunteer who gains that warm feeling that comes from doing good.

Patients are fully vetted for need by our partner, the Catholic Charites Healthcare Network (CCHCN), and the treating dentist sets the level of care provided. You can treat one person a year or several a month, all while in the comfort of your own office.

DC Dental Cares Sign Up Form

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merchantadvocate.com/DCDS

# Top Four Challenges Facing Dental Practices

# VIRTUAL PAYMENT ACCEPTANCE COSTS

If you receive payments from insurance companies that use virtual credit cards, you should investigate how to optimize these payments, as virtual payments normally come with extremely high processing fees. These fees are so high, in fact, that many states have banned insurance companies

# "Virtual payments normally come with extremely high processing fees."

from only offering this payment option. The good news is that with the proper education on procedures you can reduce these drastically. You can read more specifics about existing virtual credit card legislation, including whether your state is on the list, on the American Dental Association's website.

# 2 SOFTWARE INTEGRATION CHALLENGES

Many of our dental clients use practice management software. Typically, these software companies work exclusively with one processor, which can make it challenging for a practice to secure optimal rates on their own.

Another major issue can involve the software itself. If you aren't running the most recent upgrade, it may not share all the information required by the processor, resulting in additional charges that can really add up. While we would recommend calling your provider to ensure you're running the most recent version, they aren't always aware if there's a problem or how to fix it. Merchant Advocate has extensive experience in this area and understands not only what information the processor needs to avoid fees but can also ensure pricing is fair.

# COLLECTION OF SENSITIVE DATA

Every merchant that stores, processes, or transmits cardholder data is responsible for its protection. The Payment Card Industry (PCI) Data Security Standard (DSS) was created to help protect consumer data. Because patients' credit card data is considered patient data, a PCI breach is also a HIPAA violation. The good news is that it's easy to become compliant by using a PCI-compliant hosting provider. EMV chip cards are an additional way to protect card-present transactions.

To ensure PCI compliance, you must implement the proper security policies, procedures, and staff training. You can start by auditing your merchant statements, which will show noncompliance via a penalty fine. Other simple steps include changing your user account passwords on a regular basis, using a third party to monitor your network security, and reviewing your physical security measures such as employee training and IT infrastructure.

# 4 SURCHARGING CONSTRAINTS

Some business owners have turned to cash discounts and surcharges to cover increases in processing costs, passing the cost to their customers. The guidelines and laws surrounding these programs are unclear, everchanging, and vary by state and area. Many states cap the percentage of a transaction merchants can charge and the surcharge itself is often set up incorrectly, leading to math errors and overcharging. There are serious tax implications and the possibility of fines in these cases, not to mention insurance constraints.

#### Options include:

- ➤ Signing up for a registered surcharge program that only passes the fee on credit cards. If you take insurance, you will need to check with your carriers to make sure it doesn't break the contract with the set fee you have.
- Raising your prices, offer a cash discount yourself (no need to have the processor involved as they are just trying to make a commission), and keep the extra profit. All you need to do this is a wellpriced merchant account.

CONTACT your DCDS representative: Howard Goldstein





# Justine Witkowska-Baker

# VP Business Lender First National Bank

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If you're tired of feeling like you're at the mercy of credit card companies, it's time to take action. Let Merchant Advocate be your guide to greater financial freedom. Reach out to them today and start reclaiming control over your bottom line."



-Dr. Aliya Kassam Two Aces Dentistry Washington, DC



We understand the credit card processing industry and can help you get the best rates and fees. There are no upfront costs for our services and we are paid out of the savings we achieve for you, adding more to your bottom line.

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## ADA supports extension of tax policies to assist dentists

ADA Morning Huddle, October 28, 2024

The ADA is expressing support for an extension of several tax policies that it says will support dental professionals, other small businesses and local economies, including a deduction for certain businesses organized as pass-through entities and a reduction of the corporate tax rate. Failure to renew these tax policies would negatively affect oral health, the ADA said, as younger dentists and newer practices that could help expand access are more likely to currently take advantage.

Read more

## Two leaders in dentistry receive ADA honorary membership

ADA Finance & Operations, October 26, 2024

The ADA Board of Trustees awarded honorary memberships to Aldolfo A. Rodríguez Núñez, D.D.S., and Rita Tiernan for their outstanding contributions to the advancement of the art and science of dentistry. An honorary ADA membership goes to individuals outside the dental profession who are current tripartite employees with at least 20 years of experience or to dentists who are not eligible for active, life or retired membership within the Association.

Read more

## New dentist take center stage at SmileCon

ADA Morning Huddle, October 21, 2024

SmileCon offered new dentists an experience all their own, from courses designed to meet their unique needs to events that celebrate their early-career achievements. Some continuing education courses that may be of special interest to new dentists covered practice management skills and marketing strategies. This year's winners of the ADA 10 Under 10 Awards were also be recognized during SmileCon's first Changemakers Celebration.

Read more

DCDS Newsletter: Volume 72 /Number 11/ November 2024

### **Classifieds**

### 6 Op Periodontist Practice in CBD For Sale- \$ 1.3 Million in Collections

**Description**: Centrally located in the heart of Washington D.C. 100% FFS with long term lease in place Production over \$1.3Million annually with very high Net Income ~2,500 Active patients 6 Operatories. Reception, waiting area, in-suite bathroom. Fully equipped dental office. Loyal patient base and experienced staff. Turnkey operations ready for your take over today!

Contact: Ralph W Miller III | 443—207-1649 | ralphmiller@hprgrealty.com

## **DCDS Member Ads**

**FREE Employment Ad for DCDS Members**. DCDS members who are seeking employment or who have open staff positions can place a classified ad at no charge. Click on the link below to get started.

#### **Advertise with DCDS**

Classified ads in the DCDS Newsletter are easy. Simply submit your ad through the DCDS online form. We will then send you a payment link. Payment must be received prior to publication.