

# NYSDA

AN OFFICIAL PUBLICATION OF THE NEW YORK STATE DENTAL ASSOCIATION

## news

### Another View of Dentistry During the Recession

H. Barry Waldman, D.D.S., M.P.H., Ph.D.; Dolores Cannella, Ph.D.

Despite evidence that the recession's impact on dental business has been, up to now, less serious than in other industries, the fact that dental care, more so than other health services, is funded by out-of-pocket spending portends potential concerns as the slow recovery from the recession continues.

The National Bureau of Economic Research (NBER) announced that the last recession officially began in December 2007.<sup>1</sup> Many economists say the recession ended in June or July of 2009. The NBER (the ones tasked to make the formal call) was a bit more cautious and only made the call in September, pronouncing that the recession had ended in June. It's easy to see why the NBER didn't jump on the recovery bandwagon. "Call it a 'painfully slow' or 'anemic' recovery, but the latest economic indicators suggest that it at least feels like anything but a recovery, even while Fed Chairman Ben Bernanke, in early August 2010, assured better days are here already. While he warned there's still 'a considerable way to go' for a full recovery, 'the economy seems to have stabilized and is expanding again.'"<sup>2</sup>

A previous review in *The NYSDJ* looked at the economic uncertainty of dental practice as the 2007 recession was entering its initial stages.<sup>3</sup> This article considers dental practice as the economics of the country gradually passes beyond the depth of the recession.

#### RECESSION REALITIES

During almost three years since the official start of the recession, the news media has reported the tragedies as millions have lost their jobs, homes, savings, and basic confidence in government efforts and their personal aspirations for the future. Even a cursory reading of lay and dental profession reports indicates that dental practitioners have not been immune from the impact of recession.

"As consumers become more concerned about their economic future, they become less likely to spend money on any product or service that is not considered to be essential. For many people, dentistry falls into this 'elective' category."<sup>4</sup>

"The effects of the recession on the local dental industry have worsened since last year. More than 90 percent of dentists surveyed said their clients are putting off cosmetic procedures...."<sup>5</sup>

"It first became evident in August of 2008. We started having more gaps in the appointment schedule. We had been anticipating a slowdown due to the bobbed ride the stock market was experiencing. But the kind of drop-off we felt was unanticipated."<sup>6</sup>

#### ANOTHER VIEW

In the midst of the recession, there were other voices that presented another view. "With average profit margins at 17%, dentistry outpaced accounting, tax preparation, bookkeeping and payroll services, legal services and mining support services among the top five performing professions in '08."<sup>7</sup> Nevertheless, the writer does add the commentary, "Traditionally, it takes six to 12 months for economic trends to affect dental practice...The full impact of the downturn may be yet to come."<sup>7</sup>

Reports from a series of federal agencies (Bureau of Labor Statistics, Census Bureau and the Centers for Medicare and Medicaid Services) provide information through the early months of 2010 at the national and state levels that may offer indications of how the profession is faring as the nation works its way out of the recession. (Note: national data may not necessarily represent the specifics at particular local levels.)

The CPI reflects spending patterns for each of two population groups: all urban consumers; and urban wage earners and clerical workers. The all urban consumer group represents about 87 percent of the total U.S. population. It is based on the expenditures of almost all residents of urban or metropolitan areas, including professionals, the self-employed, the poor, the unemployed and retired people, as well as urban wage earners and clerical workers. Not included in the CPI are the spending patterns of people living in rural non-metropolitan areas, farm families, people in the Armed Forces and those in institutions, such as prisons and mental hospitals.<sup>8</sup>

By using the CPI to track and eliminate the effects of inflationary factors, it is possible to compare year-to-year changes in actual spending for particular services—in this example, per capita U.S. resident spending for dental services. For example, the per capita current dollar spending for dental services increased from \$166 to \$292 between 1995 and 2005. In actuality, in terms of constant dollars—removing the effects of inflation—the per capita actually increased from \$80 to \$90. Similarly, during the period of the recession, per capita

continued on page 2

## what's inside

#### NYSDA Emerges Victorious

Governor signs bills favorable to dentistry .....2

#### No Cover. No Discount

Insurance discounts for non-covered services outlawed in New York State .....6

#### On the Up and Up

Keep your dental practice on the right side of the law .....11



Stuart Segelnick, foreground, and Adam Shapiro share a piano and passion for songwriting.

### An Installation Set to Music

Second District president creates his own theme song.

WHEN STUART SEGELNICK is installed as president of the Second District Dental Society, it will be to music of his own making. The Brooklyn periodontist wrote the words and music for a tune he calls "SDDS, You're the Best," which will be played at his installation on Jan. 9.

He won't be performing the song himself, choosing to concentrate instead on his inaugural address. Rather, a band, hired for the occasion, will do the honors, performing what Dr. Segelnick described as an ode to the Second District, which, he said, has had "such a profound, positive influence in my life the last 15 years."

This is hardly Dr. Segelnick's first foray into the musical world. In fact, he and colleague Adam Shapiro, a general dentist who practices in Queens, have been writing music together for nearly 25 years, ever since they met in a chemistry class at Brooklyn College.

While Dr. Shapiro didn't have a hand in the writing of "SDDS, You're the Best," he did contribute to the five complete songs the duo has penned so far. Dr. Segelnick estimates that separately they've written around 30 songs each,

continued on page 3

## EDITOR

Kevin J. Hanley, D.D.S.

## MANAGING EDITOR

Mary Grates Stoll

## ADVERTISING MANAGER

Jeanne Deguire

## ART DIRECTORS

Kathryn Sikule/Ed Stevens

## NYSDA OFFICERS

Robert J. Doherty, D.D.S., President  
Chad P. Gehani, D.D.S., President Elect  
P. Deborah Weisfuse, D.M.D., Vice President  
Richard F. Andolina, D.D.S., Secretary-Treasurer  
Robert M. Peskin, D.D.S., Speaker of the House  
Michael R. Breault, D.D.S., Immediate Past President  
Mark J. Feldman, Executive Director

## PRINTER

Fort Orange Press, Albany

The NYSDA News (ISSN 1531-684X) is published quarterly, in February, May, October and December, by the New York State Dental Association, Suite 602, 20 Corporate Woods Boulevard, Albany, NY 12211-2370. Subscription rates are \$5 per year to members of the New York State Dental Association; \$10 per year, or \$2.50 per issue, for nonmembers. Periodicals postage paid at Albany, NY. Send address changes to NYSDA News, Suite 602, 20 Corporate Woods Boulevard, Albany, NY 12211-2370.

Editorial and advertising offices are at Suite 602, 20 Corporate Woods Boulevard, Albany, NY 12211-2370. Telephone (518) 465-0044. Fax (518) 465-3219. E-mail [info@nysdental.org](mailto:info@nysdental.org). Web site [www.nysdental.org](http://www.nysdental.org).



## NYSDA Records Legislative Wins in Governor's Office

GOV. DAVID PATERSON responded to entreaties from the New York State Dental Association, signing three NYSDA-supported bills into law in September. They are: the patient quota/Invisalign bill; the restricted dental faculty license bill; and the residency expansion bill.

The patient quota bill was a centerpiece of NYSDA's 2010 legislative program. Its passage means dental manufacturers are barred from imposing patient quota systems as part of their marketing and sales of a dental product, service or treatment modality.

The dental faculty license bill extends the sunset date for the restricted dental faculty license to practice dentistry to Feb. 2, 2015. It was set to expire in February 2011.

Under terms of the residency expansion bill, out-of-state licensees will be allowed to take instruction and practice clinically in a dental residency program for a period not to exceed 90 days. Previously, they were limited to courses taken at dental schools.

Also in September, Gov. Paterson signed into law the dental hygiene limited permit bill, which will allow dental hygienists to obtain limited permits prior to being licensed, so that they can practice between the time they graduate and the time they pass their licensing exam. This is a privilege currently extended to other licensed professionals. ☞

## Dentistry During the Recession *continued from page 1*

spending for dental services increased from \$319 in 2007 at the beginning of the recession, to \$348 in July 2010. In terms of constant dollars, per capita spending for dental services decreased minimally from \$89 to \$87, and then up to \$88 per capita.

During difficult economic periods, businesses of all types tend to offer bargains in an effort to draw in customers. The results of such efforts to increase sales were reflected in an overall slight decrease in the CPI between 2008 and 2009. Despite the impact of a slowing economy since 2007, the CPI for all professional health services has continued to outpace the overall CPI, with dental care the leading category for all professional services, that is, the cost for dental services has continued to increase beyond the rate of price increases by other health professions; and dentists have not had to reduce their prices "to draw in patients."

### NEW YORK STATE

Describing modifications in dental establishments offers another view of the profession's response to the recession. An establishment is defined as a single physical location where services are performed. It is not necessarily identical to a company or enterprise, which may consist of one or more establishments. In addition, one or more practitioners may be present in an establishment. The term "dental establishment" refers to facilities with employees, which may include dentists, that are subject to federal income tax. Government agency programs—hospitals and health department clinics—are not included.<sup>14</sup>

In New York State prior to the recession, there was an ongoing increase in the number of dental establishments, the numbers of employees and gradual increases in the average number of employees per establishment, with increasing current and constant dollar salaries. The recent availability of information for 2008 from the Census Bureau records a slowdown in the growth of the overall dental employee workforce and the number of dental establishments, and a plateauing of average number of employees per establishment and current and constant dollar salaries. Essentially, the response of the profession has been to "tread water" while awaiting an upturn in the economy.

### COSTS OF DENTAL CARE ARE FELT

While dentists have maintained continued increases in prices beyond the general level of inflation, the fact remains that dental services are "felt" by patients to a greater extent than other services because of the disproportionate out-of-pocket expenses for dental care. For example, in 2008, although approximately half of dental costs were covered by various forms of insurance, out-of-pocket spending represented almost 45 percent of costs, with government programs covering the remaining 7.3 percent of costs. By contrast, 3.2 percent of hospital costs and 10 percent of physician costs were paid out-of-pocket. Fifty-seven percent of hospital costs and 35 percent of physician costs were paid by government programs. Reports by the Centers for Medicare and Medicaid Services project only minimal future changes in the proportional distribution of funding sources for health services.<sup>11</sup>

### COMMENTARY

The previous review in *The NYSDJ* concluded with a favorable perspective on the future of dental practice with the observation that the dental profession that

faced the recession is very different from the profession (and population) that confronted the economic reverses in the past decades. The combination of a prevention-oriented population, the ability of the profession to provide services unimaginable in the past, dramatic decreases in the proportion of the population that is edentulous and has been willing to invest in dental services to retain its remaining dentition bodes well for the future of the profession.<sup>3</sup>

Nevertheless, the facts are that tens of millions of U.S. residents have lost jobs and related health insurance coverage, as well as losing homes, retirement nest eggs and a sense of security since the onset of the recession in 2007. The reality is that dentists, compared to other health professionals, to a greater extent, have weathered the impact of the recession.<sup>8</sup> However, the greater reliance on out-of-pocket coverage for dental care costs portends potential concerns as the slow recovery from the recession continues. ☞

*Dr. Waldman is distinguished teaching professor in the Department of General Dentistry at Stony Brook University, Stony Brook, NY. Dr. Cannella is director of behavioral sciences and assistant professor in the Department of General Dentistry at Stony Brook University. Queries about this article can be sent to Dr. Waldman at [hwaldman@notes.cc.sunysb.edu](mailto:hwaldman@notes.cc.sunysb.edu).*

### REFERENCES

1. Isidore C. CNN Money.com. It's official: recession since Dec. '07. Web site: <http://mpony.cnn.com/2008/12/01/news/economy/recession/index.htm> Accessed July 2, 2010.
2. Tseng NH. Fortune. August 6, 2010. Did the recession actually end? Web site: [http://money.cnn.com/2010/08/06/news/economy/NBER\\_recession.fortune/index.htm](http://money.cnn.com/2010/08/06/news/economy/NBER_recession.fortune/index.htm) Accessed August 19, 2010.
3. Waldman HB, Chaudhry RA, Cinotti DA. Dentistry in time of recession. *NYS DJ* 2009;75(2):22-24.
4. Parker MA. Dental care during a recession. *N Carolina Med J* 2009;70(4):352-353.
5. Kramer K. Tough economy takes its toll on teeth. *Dent Trib* Feb 18, 2010. Web site: <http://www.dental-tribune.com/articles/content/id/1508/scope/news/region/usa> Accessed August 3, 2010.
6. Carney KK. Recession depression. *ADA NEWS*, Sept 21, 2009. Web site: <http://www.ada.org/news/728.aspx> Accessed August 3, 2010.
7. Gregory S. Time in partnership with CNN. Dentists: Smiling in the face of recession. Feb 19, 2009. Website: <http://www.time.com/time/printout/0,8816,1879760,00.htm#> Accessed August 3, 2010.
8. Bureau of Labor Statistics. Whose buying habits does the CPI reflect? Web site: [http://www.bls.gov/cpi/cpifaq.htm#Question\\_1](http://www.bls.gov/cpi/cpifaq.htm#Question_1) Accessed August 20, 2010.
9. Bureau of Labor Statistics. Consumer Price Index. Web site: <http://www.bls.gov/cpi/cpid09av.pdf> Accessed August 18, 2010.
10. Bureau of Labor Statistics. Consumer Price Index. Web site: <http://www.bls.gov/cpi/cpid1007.pdf> Accessed August 18, 2010.
11. Centers for Medicare and Medicaid Services. National health expenditure projections 2009-2019. Web site: <http://www.cms.gov/NationalHealthExpenditureData/downloads/proj2009.pdf> Accessed August 16, 2010.
12. National Center for Health Statistics. Health, United States 2009. Hyattsville, MD: National Center for Health Statistics, 2009.
13. Centers for Medicare and Medicaid Services. National health expenditure projections 2001-2011. Web site: [http://www.cms.hhs.gov/statistics/nhe/projections\\_2001/proj2000.pdf](http://www.cms.hhs.gov/statistics/nhe/projections_2001/proj2000.pdf) Accessed August 19, 2010.
14. U.S. Census Bureau. County Business Patterns: 2000; 2005; 2007; 2008. Web site: <http://www.census.gov/econ/cbp/index.html> Accessed August 23, 2010.

## An Installation Set to Music continued from page 1

among them, Dr. Segelnick's love song to his wife, "Oh, Tina," which he sang on his wedding day.

"I remember rehearsing it with Adam for months," Dr. Segelnick said. "He was an usher at my wedding and played the keyboard with the band, just for the performance of 'Oh, Tina.' I was so nervous, I forgot one of the verses of my own song and had to improvise."

Things went a little better with Dr. Segelnick's romantic ballad "Helen, I Love You." It was picked up by famed Iranian singer Helen, who made it into a video and linked it to her MySpace page. The video, available on YouTube, has had over 56,000 views.

Dr. Segelnick said he began writing music while a student at South Shore High School in Brooklyn. He recalled the first song he wrote was a rock ballad entitled "I'm Too Afraid of Love," written after a dance party where fear kept him from asking a girl to dance.

While his dental credentials are firm—Dr. Segelnick is a graduate of the University at Buffalo School of Dental Medicine and did his periodontal specialty training at Temple University—his musical training is a bit more rudimentary and consists pretty much of piano lessons when he was in fourth and fifth grade.

"I didn't particularly like the lessons," he recalled. "It could have been the teacher or just me."

An appreciation and desire to emulate the works of artists Billy Joel and Elton John, however, lured him back to music when he was in high school.

"I would sit at the piano for hours practicing their music by myself. But since the piano was in the living room, not far from the kitchen, I remember my mother preparing lunch or dinner and yelling at me to stop playing so loud."

His musical partner, Dr. Shapiro, took a couple of music courses at Brooklyn College and some ear training classes and is aided as well by what Dr. Segelnick said is perfect pitch.

"He can tell you instantaneously what notes and chords you're playing on the piano," Dr. Segelnick said admiringly, noting also that Dr. Shapiro is "100-times better" than he is at playing piano and singing.

Both men said their parents were major influences in their musical avocations. Dr. Segelnick's father wrote country music songs and won a number of songwriting contests, though he never was able to break into the music industry. Dr. Shapiro's father played the violin; his mother plays the piano.

So how do dentists with active practices find time for composing music? Dr. Shapiro works at it mainly at home, or at the piano in his dental office, or in his car. Dr. Segelnick said

he works at home, but lately he's been doing writing in his car as well.

"Adam and I both keep pens and sticky papers in our cars, where we seem to write a number of our songs—though we recommend using a digital recorder when driving."

Are they ready to chuck dentistry and devote themselves full-time to music? Dr. Shapiro is, apparently, not so certain, confessing he would rather be playing 50 percent of the time.

As for Dr. Segelnick, there's no contest.

"I enjoy writing songs," he said. "but I love practicing dentistry more." ❧

# Take Control of Your Practice

Stay away from negative issues to keep your practice operating positively.

*Kenneth I. Metsky, CPA*

While the state of the economy remains uncertain, and the long-term effects of the Gulf region oil spill are still undetermined, there are other things in this world that dentists who own their own practices most certainly have control over. One of them is the success of their practices. What follows is a list of five negative issues we commonly see when


*continued on page 10*



# The Price of Celebrity

More tales from the trenches.

*Stephen B. Gold, D.D.S.*

rowing up in Brooklyn, I always had this fantasy of living and working in a small suburb where everybody knows your name. Since there was no town named “Cheers,” I opened my office in Port Jefferson, on Long Island. Soon after, I bought a house close to my practice. I quickly became the locale’s pediatric dentist.

I learned there are pros and cons to living and working in a small town. Every time I left my home, there was a chance I would meet a family whose children I treated; therefore, I had to shave and wash up before venturing outdoors. I wouldn’t want them to think their dentist ever looked slovenly.

After having my own children, things got more complicated. I felt like a celebrity every time we went to a children’s movie or school play. My young patients would come running up to me like I was a member of the New Kids On the Block. Of course, I remembered no one’s name and resorted to calling all the girls “princess” and all the boys “champ.” Not particularly original, but it worked. I had to explain to my young impressionable daughters that when I did not introduce them to some of the people we met, I was not being rude; it was just that I did not remember the names of the people with whom I was speaking.

This worked well, on most occasions. One time, however, after attending my daughter’s dance recital, two 5-year-old female patients came up to me at the same time with their moms. I said “Hi, princess” to the first girl, then turned to say “Hi, princess” to the second one. The first little girl started to cry. When her mother asked her why she was crying, the tearful youngster said, “I thought I was the only princess Dr. Gold had.”

Last week, I had a quick text message exchange with my now, 27-year-old daughter. It went like this:

“HI DAD,” she wrote.

“HI PRINCESS,” I texted back.

“OMG U 4GOT MY NAME,” she responded.

## CLANDESTINE AFFAIR

My wife, Ruth, and I met when she was 17 and I was 18. We married during my second year of dental school. We have been married for nearly 38 years.

I never intended to have my spouse work in my office. But once I put up my shingle and began having bills to pay, I called on Ruth to work in the office whenever she could. As time went on, she began to spend more and more time working in the office and, eventually, she became my receptionist. In any interactions with patient families, she used her maiden name. We didn’t intentionally hide the fact that we were married, but neither did we publicize it.

About five years into practice, we heard the rumor about us. We were advised that it was “common

## Columbia Asks Dental Students to Consider Service to Underserved



Global Health Externship in Guatemala hopes to instill attitude of professional philanthropy in dental students.

Cambodia, El Salvador, Peru and Guatemala. Some 75 percent of students in each class annually participate in a GHE since the program began in 2008. Externships

*continued on page 12*

knowledge” that Dr. Gold had left his first wife to marry his receptionist, Ruth.

Apparently, people would see Ruth and me holding hands while walking around town. They naturally put one and one together to come up with a threesome.

I found this rumor funny. Truth be told, I was flattered. I did not think I had the wherewithal to cheat, let alone with someone I was already married to. Ruth, however, found no humor in the rumor.

To this day I giggle when I see parents of new patients eyeballing Ruth and me holding hands as we walk around town. I can only guess what they are imagining.

Of course, I keep this giggling to myself, for fear that my wife will find out.

### PLANNED PARENTHOOD

When I have to take radiographs on a very young child, I have the parent sit the patient on his or her lap and hold the X-ray tab in the child’s mouth.

One day, Mr. and Mrs. Smith came in with their 20-month-old son, John, who had fallen and luxated a central incisor. I advised them that either one of them could hold the child for the X-ray, assuming neither was pregnant. Dad laughed and said he certainly wasn’t. Mom simply stood there with a frozen look on her face and mouthed something that sounded like “ERR.” Dad turned to her and said, “What do you mean, ‘ERR’?” To which mom replied, “ERR, ERR.” Dad, now speaking rather loudly and heatedly, said, “That’s impossible. You can’t possibly be pregnant!” Mom continued to emit only the “ERR” sound.

Since there was no hole for me to jump into, I told the Smiths I would step out of the room and leave them alone for a few minutes before attempting the radiograph. When I returned to the operatory John was sitting in his dad’s lap; mom was nowhere to be seen.

Only dad brought John in for his post-trauma follow-up appointments.

A little less than a year later, when John returned for a routine visit, he was accompanied by his mom and his adorable new baby sister. I never found out what transpired between mom and dad the day of the original visit, but I did figure out what mom’s “ERR” meant. ☘

*Dr. Gold practiced pediatric dentistry for over 30 years in Port Jefferson, Suffolk County, NY. He is a past president of NYSDA. The first two installments of Dr. Gold’s “Tales from the Trenches” appeared in the March New York State Dental Journal and May NYSDA News.*

WITH A TOTAL of eight permanent sites abroad and two more coming online this year, the Global Health Externship (GHE) experience is an important aspect of the Columbia University College of Dental Medicine’s effort to inculcate in their students an attitude of professional philanthropy, and, perhaps, most importantly, teach them that individually they can provide access to care where little or none exists.

GHE’s are currently operating in the Dominican Republic, the American Southwest, Jamaica, Philippines,

# Discounts for Non-Covered Services? *Not in New York*

Insurers who try to force discounts run afoul of the law in New York State.

Lance Plunkett, J.D., LL.M.; Judith Shub, Ph.D.

The term “non-covered services” refers to insurance policies that set a cap on the amount of money a participating dentist can bill a patient for services not covered by the insurance plan. This practice essentially attaches to the insurance, offering a form of a discount buying club.

In 2008, Delta Dental changed its billing and payment policy for non-covered services to begin this practice. This past January, Delta implemented a national policy requiring participating dentists to

charge covered patients the contracted fees for services that are not covered by their plans. United Concordia has issued contract addenda capping charges for non-covered services and services over the maximum. And some companies are setting a maximum allowable fee for non-covered services or a maximum allowable fee for non-covered services after the benefit maximum has been reached, while other companies already have these same policies in place.

These events have triggered a series of reactions from dental associations across the country. Some are seeking new legislation to stop such practices. The

New Jersey Dental Association has initiated a lawsuit against a major insurance company.

New York State already has regulations in place in its insurance laws that make such practices illegal. Under Section 1113(a) of the New York State Insurance Law, it is not an authorized form of insurance to market discounted fees for non-covered health care. That is a form of discount buying plan, not a form of insurance. New York Insurance Law Section 3201(a) states that no policy form may contain an item that is not covered under the insurance categories set forth in Section 1113(a).

Requiring discounts for non-covered services can be cited as a violation of Section 4224(d)(1) and/or Section 2324 of the Insurance Law because it acts directly and indirectly as an inducement to insureds to purchase non-covered services and is an automatic “defined violation” as an unfair trade practice under Section 2402(b) of the Insurance Law.

Moreover, offering a service that is not an authorized form of insurance can also be attacked as a “determined violation” under Section 2402(c) of the Insurance Law. So, this practice of using a discount buying club for non-covered services to help sell an insurance plan has multiple potential problems that can be cited in New York State.

Some participation contracts NYSDA has reviewed already preclude the company from requiring that the contracting dentist discount fees for services that are not covered by the patient’s plan. Should a company with which a doctor has a participation contract seek to require that the doctor provide a discount for a service that is not covered by the patient’s policy, the doctor should direct a complaint to the New York State Insurance Department. Such a policy provision is unenforceable in this state.

It is also advisable to contact the insurer in writing to explain that the provision requiring such discounts is unenforceable.

It is important to note that New York’s insurance laws and regulations only apply to insurance products. They do not regulate self-funded benefit plans. These are subject to federal ERISA statutes, which preempt state insurance laws and do not need to follow them. ERISA plans are regulated by the United States Department of Labor, but the regulation is weak and there are no federal laws comparable to the New York Insurance Law that would be helpful to a dentist here. Most ERISA regulation by the Department of Labor has to do with fraudulent administration of benefit plans, which is generally unhelpful for more common issues and certainly of no use with non-covered services.

NYSDA suggests that members who are negotiating participating provider contracts, especially those that involve participation in ERISA plans, discuss with their attorneys the option of including contract language that would specifically indicate that the participating provider will charge patients the provider’s usual fees for treatment services that are not covered by patients’ benefit plans. That contractual approach will be honored even under ERISA. ☞

## Dental Foundation Included in Grant To Expand Oral Health Services

THE NEW YORK STATE DENTAL FOUNDATION is the recipient of a \$30,000 grant awarded by the Department of Health & Human Services’ Health Resources & Services Administration to the New York State Bureau of Dental Health. The foundation will be a sub-contractor on a state-run project to expand oral health care services in workforce shortage areas throughout New York State. Specifically, it will be the role of the foundation to link dentists to needy schools in these areas.

The foundation was selected because of its work on promoting school dental health certificates.

The foundation will use its grant to conduct a variety of related activities, among them: recruiting dentists through local dental society components; developing a web-based registry, as well as a directory of dentists interested in accepting children with Medicaid, Child Health Insurance Plans, and those willing to provide free or reduced cost care; producing a webinar for dentists and dental office staff; linking dentists to schools; and conducting screenings and completing school dental certificates. ☞



## Capitol Members

THE NEW YORK STATE Dental Association salutes members of its Empire Dental Political Action Committee (EDPAC) Capitol Club. Each person listed here has made a voluntary contribution of \$100 or more to the committee. (The names of previous Capitol Club members appeared in the May NYSDA News and June/July NYSDJ.)

Newest club members are:

- **New York County:** Thomas Behm; Kenneth Berger; Arnold Chesney; Myron Finkel; Michael Gelb; Michael L. Gelb; Irving Gerstman; Mark Horowitz; Lois Jackson; Irvind Khurana; Michael S. King; Krzysztof Koch; Allen Kozin; Lloyd Sherwin Landa; Jeffrey Margolin; Carl Meese; Steven Moss; Richard Pitz; R. Chester Redhead; Angelina Ricafrente; Norman Schneider; Leslie Seldin; David Shipper; Leon Tombacher; John Young Jr.
- **Second District:** Michael Beck; Man-Sing Cheung; John Demas; Mary Nasso.
- **Third District:** Joseph Hart.
- **Fourth District:** John Guarracino; William Hassan.
- **Sixth District:** Bruce Aaronson; Michael Buglione; Raymond Buglione; Robert Duthie; Mark Egner; Payam Goudarzi; Mark Hatala; Kristna Kapur; Marina Manunts; Luis Mauleon Jr.; James McCutcheon; Kierian Nwugwo; Ronald Sambursky; William Westfall.
- **Seventh District:** Suzanne Cassata; Eric D. Hanson.
- **Eighth District:** John Bonghi; Hesham Eltagouri; Chester Gary; Michael Marrone.
- **Ninth District:** Robert Gabrielle; Robert Gabrielle Jr.; Armen Manasar; Edward Woods.
- **Queens County:** Paul Addeo; Harold Biller; Doron Kalman; John Mathew.
- **Suffolk County:** Steven Hill.
- **Bronx County:** Lawrence Holtzman.

## UB Researcher Wants to Halt Plaque Formation



Chris Li

UNIVERSITY AT BUFFALO researcher Chris (Chunhao) Li, assistant professor of oral biology in the School of Dental Medicine, has been awarded a \$1.6-million research grant from the National Institutes of Health to develop processes, possibly leading to therapeutic compounds, which prevent biofilm formation of oral bacteria.

Dr. Li's quest to develop these processes begins with bacterial quorum-sensing systems that play an important role in the formation and development of biofilm in numerous bacterial species, including oral bacteria. "Quorum sensing is a type of bacterial cell-to-cell communication—a kind of decision-making process—and it is achieved through the production, release and detection of small signaling molecules called autoinducers (AIs)," Dr. Li said.

AIs come in two types; one of them has become the object of Dr. Li's research. AI-2's key biosynthesis enzyme is LuxS, whose quorum-sensing systems regulate a diverse group of activities in bacteria, including biofilm formation, and may be a potential molecular target for developing a novel class of therapeutic agents.

By defining the biochemical characteristics of LuxS proteins, Dr. Li hopes to identify compounds that are able to inhibit the biofilm formation of pathogenic oral bacteria.

The NIH-funded research may lead to better understanding of the biochemical features of LuxS proteins in oral bacteria, potentially creating new ways to prevent and treat oral microbial infections. ❧

dealing with dental practices and our recommendations for how to ensure a practice doesn't fall victim to them.

#### **DON'T BLAME THE ECONOMY**

While all of us are affected by the economic downturn, do not let such trends be an excuse for not performing. Dental practice owners should take charge of their practices and educate patients about the importance of immediately addressing small dental issues, which, if left untreated, can turn into health-threatening expensive issues. Treatment plans evolve along with the maturing of the patients. By treating them early and educating them about preventative care, dental prac-

tices leave the door open for their patients to become advocates for additional services. Patients will be happy—and what better way to market a practice than through happy and healthy dental patients?

#### **ADDRESS STAFF CONSISTENCY AND CONTINUITY**

Are all staff members on the same page? If low morale is negatively affecting the office atmosphere, correct it. Considering that a dental office is often a place that causes anxiety for some patients, it's important that steps are taken to ensure a positive, "drama-free," and calm environment. Patients are more likely to be at ease during their visit and willing to pay balances when they have a positive expe-

rience, from the waiting room to the dental chair. Office productivity increases as morale increases. If a team is fragmented, patients sense it. To combat negativity, consider holding offsite team building meetings—they're a great way to rekindle the fire in unmotivated staff.

#### **CREATE AND USE AN ANNUAL BUDGET**

While most dental practice principals have heard the word "budget," they have never attempted to prepare one. A budget can be started by simply looking at financial data from prior years and utilizing key benchmarks to set goals for the current year. Don't just prepare one and put it on the back shelf. Today, with automated software programs such as QuickBooks, a budget can be prepared very easily and used as a tool to understand a practice's financial data. Don't fear the economics; embrace the data as a fact sheet pointing to where the practice is heading and where it can go. Such measurements can help determine trends and indicate areas that need attention.

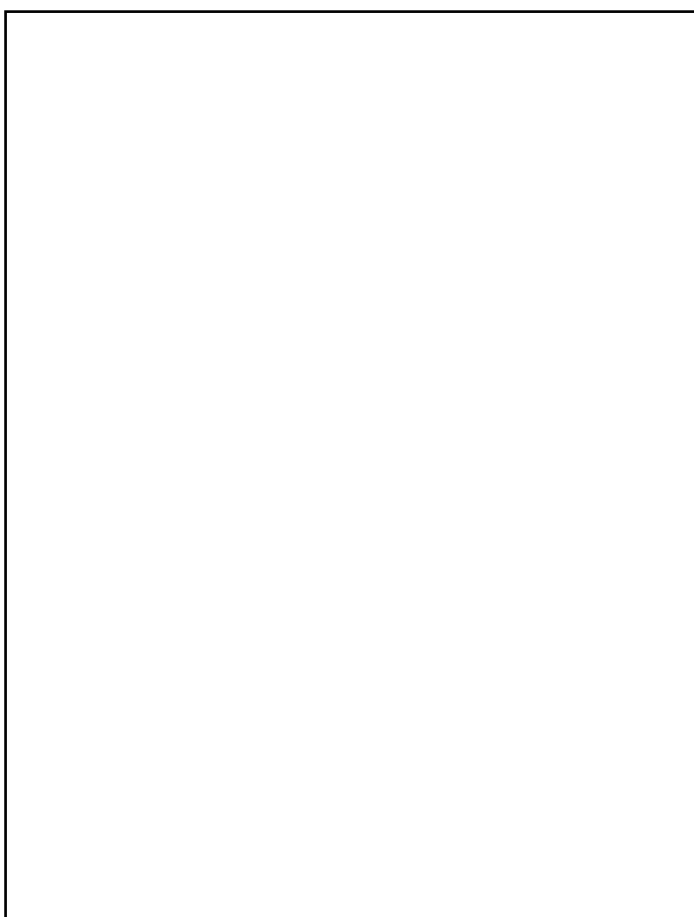
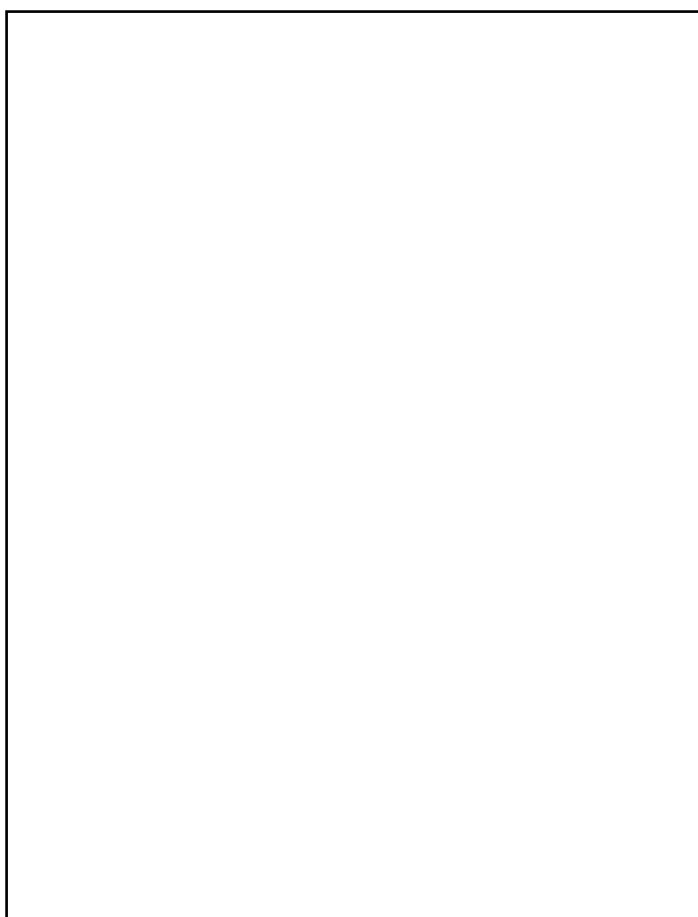
#### **REVIEW FEE SCHEDULES**

When was the last time fee schedules were updated? If a dental practice owner or billing staff can't remember, it's probably a good time to re-evaluate fees. Even small changes to routine procedures can make significant strides to a bottom line. Strong financial policies with clearly understood accepted treatment plans can only benefit a practice.

#### **REVIEW INTERNAL CONTROLS OVER CASH AND RECEIVABLE ADJUSTMENTS**

Even highly successful practices can get complacent, especially if cash flow is good. But don't overlook receivables. Are collections reasonable, or are an alarming number of patients paying 60 or 90 days late? Work with an accountant to create a policy for collections that is adhered to in boom times and slow periods. And for significant treatment plans, ask patients for an upfront payment. It ensures they don't miss their scheduled appointment—one for which a dentist may have cleared four hours of his or her day—and lessens the accounts receivable load. Dental practices should not be in the lending business. ☘

*Mr. Metsky is a partner at Citrin Cooperman & Co., LLP, accounting, tax and business consulting firm based in New York City. He is a member of the firm's dental and medical practices teams and advises dental practices throughout the New York metropolitan region. Mr. Metsky can be reached at (973) 218-0500 or kmetsky@citrincooperman.com*



# Practice Safe Dentistry

Attorney offers legal reminders to keep your practice operating on the right side of the law.

*Andrew Feldman, J.D.*

## DON'T MAKE ECONOMIC PRACTICE DECISIONS

Although these are difficult times for practitioners, dentists need to be ever-vigilant and not try to enhance their revenue at the expense of crossing the legal line.

It is important that they remember that waiving co-payments and deductibles is never appropriate and can lead to serious issues. At the outset, most managed care contracts prohibit the waiving of co-payments and deductibles. Accordingly, if you were to do so, you would be in violation of that particular agreement.

The Office of Inspector General takes the position that the routine waiver of co-payments and deductibles is unlawful because it results in false claims, violations of the anti-kick-back statute, and excessive utilization of items and services paid by Medicare.

Although there are certain permissible waivers, the best advice is to never waive a deductible or co-payment to make certain that you are in compliance with all appropriate rules, laws, regulations and HMO contracts.

## CONTRACTS ARE A NECESSARY PART OF PRACTICE

You enter into contracts with HMOs, with vendors and with other practitioners.

Many times, contracts will have language in them relative to indemnity provisions, restrictive practice provisions and certain terms that may be enforceable or unenforceable.

The best advice is, although it may take some time and require the retention of an attorney, when entering into a contract, it is always better to know what you are getting into ahead of time. The contract should be carefully reviewed by an attorney so that the dentist fully understands what he or she is signing onto, and what rights he or she has and does not have.

## CLASSIFY EMPLOYEES PROPERLY

Many companies and individual employers are trying to cut costs by wrongly classifying regular employees as independent contractors. Employers who characterize employees as independent contractors when they are not, avoid paying Social Security, Medicare and unemployment insurance taxes for those workers. Employers do not withhold income taxes from independent contractors' paychecks, and several studies have indicated that, on average, misclassi-

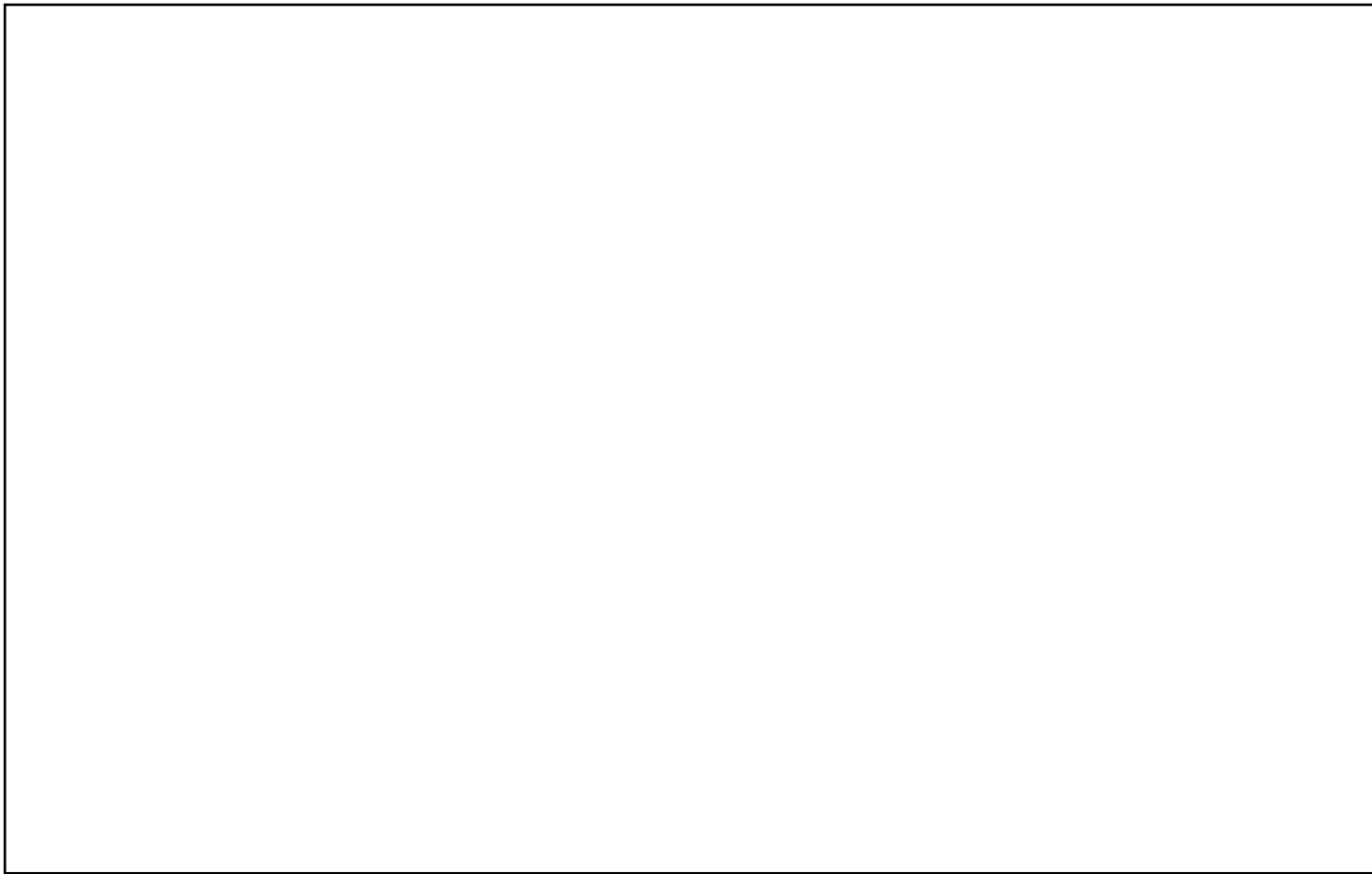
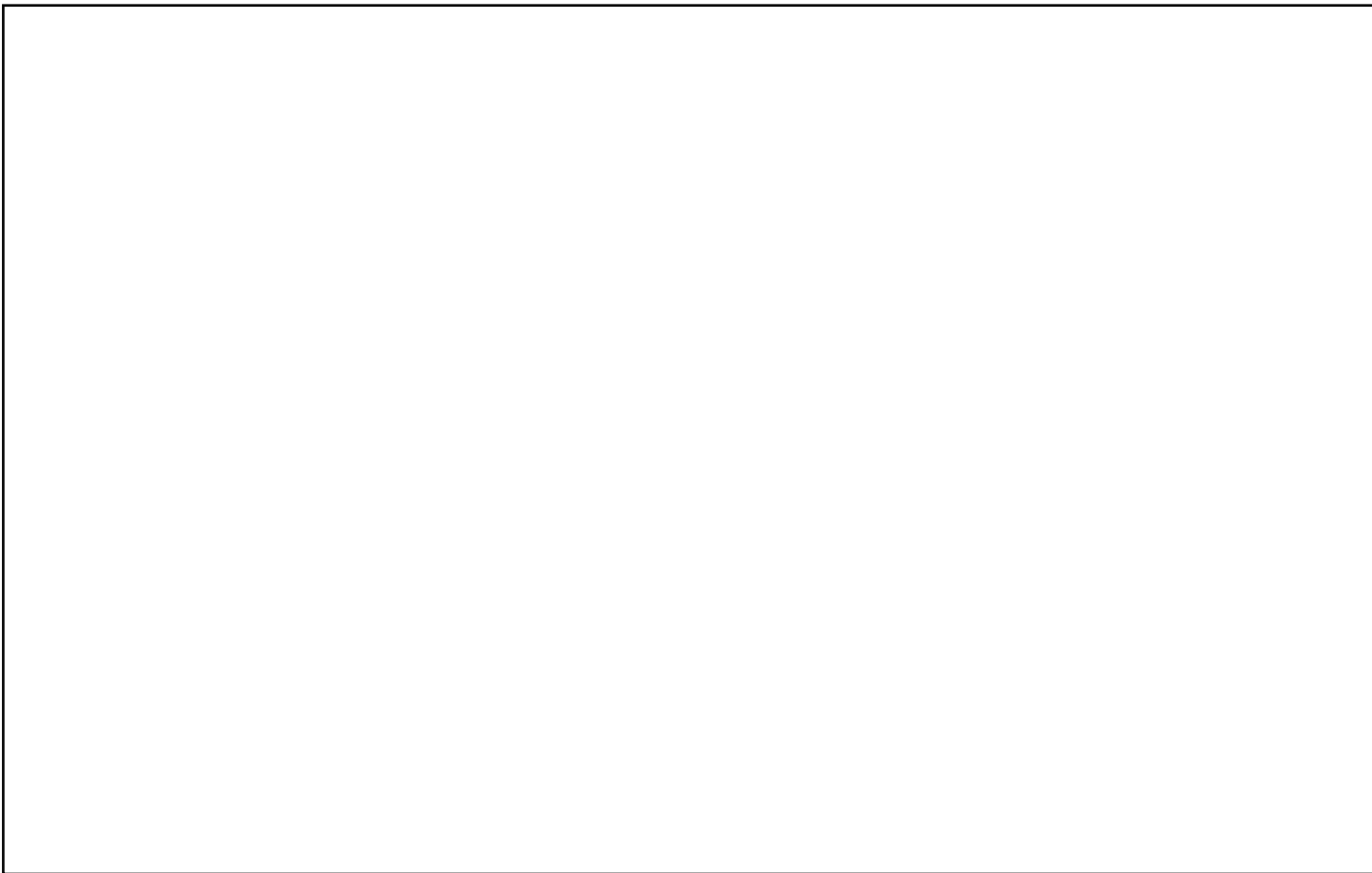
fied independent contractors did not report 30% of their income.

Federal and state governments facing record budget deficits are starting to aggressively pursue employers that try to pass off regular employees as independent contractors. Portraying regular employees as independent contractors allows employers to circumvent minimum wage, overtime and anti-discrimination laws. Workers classified as independent contractors do not receive unemployment

insurance if laid off or workman's compensation if injured, and they rarely receive the health insurance or other fringe benefits that regular employees do.

Although there are different legal criteria for a person to be considered an independent contractor vs. being considered an employee, workers are generally considered employees when someone else controls how and when

*continued on page 16*



# NYU Conducts Grenada's First Comprehensive National Oral Health Survey

IN JANUARY, a 43-member team representing the New York University College of Dentistry-Henry Schein Cares Global Student Outreach Program carried out the most comprehensive oral health assessment and treatment program ever undertaken in a Caribbean country, hosted by the governments of Grenada, Carriacou and Petit Martinique.

The team found that overall childhood caries prevalence was 83.4 percent. Approximately 25 percent of children interviewed said they do not own a toothbrush; an even greater number had

never visited a dentist. Among those who had, most had likely not seen a dentist in more than two years.

"In approximately 1,000 children, we found almost 10,000 cavities," said Mark Wolff, professor and chair of the Department of Cariology & Comprehensive Care and associate dean for Predoctoral Clinical Education, who led the Grenada outreach as survey director. "Multiply that by the 26,000 children on the island, and it gives you some idea of the magnitude of decay."

The high decay rate is tied to a lack of preventive measures, limited access to oral health care and the high consumption of sweets.

"These alarming baseline data call for immediate caries prevention strategies on the Islands of Grenada and Carriacou," Dr. Wolff said. "Preventive measures could include water fluoridation or salt fluoridation, oral health education and sealants.

"Understand, if there were 1,000 cavities, we saw 6,000 early lesions which hadn't cavitated yet," Dr. Wolff added. "If we intercept two-thirds of them with fluoride, we can save 4,000 cavities in the future. That's pretty dramatic."

The NYU team examined 1,090 children ages 6, 7 to 8, and 14 to 15 at 22 schools in seven parishes. In addition to the oral health assessment, the team provided free general and emergency dental care, including fluoride varnish, sealants, root canals, fillings and extractions.

The initial findings of the assessment, along with recommendations for the establishment of an oral health model, were presented to the Grenadian Ministry of Health and to the International Association for Dental Research in Barcelona, Spain.

The survey is the first phase of a four-year mission to develop a sustainable oral health model for the tri-island nation. ☞

## Columbia Asks Dental Students to Consider

continued from page 5

abroad exist in about 10 different locales when combined with allied-health organizations. In the Dominican Republic alone, approximately 40 families in the village of Naranjito — where a GHE is currently in place — hosted a team of 55 volunteers, including dentists, endodontists, hygienists and oral surgeons who helped translate and triage the neediest cases. The team treated a remarkable 840 patients over four days in 2008. Columbia alumnus, Robert Renner, through the organization he founded, Kids International Dental Services, has lead teams in many countries, including the jungles of Guatemala and the urban slums of Phnom Penh, Cambodia, typically caring for over 500 children per week-long visit.

To participate in trips that actually bring service to underserved communities, students should be in their third year and be in good standing as determined by a class committee. ☞

# CLASSIFIEDS

## FOR SALE

**BRONX COUNTY:** Practice for sale. Gross Revenue \$535,000. 2,100 square feet, 5ops, digital. Wonderful opportunity with very strong following of patients! Call Donna (800)988-5674. www.snydergroup.net.

**DUTCHESS COUNTY, NY:** Practice for sale. Wonderful, 4-op, digital, general practice with 2,000 active patients. Revenue \$825K. Call Donna (800) 988-5674. www.snydergroup.net.

### PARAGON Practice Opportunities

"We Put the SUCCESS in SUCCESsion"

**Eastern Suffolk** - \$700k collections, 1,400 active patients.  
**Manhattan (Washington Heights)** - \$350k, 3.5 days/week.  
**Lower Manhattan** - Equity position in fantastic group practice.  
**Elmira** - 4 ops, \$425k/year with <50% overhead.  
**Orange County** - 2 ops, >\$200k collections "Diamond in the Rough" or merger.  
**Western Suffolk Co.** - Dream home/office. Upscale community. 1,700 FFS patients, \$670K gross and much more.  
**Staten Island** - 2 ops, \$475k/year. SALE PENDING.  
**Queens (Rego Park)** - \$650k/year, 3 ops.  
**Rochester** - \$375k collections, 4 ops. SOLD.  
**Rochester** - Northern Wayne Co. \$450k/year, 4 ops. Real estate also available.  
**Rochester** - \$775k/year, 5 ops.SOLD.  
**Rochester** - Western suburb, high tech, modern 5 ops. \$675k/year.SOLD.  
**Syracuse** - 9 ops., \$2.1 mil/year, fully computerized, 40% overhead. SOLD.  
**Nassau** - \$860k collections, 5 ops.SOLD.

Visit our website at [www.paragon.us.com](http://www.paragon.us.com) to learn more about all of our opportunities or contact us today!

Dr. Jonathan S. Carey (Upstate NY); Dr. Berdj & Katherine Feredjian (NYC, Westchester, Long Island). Phone: (866)898-1867; e-mail: [info@paragon.us.com](mailto:info@paragon.us.com).

**BELLEAYRE MOUNTAIN:** GP practice 2 1/2 hours from GWB. Modern, hospital-based, 2 ops, digital X-rays, intraoral camera, N2O, Easy Dental, CEREC. Utilities included in lease. Now open 1-2 days per week. Huge potential. Please e-mail: [alilpc12@gmail.com](mailto:alilpc12@gmail.com).

**BRONX:** Dental practice for sale in busy area. Established for 35 years. Street-front entrance, with medical and pharmacy. 2 fully equipped operatories. Contact: (917) 658-6308; e-mail: [mskutel-sky@msn.com](mailto:mskutel-sky@msn.com).

**BUYERS/ASSOCIATES:** Practice opportunities for sale and to associate. No fees charged to the buyer. For details, call National Practice Transition Network at (877) 365-6786 (NPTN) or register online: [www.nptnetwork.com](http://www.nptnetwork.com).

**MARYLAND, DC, VIRGINIA SALES:** No buyer's fees. Examples: Specialty Oral Surgery, Specialty Perio; Partnership Baltimore; D.C practice grossing \$360K. Call for complete listings. Polcari Assoc. Ltd. (800) 544-1297. [www.policariassociates.com](http://www.policariassociates.com).

**OSWEGO:** 22-year-old general practice with part-time orthodontist. 6 operatories with modern equipment and CEREC. Beautiful freestanding office adjacent to college campus on Lake Ontario. Currently grossing \$900K. E-mail: [saisdoc@yahoo.com](mailto:saisdoc@yahoo.com); fax: (315) 342-2014.

**STONY BROOK:** Part-time general practice in busy medical park for sale. Ideal as starter practice. Located on main highway near SUNY dental school and University Hospital. Call (631) 928-2203; or e-mail: [dwtg@yahoo.com](mailto:dwtg@yahoo.com).

**SUFFOLK COUNTY, LONG ISLAND:** Oral surgery practice for sale. New practice, rapid growth. Expected 2010 gross: \$725,000+ on 4-day week. Great opportunity for new graduate or younger surgeon to own with solid income and growing referral base. Reply to NYSDJ# O-102.

**UPSTATE:** Dental office in nice area. Brand new state-of-the-art paperless practice with digital equipment is looking for part-time general dentist with molar root experience. Please send CV to: [fdoscpllc@gmail.com](mailto:fdoscpllc@gmail.com); fax: (845) 434-8440; or phone: (845) 774-9237.

**Manhattan:** \$1.4M F/S partnership

**Fresh Meadows:** \$500K, 3 ops.

**South Shore:** \$1M, F/S, 5 ops.

**Bergen County, NJ:** \$2.2M partnership.

Please call Dr. Ronald Nemeroff at (212) 223-2844; or visit our website [www.rmndentalbrokers.com](http://www.rmndentalbrokers.com).

**MANHATTAN:** Fully equipped four-treatment room dental office for sale for less than would cost to build. Long lease. Great central location, across from Carnegie Hall. Easy access to trains, buses, cabs, parking. 24-hour access in professional section of building. Many amenities: window views, large staff room, nitrous oxide, laboratory, dark room, panoramic X-ray, two entrances, two lavatories. All reasonable arrangements considered, including sharing ownership. Call (212) 956-7777 or (718) 549-1570; e-mail: [xpo93@aol.com](mailto:xpo93@aol.com).

**HUNTINGTON:** Great opportunity. Fully equipped, 4 ops. Buyer assumes lease with great terms. Asking \$100,000; terms negotiable. Perfect for young dentist to start practice without huge investment. Contact Jeffrey Kopman: [jkopman@gmail.com](mailto:jkopman@gmail.com).

**CONNECTICUT:** Greater New Milford. Gross \$633K/Net \$300K. PPO's and FFS. No marketing.

**ENDO:** Nassau County- Gross \$325K. Two days per week. Prime location. Net \$197K. Asking \$235K.

**ALBANY:** Mixed PPO and FFS. Grossing \$863K. Net \$425K. Outstanding facility. 4 chairs and expandable. Best location. Asking \$675K.

**MID-SUFFOLK:** Gross \$360K P/T. FFS Only. Great location. Real Estate available. Asking \$240K.

**ORTHO:** Nassau County. 2009 gross \$1.79M. FFS. Unique.

The Clemens Group - (800) 300-2939  
[www.theclemensgroup.com](http://www.theclemensgroup.com).

**JACKSON HEIGHTS, QUEENS:** 40-year established practice, plus 1,600 sq. ft. co-op for sale. Prime location, high traffic area. Private street entrance. Computerized patient database. Will introduce. No broker. Contact Dr. Ascher: (718) 424-6161; or e-mail: [richardascher@gmail.com](mailto:richardascher@gmail.com).

## FOR RENT

**MIDTOWN MANHATTAN:** Beautiful, new, large-windowed dental operator for rent. Pelton Crane equipment, massage chairs, private office, front desk space, doorman, warm environment. Best location: 46th Street and Madison Avenue. Please call (212) 371-1999; e-mail: [Karenjtj@aol.com](mailto:Karenjtj@aol.com).

**MANHATTAN:** Go to: [TowerDentalSuites.com](http://TowerDentalSuites.com). See photos of your new Midtown Manhattan dental office located in the Chrysler Building Tower. Available FT/PT. Brand new, master equipped. Turn-key and ready to go. You may find yourself wanting to work late. To arrange a visit, call: (212) 370-1921.

**GREAT NECK:** Great opportunity. Has proven to be great starter or satellite office. Rental fees reduced for new dentist! Fully equipped, spacious operatories, designer waiting rooms, front desk area and consultation room. Please call (516) 482-4150.

**MANHATTAN:** Operatories available in four-treatment room office. Great central location, across from Carnegie Hall. Easy access to trains, buses, cabs, parking, 24-hour access in professional section of building. Office has many amenities, including large staff room, nitrous oxide, laboratory, dark room, panoramic X-ray, two entrances, two lavatories. All reasonable arrangements considered. Call (212) 956-7777, (718) 549-1570; or e-mail: [xpo93@aol.com](mailto:xpo93@aol.com).

**MIDTOWN MANHATTAN:** Long-established Midtown OMFS practice about to begin construction of state-of-the-art office in similar Midtown location. Partners wish to establish long-term relationship with one or more surgeons. Other specialists considered. Please respond to NYSDJ Box #O-103.

## HOW TO PLACE YOUR CLASSIFIED ADVERTISEMENT IN THE NYSDA NEWS

STANDARD CLASSIFIED AD: \$35 for the first 30 words or less, 75 cents each additional word. All prices are per ad, per issue.

ASSOCIATESHIP POSITIONS AVAILABLE: NYSDA members pay \$30 for 3 consecutive issues plus web posting—please limit ad to 30 words or less. Nonmembers pay \$45.

ASSOCIATESHIP POSITIONS WANTED: Three consecutive issues plus web posting, free of charge. Please limit ad to 30 words or less.

NYSDJ BOX NUMBER: \$10 per ad, per issue. The NYSDJ will assign a box number to your ad and will send all responses to you when they are received.

NYSDA WEB SITE: For an additional \$10 per insertion we will run your standard classified ad on our Web site. Web only listings, \$25 for 30 days.

PAYMENT: Payment via check, money order, or credit card must accompany ad copy. American Express, Visa, MasterCard and Discover accepted. All ads must be submitted in writing. Send ad copy and payment to NYSDA, 20 Corporate Woods Boulevard, Suite 602, Albany, NY 12211

Please write out your ad as you would like it to appear in *The Journal* and attach it to this form. Complete this form and mail with payment to: NYSDJ Classifieds, Suite 602, 20 Corporate Woods Blvd., Albany, NY 12211-2370.

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 Phone \_\_\_\_\_

Total number of words: \_\_\_\_\_ Web site inclusion? \_\_\_\_\_  
 Box needed? \_\_\_\_\_ Total amount enclosed \$ \_\_\_\_\_

Run my ad in the following issue(s):  
 Jan  March  May  Aug/Sept  Nov  
 Feb  April  June/July  Oct  Dec

Enclosed is a check or money order

Please charge my  
 Visa  
 MasterCard  
 American Express  
 Discover

Name on card \_\_\_\_\_  
 Card # \_\_\_\_\_  
 Exp. Date \_\_\_\_\_

**FOREST HILLS:** Operatory for rent PT in luxury professional office. Best location in Forest Hills-108th Street and Queens Blvd. Accessible by bus, subway, LIRR. Building has its own parking lot. Laser, camera, Spectra system. Call (718) 268-8989.

**MANHATTAN:** In "A" building. 1 or 2, 10'-11' operatories available with full view of the city in 5-chair, 2,100-square-foot office. Front desk, hygiene help available. Located at corner of 55th Street and 6th Avenue. All arrangements considered. Contact: (212) 246-4420 or (347) 924-7868.

**MANHATTAN:** Fully equipped dental op for rent PT. Please call (917) 885-6692.

**SPECIALTY OFFICES:** Available FT or PT to Endo, Perio and/or Oral Surgeon. Great locations, state-of-the-art office décor and equipment. Handicap access; near all transportation. Ideal for retired, beginner or practitioner looking to move. Two locations: Manhattan on Central Park South overlooking park or Queens in Forest Hills/Rego Park area. For viewing and pricing, contact (917) 679-6013.

**MANHATTAN:** Dental treatment rooms for rent at 45th & 5th. Fully equipped, modern GP office. 1-5 days, 1-3 ops available immediately. Rental terms are flexible. Will consider on-demand op rental arrangements. Please call (212) 382-3782; or e-mail: drgeorgiawe@gmail.com.

**MANHATTAN EAST SIDE:** Fully equipped, 3-chair office has dental operatory for rent part time. Technician on premises. Please call (212) 421-8238.

**MIDTOWN MANHATTAN:** Treatment room available for one day and another available for two days per week. Chrysler Building Tower in Midtown Manhattan. See photos on website: www.TowerDentalSuites.com. To arrange a visit, call (212) 370-1921.

**MIDTOWN:** East 52nd Street. Open, friendly ambiance in modern, attractive office. Monthly rental for new or transitional practice. 3-6 days available in two ops. E-mail: drkokdmd@yahoo.com; Phone: (212) 752-3056.

**MANHATTAN:** Upper West Side. 1-3 ops available PT or FT in Trump Place building at West 70th Street and Riverside Blvd. Ground floor entrance. New, modern dental office with private office and front desk space. Call (212) 580-1164; or e-mail: nydental@gmail.com.

**PLAN IN ADVANCE:** Future rentals in Midtown Manhattan. Go to www.towerdentalsuites.com to view photos. Is your current lease nearly over? Planning to relocate? A few of our dentists may retire or leave Manhattan; now you can plan ahead and reserve your future dental home. Fix rent while it's low. Available Jan 2011: PT single-op suite. Available Jan. 2012: FT single-op suite. Available Jan. 2013: FT or PT two-op suite. For more info: (212) 370-1921; e-mail: towerdentalsuites@gmail.com.

**MANHATTAN:** Fully equipped dental op available 2-5 days. Central Park South, with spectacular park view. Storage space, desk in reception area, separate sterilization area, nitrous oxide and X-ray unit in operatory. Phone (212) 688-3838; e-mail: A1smiledoc@aol.com.

**MIDTOWN MANHATTAN:** Newly built, luxurious specialty office with 1-2 operatories available for rental FT or PT for Oral Surgeon or Periodontist. AAA building, high floor, all ops with window views, ICAT, digital Pan/PA and FIOS. Call Dr. Alex Greenberg (212) 319-9700; or e-mail: nycimplant@aol.com.

**SCARSDALE:** 1-3 chairs available in co-op dental office. Only 1 room currently being used. Very reasonable rent. Call (914) 725-8218.

**MIDTOWN MANHATTAN:** 1 or 2 ops available in fully equipped modern office. Historic landmark building with great views on Madison and 57th Street. Includes front desk and private office space. Available immediately. Call (212) 759-7763.

**LONG ISLAND:** Hewlett/Five towns. Rent 1 to 5 operatories per diem or share long term. State-of-the-art, fully equipped office in professional building. General practice. Call (516) 593-2100; or e-mail: info@nycmpdent.com.

**PARK AVENUE:** Newly renovated, fully equipped dental operatory for rent. Street level, professional office on 39th Street and Park Avenue near Grand Central. FT or PT available. Please call (212) 986-1112; or e-mail: drgrace80parkave@gmail.com.

**MANHATTAN:** Near Grand Central. Newly built, upscale, spacious turn-key office. Operatory available to rent to either endodontist or periodontist. 24/7 dental building; many amenities. Must see to appreciate. E-mail: endonyc@gmail.com.

## CONTINUING EDUCATION

**FLORIDA HEALTH SEMINARS:** Boca Raton, FL. Dec. 20-Jan. 2, 2011. AGD, ADA-CERP CE credits. Pain management/dental anesthesia, risk management, endodontics, implant dentistry, pediatric dentistry. Special hotel and car rental rates. Contact coordinator Linda Golnick, (248) 388-1959; fax: (248) 681-0315; e-mail: agolnick@comcast.net.

**CLINICAL ORTHODONTIC:** "Orthodontics in Your Practice" course for general dentists and pedodontists. Learn comprehensive orthodontics, as well as minor tooth movement, molar uprighting and teeth alignment for prosthetic cases. New courses always begin in September and consist of 12 sessions or 16 full days over the next 2 years. For dentists who join late, make-up sessions may be available. For more information, contact Dr. Chanda Kale (917) 881-3048; e-mail: drkale@clinicalorthodontic.com; www.clinicalorthodontic.com.

**BROOKLYN IMPLANT STUDY GROUP:** Dinner Meetings always on 3rd Wednesday of September, November, January, March, May. Venue will be Best Western Gregory Hotel at 83rd St. and 4th Ave. 6:30-9:30 p.m. September topic-"Esthetic Consideration in Implant Dentistry"; November- "Troubleshooting Surgical and Prosthetic Difficulties." For more info, contact (718) 439-8121.

## EQUIPMENT FOR SALE

**EQUIPMENT:** Consolidated dental office with 4-year-old equipment; Schick CDR Pan digital X-Ray, sensors, USB Cameras, digital X-rays, Operatory chair units, Zoom, Ramco vac, curing light, handpieces, waiting room and cabinets. Contact Karl for complete listing and photos: (518) 857-1876; e-mail: jpogge@nycap.rr.com.

## OPPORTUNITIES WANTED

**BROOKLYN/QUEENS/NASSAU CO:** General dentist with 35 years experience running own private practice interested in non-clinical position with insurance, community health center setting, dental drug company, etc. Experience working with health center dental clinics, nursing homes. CV provided upon request. Please call (516) 582-4592.

**SEEKING PRACTICE PURCHASE:** 1986 NYUCD GP graduate seeking to purchase practice in Bergen, Rockland or Westchester. Well versed in all phases of dentistry. Inquires to (917) 416-3681; e-mail: dentistlookingforpractice@gmail.com.

**SEEKING OMS PRACTICE PURCHASE-LONG ISLAND:** Seeking Oral & Maxillofacial Surgery practice. Established practice seeks to expand through the purchase of established Nassau or Suffolk County practice. Contemplating retirement or seeking an exit strategy? Please contact us. Responses held in strictest confidence. Please reply to NYSJD Box #: O-101.

**SEEKING PRACTICE PURCHASE:** 2007 NYUCD graduate seeking to purchase practice and/or real estate in Westchester. Accumulated more than 500 hours of CE credit. Well versed in all phases of dentistry. Please call (914) 924-2286.

## OPPORTUNITIES AVAILABLE

**NEW YORK:** Finger Lakes-Rushville, Lyons, Mt. Morris, Utica. Looking for enthusiastic, caring dentists (FT/PT) in growing non-profit organization. Graduates welcome. Benefits and loan repayment opportunities available. Contact: skalte@rushvillehealth.org.

**OMS:** Oral & Maxillofacial Surgeon needed PT/FT for busy central Connecticut office. E-mail: dentalspecialist@live.com; or fax CV to: (860) 533-9027.

**HIRING DENTISTS:** For our successful, stable offices in Albany, Rochester and Syracuse. Offering excellent pay, promotion opportunities and benefits. Please contact Jenna, phone: (719) 562-4462; fax: (719) 584-7696; e-mail: jlkothenberger@forba.com.

**ORTHODONTIST & PEDIATRIC DENTIST:** Seeking motivated and committed professionals to join our multi-specialty practice on East Side of Manhattan. Prestigious practice has special opportu-

nity for Orthodontist and Pediatric Dentist to flourish in residential community. Potential equity position in future of practice available. E-mail resume: dasofgram1@aol.com.

**GENERAL DENTISTS:** Full or part time to work in long-term care facilities and community clinics throughout New York State. Flexible days and hours. Call (914) 738-1144, ext. 29; fax (914) 738-6751; or see us on Web: www.dentserv.net.

**CONSIDERING RETIREMENT?** Dentist wishing to retire or just slow down, consider coming to my office. All front desk duties can be handled by my staff. I have 5-room, spacious, large-windowed office with views of the city; located at corner of 55th Street and 6th Avenue. Please contact: (212) 246-4420 or (347) 924-7868.

**MASSAPEQUA - SPACE SHARING OPPORTUNITY:** Senior dentist looking to share office space with general dentist. MUST have existing practice. Four treatment rooms available in new professional building. Long term. Possibility for transfer and sale of office and practice. Please call, days: (516) 795-7500; evenings: (516) 487-5460; or e-mail: smilesforeverdds@verizon.net.

## Index To Advertisers

All Dental Specialists	12
American Academy of Facial Esthetics	7
Asher, Robert	10
Aspen Advisory	7
Asteto Dental Labs	10
Banc of America	13
Blaustein & Gillen	5
Clemens Group	11
Countrywide Practice Brokers	3
Dental Dreams	15
Endorsed Administrators	4
Epstein Practice Brokerage	10
Jacobson Goldberg & Kulb	12
Jaffe, Louis	12
MLMIC	16
NPTN	6
NY Implant Institute	6
Paragon	11
Ploumis & Baumwoll	5
Prosites	8-9
Snyder Group	5
SUNY Buffalo	12

**ORTHODONTIC CONSULTANT:** Experienced orthodontist/coach available to general practitioner who wishes to provide orthodontic treatment or who wishes to learn. Initial session at no charge. For more info, please call (516) 734-1431.

**NASSAU COUNTY:** Lynbrook. Dental practitioner tired of worrying about overhead and office management by yourself? If so, this may be opportunity of lifetime for dentist seeking fresh start or dentist considering retirement and would like to begin winding down career free of administrative concerns. We are new state-of-the-art facility with dedicated, professional staff. Will minimize all your overhead expenses, supplies and materials. Willing to make your transition easy so you can practice the way you are comfortable. Contact us today (516) 825-8009 or docaeo@yahoo.com.

**MANHATTAN:** Go to: [www.TowerDentalSuites.com](http://www.TowerDentalSuites.com). Part-time Endodontist or Periodontist needed in Midtown Manhattan. See office photos on website. To arrange an interview, call (212) 370-1921.

**TIRED OF MANAGING YOUR PRACTICE?** Bring your practice to our new, state-of-the-art facility and enjoy practicing dentistry the way you've always wanted. We offer our in-house ceramic lab with our own ceramist, fantastic staff (or bring your own), CAD/CAM technology, intraoral digital imaging, lasers, electric handpieces and so much more. Located on W. 57th St. just off 5th Ave. Office is gorgeous, bright and spacious. Please contact Dr. Wexler via e-mail: [dr.w@gallery57dental.com](mailto:dr.w@gallery57dental.com).

**MIDTOWN MANHATTAN:** Opportunity for GP nearing retirement to lower overhead and administration worries by moving to my Rockefeller Center office. Flexible timing and financial arrangements available for eventual transfer of patients. Private fee-for-service office with ethical and conscientious practitioner. Call (212) 245-5158; or e-mail: [graffdds@aol.com](mailto:graffdds@aol.com).

**GENERAL DENTIST:** Hartford and New Haven, CT. Want to earn \$300,000 per year? Burdensome student loan debt? Join our practice and receive \$50,000 to reduce your debt. H-B Visa? We will help you process your Visa expeditiously. Join our group practice and have your debt reduced by \$50,000 over one year; \$145,000 over 5 years. Our office is approved by National Health Service Corp's student loan repayment program. Offering modern, state-of-the-art equipment and FT dental assistant to assist you attaining high personal income. Call (203) 499-8216 to arrange interview.

**MIDTOWN MANHATTAN:** Long-established Midtown OMFS practice about to begin construction of state-of-the-art office in similar Midtown location. Partners wish to establish long-term relationship with one or more surgeons. Other specialists considered. Please respond to NYSDJ Box #O-104.

**GENERAL DENTIST - SCRANTON, PA.** HealthDrive seeks caring General Dentist to join our Pennsylvania group practice. We have P/T position available in Wilkes Barre/Scranton area. Offering excellent compensation, established patient base and flexible schedule. Please contact Maria at (877) 724-4410; or e-mail CV to: [caring@healthdrive.com](mailto:caring@healthdrive.com).

**BROOKLYN:** Seeking dentist to take over operational duties and all expenses of running office now, and inherit practice in future at no cost. Present owner staying on as guaranteed employee earning percentage of net income. Ideal opportunity for young dentist. E-mail: [jeepfox@comcast.net](mailto:jeepfox@comcast.net); phone: (908) 217-8229.

**DENTIST JOBS:** Aspen Dental offers tremendous earning potential and a practice support model that empowers dentists. We eliminate obstacles for dentists to own their own practice. Call (866) 451-7692; [www.aspendentaljobs.com](http://www.aspendentaljobs.com).

## FINANCIAL SERVICES

**TAXES:** Your office, business or personal. Specialty dentists. Personable CPA. Call Stuart A. Sinclair, CPA, at (516) 935-2086. Offices located at 1120 Old Country Rd., Plainview, NY 11803.

**MEDICAL ACCOUNTING/TAXES/FINANCIAL PLANNING:** 25 years experience serving the NY Medical Sector. Your office or ours. Low audit rates. Locations in NYC, Uniondale & Hauppauge. Skype meetings also available. Call Kempa & Co., CPAs, LLP, (800) 477-5857. Ask for Glenn Kempa, CPA, or Tax Manager Beth Cohen, CPA. Visit [www.MDcpas.Com](http://www.MDcpas.Com) for info and testimonials.

**SELLERS:** We customize a transition plan that's right for you. We offer free consultations and charge only 6% commissions. Local rep right in your area. Contact National Practice Transition Network at (877) 365-6786 (NPTN). For details, visit: [www.npt-network.com](http://www.npt-network.com).

## ASSOCIATESHIPS AVAILABLE

**NEW YORK CITY:** Fully equipped Central Park West office seeks Associate already credentialed as PPO or DMO provider. Prefer Pedodontist or Orthodontist, but other disciplines will be considered. Call (212) 580-1134; or e-mail: [dr.theresamueller@gmail.com](mailto:dr.theresamueller@gmail.com).

**CAPITAL DISTRICT:** GP or specialist need to join modern, growing, full-service dental group. Potential for partnership. FT and PT positions available. Excellent salary and benefits. Office has been doubled in size and renovated. Call (518) 526-0177; e-mail: [dr.backer.sgdc@gmail.com](mailto:dr.backer.sgdc@gmail.com).

**COLUMBIA COUNTY:** Very busy, two-doctor, 6-op practice looking for experienced FT dentist to do quality comprehensive dentistry in our booming practice. Future partnership opportunity if desired. Pleasant demeanor, great communication skills and proficiency in all areas of dentistry desired. Experience or GPR preferred. One doctor retired recently; lots of patients available. Located in beautiful Hudson Valley, minutes from Hudson River and Amtrak; 30 mins to Albany, Catskill Mountains, and 4 Ski Resorts, and 2 hrs to NYC. Visit our website at: [www.hudsondentistry.com](http://www.hudsondentistry.com). For more info or to e-mail CV/ resume: [paradox@mhicable.com](mailto:paradox@mhicable.com).

**SARATOGA SPRINGS AREA:** Dentist wanted for general practice in Ballston Spa. Please call days, (518) 885-3877; evenings (518) 581-9592.

**SCARSDALE:** GP dentist wanted for PT position in modern office. Minimum 2-years experience. E-mail resume to: [pcdental@hotmail.com](mailto:pcdental@hotmail.com); or fax: (914) 723-5263.

**HARRIS, NY:** Associate wanted for friendly, well-established, quality-oriented practice focused on comprehensive care. 2 hours from Manhattan in 4-season resort area. Contact (845) 794-4545; e-mail: [drcohen1@hvc.rr.com](mailto:drcohen1@hvc.rr.com).

**ROCKLAND COUNTY:** Long-established, quality dental practice has excellent opportunity for part-time specialists. Seeking Oral Surgeon, Periodontist and Orthodontist to join our team. Modern office with digital X-rays, panorex. All replies held in confidence. Phone: (845) 521-1837; email: [topqualitydental@gmail.com](mailto:topqualitydental@gmail.com).

**GRAND CENTRAL AREA:** Associate position for quality GP practice. Part time leading to full time. Prefer candidate with 3-5 years experience. Please e-mail resume to: [drsofficeofdentistry@yahoo.com](mailto:drsofficeofdentistry@yahoo.com).

**UPSTATE:** Associate general dentist. Modern, digital X-ray, guaranteed per diem up to \$900/day. No administrative responsibilities. Malpractice, vacation, health insurance and more. E-mail: [korr@canalviewdds.com](mailto:korr@canalviewdds.com); fax: (315) 593-1896. Website: [www.northeastdentalsite.com](http://www.northeastdentalsite.com).

**OSWEGO:** Associate position leading to buy-in opportunity. Beautiful, free-standing office adjacent to college campus. 6 ops with PT orthodontist and CEREC. Wonderful opportunity for quality-oriented general dentist. E-mail: [saisdoc@yahoo.com](mailto:saisdoc@yahoo.com); fax: (315) 342-2014.

**STATEN ISLAND:** Seeking highly trained and skilled part-time associate for Saturday. Excellent opportunity in well-established periodontal practice. E-mail: [dentaljobposting@gmail.com](mailto:dentaljobposting@gmail.com).

**FINGER LAKES:** Large, high-quality general dental practice in Finger Lakes University City seeks degreed, licensed dentist to join practice. As associate with opportunity to purchase. Call (607) 592-5561; or e-mail: [lvyLFarm@aol.com](mailto:lvyLFarm@aol.com).

**WATERTOWN:** Associate leading to partnership. Well-established family practice. Dedicated, caring team; up-to-date equip and tech; computerized/digital. Must have reverence for and pride in profession, eagerness to expand knowledge/skills, willingness to assist team with same. E-mail: [smile@docschonfield.com](mailto:smile@docschonfield.com); or call Dr. Rob after 5, (315) 771-4012; or Sarah, M.-Th. from 7-3, (315) 788-0805.

**UPSTATE:** Beautiful, 2-college town, 30 minutes from Baseball Hall of Fame seeks associate/partner/future buy-out. Well-established, \$1 million + practice. Fast-paced, state-of-the-art, newly remodeled office. High-tech, fully computerized. Exciting opportunity in great area. Experience preferred. Fax resume/CV: (607) 433-1786.

**FINGER LAKES AREA:** Associate position leading to partnership in busy group practice. Looking for skilled and compassionate clinician. 12 ops, digital X-rays, laser, in-house denture lab, well-trained staff. Large, well-educated patient base. Call (607) 937-5341; e-mail: [cda@stny.rr.com](mailto:cda@stny.rr.com).

**GREEN COUNTY:** Busy private practice in Greene County seeks associate. Office located ¼ mile off Ext 21B on NYS Thruway. Fax resume: (518) 444-8073; or e-mail: [mgertzbergdds@mhicable.com](mailto:mgertzbergdds@mhicable.com).

**SOUTHWEST NASSAU COUNTY:** Unique associateship opportunity for self-starter. Potential buy-in/buy-out of 35-year old complex restorative and general practice. No insurance. Computerized, lasers, digital X-rays, etc. Must have GPR and 3 years experience. E-mail resume to: [nassaudentist@yahoo.com](mailto:nassaudentist@yahoo.com).

**ROCHESTER:** FT/PT associateship leading to partnership. Excellent opportunity at well-established practice with multiple locations. Please call Dr. Sam Khalil (585) 530-7036; e-mail: [drk@parkwooddental.com](mailto:drk@parkwooddental.com).

**NORTHERN UPSTATE:** Full-time associate needed for busy office in college town north of Adirondacks. Benefits include retirement plan and health insurance. Reply to: [northwoodsdenal@gmail.com](mailto:northwoodsdenal@gmail.com); or contact Stacey at (315) 268-8600.

## ASSOCIATESHIPS WANTED

**ORTHODONTIST:** Greater NYC area. Motivated and hard-working orthodontist seeks PT work in NYC area. Gets along well with patients. Please contact: [bracesNY@gmail.com](mailto:bracesNY@gmail.com).

**GENERAL DENTIST:** Practitioner competent in all phases of treatment seeking employment in patient-focused practice. FT/PT, associate and/or partner, all considered. 19 years experience in various treatment environments. Contact David: (843) 816-1152.

**LONG ISLAND:** Seeking FT or PT position as general dentist. Experienced in extractions, molar endo, crown/bridge, implant restorations, CEREC. Contact: [asyash@gmail.com](mailto:asyash@gmail.com).

**NEW YORK CITY:** GP dentist with 12 years private office experience looking for associateship position in NYC area. Experienced in third molar extractions, one visit molar endo and crown/bridge. Please e-mail: [adkny@hotmail.com](mailto:adkny@hotmail.com).

**PERIODONTIST:** Can help increase your volume. Personable, efficient, quality-oriented. PT associateship in restorative, periodontal or specialty group. 20 years experience, including non-surgical, reconstructive/esthetic surgery, implants/sinus lift, Invisalign. Contact: (212) 807-1132; [vkrieger@nyc.rr.com](mailto:vkrieger@nyc.rr.com).

**PROSTHODONTIST:** U of Penn. 25 years experience in upscale, interdisciplinary practices seeks PT associateship in metro area prosthodontic or general practice. Very personable; highly skilled in occlusion, esthetic, full-mouth restorations, periodontics and implant surgery/restoration. E-mail: [avkdmd@gmail.com](mailto:avkdmd@gmail.com).

# Charitable Response Has Icy Edge

Ninth District Dentist takes dip in icy waters for good cause.



**E**dward Fisher took the plunge for charity. In February. Into 40-degree water. Just days after the biggest snowstorm of the year. It was, he said, “cold but exhilarating.” And, it was for a good cause: to benefit two young Hudson Valley boys afflicted with cancer.

Dr. Fisher’s participation in the annual Penguin Plunge into the Hudson River in Nyack brought in over \$4,000, money he collected at his pediatric dental practice from the parents of patients and matched by him and his dental partner, Varsha Reddy.

Dr. Fisher and Dr. Reddy are longtime supporters of the Penguin Plunge, which is sponsored by the South Nyack/Grand

View Police Benevolent Association to benefit the families of seriously ill children. This is the first time, however, that Dr. Fisher has taken the plunge himself. Dr. Reddy has yet to be persuaded.

A 1971 graduate of Columbia University College of Dentistry, Dr. Fisher is an active booster of several organizations that help to raise money for children, among them, hospice, Venture and ARC. In November, he leaves for Ethiopia to work with a cleft palate team.

For his plunge into the Hudson, Dr. Fisher chose shoes, socks, shorts, a vest and turtle hat. It is reported that he displayed remarkable bravery as he entered the icy water. “He didn’t flinch and even led the charge,” an observer said admiringly. ❧

All pumped up and raring to go, Ed Fisher stands ready to tackle the icy Hudson.

## Practice Safe Dentistry

continued from page 11

they perform their work. In contrast, independent contractors generally set their own schedule, obtain their patients on their own and control how they perform their services.

Practitioners who employ individuals who they have characterized as independent contractors need to make certain that they are truly independent contractors and be aware of the fact that both state and federal governments are taking a tougher look at whether somebody is truly an independent contractor or an employee. ❧

## WHAT YOU CALL YOUR DENTAL PRACTICE

There are still practitioners who designate their dental practice as a “center.” Such use of the word center is inappropriate under New York State law.

The regulations that enable the word center to be used don’t encompass the office of a private dentist. Although the intent of the practitioner who uses this phrase is not to circumvent any rules or regulations, he or she is probably completely unaware of the legal ramifications imposed by State Education Department and the Department of Health regulations. Although the Education Department does not vigorously enforce this particular regulation, I have personally been involved in cases where this has been brought to the attention of the practitioner, and he has had to change how he is representing his practice.

If you are using the word center, it is suggested that you remove it from your advertising, since you don’t want to put yourself on the Education Department’s radar screen. ❧

*Mr. Feldman is founder and senior partner of Feldman, Kieffer, L.L.P., Buffalo, NY. He is a member of the NYSDA Legal Services Panel. He can be reached at (716) 852-5875 or [afeldman@feldmankieffer.com](mailto:afeldman@feldmankieffer.com).*