

December 2020

# the Nugget



## Exploring Social Media: Strategies for your Online Presence



# Get Ready For Our UPCOMING EVENTS

DEC  
3

## Virtual Job Bank Event (via Zoom)

Thursday, 6:30–8pm • SDDS Member Benefit

## Virtual Job Bank Speed Dating (for Dentists)

Join us for this interactive, informational, and inspirational evening so that dentists can meet each other and possibly find a dental match! Dentists looking for a job, looking for an associate to hire, or looking for a mentor for the future are all invited. RSVP to [sdds@sdds.org](mailto:sdds@sdds.org) and we'll send you the Zoom link!

DEC  
9

## Lunch & Learn Webinar (via Zoom)

Thursday, 12–1:30pm • \$20

## Front Office Study Club - The Numbers Tell the Story

(1.5 CEU, 20%)

Gayle Suarez, Dental Management Solutions, Inc

Practice Reports have been run, now what? The “numbers” are the team’s overall report card and a snapshot of individual and team performance. Knowing what they are and what they mean are necessary for effective action planning. Learn to identify if your team is “on track” daily, weekly, and monthly and how everyone is responsible for the outcome. Just wait until you see what a difference it will make!

This is an interactive meeting so make sure that you have a microphone and camera available if possible.

DEC  
11

## Celebration of SDDS - Zoom Holiday Party

Friday, 5–6pm

We may not be able to have our normal in-person Holiday Party this year, but we are keeping with the theme of this year and pivoting!

Join us for our online Celebration of SDDS - Zoom Holiday Party! We'll be hosting a Zoom party on December 11th from 5-6pm! Get in your festive garb and let's celebrate together!

Head to [sdds.org](http://sdds.org) to get the Zoom link to join the party, or email [sdds@sdds.org](mailto:sdds@sdds.org) and let us know you'd like to come!

JAN  
12

## Online General Meeting (via Zoom) • Tuesday

6–8pm • \$49

“SDDS Talk” Night – 10 on 10, 10 Minutes, 10 Slides, 4 Speakers (2 CEU, Core)

Presented by Aneel Nath, DDS; Ken Moore, DDS; Bryan Judd, DDS; Rodney Bughao, DDS

Enjoy this evening of short form and rapid-fire pearls, quick tips, tools, warnings, complications, secrets and every day, useful knowledge. We have gathered some general dentists and specialists who will share the topics of Ridge Augmentation, Orofacial Pain, Simple, Affordable, and State of the Art Case Presentation, and Special Needs.

JAN  
15

## CPR - AHA BLS Blended Learning Course • Friday

3 Time Sessions (8:30-9:15am, 9:30-10:15am, 10:30-11:15am)

\$77.50 (\$31 paid directly to AHA for the online course and the other \$46.50 paid to SDDS for the skills check portion)

For the Healthcare Provider (4 CEU, Core)

The January CPR Course will be an AHA blended learning course. Blended learning is a combination of eLearning (online portion), in which a student completes part of the course in a self-directed manner, followed by a hands-on session.

JAN  
27

## HR Webinar • Wednesday, 12–1:30pm • \$59

2021 Labor Law Update (1.5 CEU, 20%)

Presented by California Employers Association

For California employers, new laws, regulations, and court decisions will shape your responsibilities for the 2021. Make sure you are in compliance with employment requirements such as:

- Amendments to the California Family Rights Act, including its application to employers with five or more employees and expansion of “family members” covered by the law
- COVID-19 Cal/OSHA and local health department reporting requirements
- Workers’ compensation presumptions for COVID-19 positive employees
- FFCRA leave obligations

*Courses/events may be affected based on COVID considerations and social distancing guidelines. If necessary, alternate plans will be offered.*

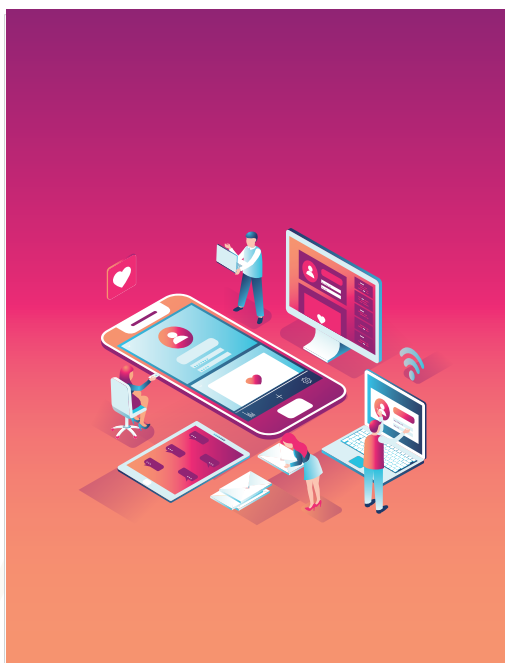


**SAVE THE DATE:** February 1-5, 2021  
Classes range from 7:30am-9:00pm

**SEE PAGES 24-25 TO VIEW THE LIST  
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COVER IMAGE CREDIT: ADOBE STOCK

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Article / series of articles of interest to the profession  
2020 • Special Citation Award  
2019 • Special Citation Award  
2019 • Golden Pen, *honorable mention*  
2018 • Humanitarian Service Award  
2017 • Special Citation Award  
2016 • Golden Pen, *honorable mention*  
2015 • Special Citation Award  
2014 • Outstanding Cover, *honorable mention*  
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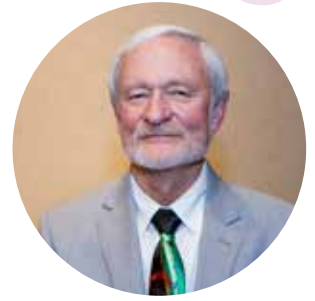
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# President's Message



By **Carl Hillendahl, DDS**  
2020 SDDS President

## Business and Social Media

Circa 1980, I started my private practice and the only game in town for business exposure was the Yellow Pages. The Directory Representative from the phone company would come around annually with his upselling sales pitch and renew my contract. He was always pushing for a larger ad to get placed up front in the Dentist directory, maybe larger font and bold print in the white pages and the alphabetical listing in the yellow section. The monthly fee for that ½ page ad and the bold print was outrageous, the phone company knew they had a monopoly.

Circa 1990, I had been practicing locally for ten years and had established a good clinical reputation. My patient base was stable, and I had an adequate number of new patient referrals. Finally, I felt able to cut back on my phone company advertising budget. No more ½ page ad, just bold print in the white and yellow pages. The inhouse referring patient base was working for me and my monthly telephone directory bill declined to 25% of what it was in the 80's.

Circa 2000. Google had arrived on the scene in 1998 and by 2000 you did not need the phonebook. If you were looking for someone or some business all you had to do was "Google it." My telephone expense for directory advertising went away.

Chatrooms and blogging sites came to the internet in the last half of the 1990's and between 2000 and 2010 we saw the genesis of a plethora of social media platforms on the internet; platforms like Friendster, MySpace, LinkedIn, Youtube, Facebook, Twitter, Tumblr, Foursquare, and in 2010 Instagram. Whatever happened to MySpace? We humans are social animals, and these digital platforms seem to satisfy a need for social interaction. That dose of dopamine when your cellphone pings and the ability to talk and meet with others without actually needing to interact with them in the real world insures the continued existence of these social media platforms and apps in some form or other well into the future.

Even though the market is crowded we are still seeing new platforms emerge. The latest emergers were TikTok in 2016 and Parler in 2018 are strong contenders for the spots occupied by Facebook and Twitter today.

Despite the apparent benefits and satisfaction of our social needs, we are all aware of the dark side of social media. The potential for platforms and apps to be hijacked for political gain and manipulation in business and social arenas has become readily apparent over the last few years. Whether society will tire over random threads of vitriol, abuse, and constant advertising or accept it as a price to pay for the existence of social media, remains to be seen. Will social media even exist in ten, twenty or thirty years?

Social media is here today. Read this *Nugget* and learn what social media has to offer.

Wishing you all Happy and Healthy Holidays,

A handwritten signature in black ink that reads "Carl Hillendahl, DDS".

## It Has Been a Pleasure

Having Dr. Hillendahl as Our President This Past Year!



*This year was very different than our typical year as we all know. Dr. Hillendahl did a wonderful job adapting and helping to lead us through this time. Thank you Dr. Hillendahl!*



*“Twas” ...  
you can say that again!*

By **Cathy B. Levering**  
SDDS Executive Director

‘Twas the night before COVID, in March on the “Ides”...  
And what was to come tore up our insides;  
Our offices closed, except emergency -  
And where in the heck was the PPE?

People were furloughed and also let go,  
From dentists to Broadway, they cancelled the show.  
The country shut down and hospitals packed,  
From football to baseball, their schedules were “sacked.”

While prepping for return, recovery and pivots,  
Golf scores improved, and took less divots!  
People found new projects, baking and cooking,  
And we saw it all through Insta and Facebooking.

Our SDDS Team worked from our homes,  
With laptops and Slack and forwarded phones.  
Our Spring/Summer programs postponed and re-booked,  
Never thought that in December, we still are “unhooked”...

And the best part of working from home in our rooms,  
Is how productive we can be with meetings online and Zooms.  
Our members are back working in the dental office way,  
And can log on to a meeting at the end of the day!

So we pivoted, changed and planned new ways to work,  
To do CE and meetings and climb out of the murk.  
We see more members Zooming in and out,  
And glad that you see what SDDS is about!

It’s December now, 9 months of this crazy,  
And it looks like it’s continuing to be extra hazy.  
Keep moving forward, pivot you must  
Remember your patients – it’s YOU that they trust!

And your SDDS Team continues to thrive,  
We keep thinking of ideas and ways to survive.  
We’re here for our members, with the news that is hot,  
And resources, webinars, info on the spot.

The holiday season now arrives, we’re all a bit weary,  
But please take some time to hug and get teary,  
It’s been a heck of a year, and we’ve made it through,  
Enjoy your family, some chocolate OR cold brew!

We’ll see you in January, ready to roll,  
Our Super CE Week of Webinars will be our goal!  
Please sign up and Zoom in, it will be such fun,  
Our speakers, programs, planning is done!  
*(see the centerfold in THIS NUGGET!)*

Happy Holidays!

*Cathy*

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By Tyler Holt, DDS  
Associate Editor

## Connecting Us to Our Patients

Never has it been so true that our world is ever changing than in this year 2020. As we close this year and look forward to 2021, we all want to find the positive and how we can positively affect the lives of our patients. A Pew Research Center survey showed that 73% of U.S. adults use YouTube and 69% use Facebook and roughly three-quarters of the users visit the website on a daily basis. We as a society have become addicted to social media.

Our use of social media has a profound effect on our buying habits as well. Interestingly, a ODM Group study found 74% of people say that they rely on social networks to help with their purchasing decisions and 71% of consumers are more likely to make purchases based on social media referrals. As much as we try to ignore it, social media is present and we need to find ways to make use of it in our practices.

While social media can have its adverse, addictive effects, it also opens so many doors to limitless opportunities to spread the positive in who we are and what we do. Social media allows us to build lasting relationships, find common ground, foster empathy, makes it easy to make new friends and keep in contact with old ones. Despite

being socially distanced from patients and friends, social media allows our world to still feel small and close to each other.

**Social media has a powerful impact on our culture and society.**

Last December, I saw an idea from a co-resident in orthodontic school that was a pumpkin carving contest. He posted several pictures online and people could go and vote for their favorite pumpkins. I liked the idea and wondered how we could use that to have a positive effect on our community. We came up with the idea to have a gingerbread decorating contest. We delivered several gingerbread house items to multiple dental offices in our community. We asked each to have their team decorate their house and submit it for voting. The response from our dental teams was phenomenal! We had so many outstanding, festive gingerbread houses. Thousands placed votes on our Facebook page and we enjoyed watching the entries and votes come in. My

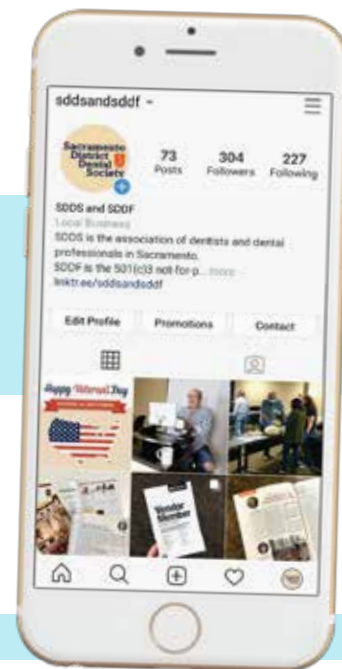
favorite part of the whole experience was the pleasure we took in hearing from numerous offices that they loved the opportunity to decorate the gingerbread house and used it as a team building activity. It was amazing to see the offices work together and unite for a common goal.

Social media has a powerful impact on our culture and society. Having a strong online presence continues to be important, whether that's through social media or having a well-optimized website. The social media work that we do in our offices can be the good in the world and promote our services within our wonderful communities. It can be a bit challenging and time consuming. In this issue of *the Nugget*, we have reached out to several social media titans in our society and in the dental world to get a better perspective and hopefully some tips on making our social media go "viral." Hopefully, our team and practices can use social media to be influential to show what our practices are doing for our patients and our communities. ■

## Have you followed the SDDS Instagram?

In 2019 we started an Instagram page for SDDS and SDDF and we've already hit 300 followers! Our goal is to grow the Instagram to reach 500 followers in 2021! We post updates on our Smiles for Kids program, CE Courses, and all the different happenings at SDDS! Stay up to date on it all!

Find us on Instagram @sddsandsddf







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# YOU SHOULD KNOW

## EFFECTIVE JANUARY 1, 2021: NEW PRESCRIBING AND REPORTING RULES FOR CONTROLLED SUBSTANCES

*Reprinted with permission from Dental Board of California*

Prescribers and dispensers of controlled substances should be aware of these two upcoming requirements in state law.

### 1. Updated Prescription Pad Security Requirements

Starting January 1, 2021, pads used to write and fill prescriptions for controlled substances are required to have a 12-character serial number, a corresponding barcode, and other security features <https://oag.ca.gov/security-printers/approved-list> required by Assembly Bill 149.

California-approved security printers have been issuing these prescription pads since the beginning of 2020. Starting January 1, 2021, except for limited emergency situations, pharmacists will be unable to fill a controlled substances prescription that is not on a compliant form.

Prescribers who do not possess these prescription pads are encouraged to place an order as soon as possible from a Security Prescription Printer approved by the Department of Justice. Doing so will help ensure you receive compliant prescription pads in a timely manner.

### 2. Revised Reporting Requirements for Controlled Substances

Beginning January 1, 2021, the dispensing of a controlled substance must be reported to the Controlled Substance Utilization Review and Evaluation System (CURES) within one working day after the medication is released to the patient or the patient's representative. Previously, the deadline to report was seven days after dispensing.

Further, this law requires reporting the dispensing of Schedule V drugs, in addition to Schedules II, III, and IV. This requirement applies to pharmacists and prescribers who dispense controlled substances.

For more information on CURES and prescription pad requirements, visit the Dental Board's CURES webpage <https://www.dbc.ca.gov/licensees/cures.shtml>.

Limited Emergency Situations Information Link: [http://leginfo.legislature.ca.gov/faces/codes\\_displaySection.xhtml?sectionNum=11167&lawCode=HSC](http://leginfo.legislature.ca.gov/faces/codes_displaySection.xhtml?sectionNum=11167&lawCode=HSC)

Placing Orders from a Security Prescription Printer Link: <https://oag.ca.gov/security-printers/approved-list>

## DENTAL TEAM MEMBERS REQUIRED TO BE VACCINATED AGAINST FLU IN SOME COUNTIES

*Reprinted with permission from CDA*

Most counties in California mandate that licensed health care facilities require their health care workers to provide evidence of influenza vaccination during the influenza "season." The flu season typically runs between September and May but can be defined differently per county. Health care workers are individuals who have direct patient contact or who work in patient care areas. They can be paid or unpaid.

Dental practices and therefore dentists, dental hygienists and dental assistants are subject to the flu vaccination mandate in some counties. At the time of this writing, 11 counties had a flu vaccination order for 2020-21, notably dental practices in Placer and Yolo Counties.

You can read more about it here <https://www.cda.org/Home/News-and-Events/Newsroom/Article-Details/dental-team-members-required-to-be-vaccinated-against-flu-in-some-california-counties>

## DUES INVOICES HAVE GONE OUT... GET PREPARED.

**They are due January 1st.** Sign up for monthly payments online, go to [cda.org](http://cda.org) and your bill will be ready for you!

## COVID-19 RATE AMONG DENTISTS LESS THAN 1%, ADA STUDY FINDS

*Reprinted with permission from ADA*

The ADA News (10/15, Versaci) reports that an ADA Science & Research Institute (ADASRI) and Health Policy Institute study found "fewer than 1% of dentists nationwide" were "estimated to have a confirmed or probable COVID-19 infection" as of June. "This is very good news for dentists and patients," said Dr. Marcelo Araujo, PhD, CEO of the ADASRI, chief science officer of the ADA, and senior author of the report. "This means that what dentists are doing – heightened infection control and increased attention to patient and dental team safety – is working." The findings were published online ahead of print by The Journal of the American Dental Association.

## ON DEMAND CE COURSES

Have you missed any of our recent courses? We have the following ON DEMAND classes:

- **Manual Day** (update your Handbook, OSHA and HIPAA manuals)
- **Ethics in Your Practice** (October General Meeting)
- **OSHA: Train the Trainer, Then Train Your Team**
- **Compliance, Fraud and Embezzlement - Oh My!** (Business Forum with Christine Taxin)
- **Overcoming what Overwhelms** (November General Meeting)

These are all available to view as non-live C.E. **Just email [sdds@sdds.org](mailto:sdds@sdds.org) which class you'd like to view and we can invoice you!**

**You will need to have a YouTube account and also provide SDDS with the email you use for your YouTube account.**

## CE WAIVER UPDATE

*Announcement by Dental Board of California*

The temporary waiver of continuing education requirements has been extended to include all licenses which expire March 31, 2020 to December 31, 2020. Licensees must satisfy any waived renewal requirements within six months of this order, unless further extended. (WAIVER EXPIRES APRIL 22, 2021)

The waiver information can be found at [https://www.dca.ca.gov/licensees/dca\\_20\\_69.pdf](https://www.dca.ca.gov/licensees/dca_20_69.pdf)



By **Ian McNickle, MBA**  
WEO Media (SDDS Vendor Member)

*Ian McNickle, MBA is the co-founder of WEO Media. WEO Media is a full-service dental marketing company endorsed by the California Dental Association. WEO offers websites, SEO, PPC, social media, online reputation management, and much more to help practices grow. If you have questions about social media or any other online marketing topic, please contact WEO Media for a FREE consultation at [consult@weomedia.com](mailto:consult@weomedia.com), or by calling (888) 246-6906. Visit [www.weomedia.com](http://www.weomedia.com) to learn more.*

# Social Media

## for the Modern Dental Practice

Our world has been changing rapidly lately, and it can feel like social media is changing even faster. Social media trends can appear and disappear in the blink of an eye, so how is a dental practice expected to keep up with it all?

It all starts with a plan. Whether you are thinking week to week, month to month, or a full year ahead, planning out your approach to social media can make it all less confusing or overwhelming. While there are many ways to approach it, we can simplify the process by thinking of the 5 W's: who, what, when, where, and why.

### Who Are You Wanting to Reach?

Many doctors have an idea of what a typical or ideal patient looks like. They could be 50-year-old empty nesters with paid off debt and disposable income to invest in themselves. Alternatively, they could be young adults who just started a family and are looking for a dentist to see every family member. Whoever your ideal patient is, it's important to clarify this persona since you will be basing your social media plan off this.

To take the question a step further, you also should consider the demographics you would like to grow. Social media is not just about interacting with your usual community but also about reaching new people. Think about the potential, untapped market you would like to see in your office along with the patients you typically see.

### What Do You Want to Share?

Part of the challenge is figuring out what you are going to post next. While there should be some tie-in to you and your practice, your posts do not have to be all about teeth.

Here are some ideas to help you get started:

- Show what services set you apart from other practices
- Document procedures that keep your office clean and safe amid COVID-19 concerns
- Answer common questions about procedures you do
- Announce new technology that you have brought to your office
- Share articles about the dental industry
- Post staff bios and fun facts about your team
- Celebrate staff birthdays and other life events
- Give insight into team building and office outings
- Get in the spirit of the holidays
- Set up a contest or giveaway
- Ask people questions about dentistry or fun topics, like favorite books or new hobbies
- Start a social media game like posting a one-sentence story that each commenter continues with a new sentence

### When Should You Post?

There are general recommendations to when you should post all over the internet, and these are great starting points when making your social media plan. However, this also is a good time to think back to your answer to the "who" question. By not only envisioning who this person is but what their life is like, this can help you decide when is the best time to post.

Ask yourself: What does this person do during the day? What is their schedule like?



It is important to think about the value someone is going to get when they interact with your content and your practice.

Are they working a 9 to 5? Are they busy during the weekends? Do they have kids to drop off at school and pick up in the afternoon?

Thinking about these questions will help you pick the times that are best for your audience. Every community is different, so you will need to fine tune this to reach your followers more effectively.

### Where are Your Patients and Prospective Patients Using Social Media?

You do not have to be on every social media platform to be successful. Instead, think about the types of content that are most prominently shared on that platform and pick the places you want to invest your resources. Does this align with your who and what?

Here is a list of some popular social media sites and what to consider if you are going to post there:

- **Facebook:** Many demographic groups use Facebook, so it is a great place to share content that is created for a wide audience. You also can set up paid Facebook ads to help broaden your reach.
- **Twitter:** Twitter has been popular for creatives, journalists, influencers, and customer service – just to name a few. Twitter also has a wide range of users, and the main focus is engaging with one of its many communities. It is also a great place to share links to your website
- **Instagram:** Recently, teens and young adults are more likely to be active on Instagram, but that does not mean they are the only ones using Instagram. Instagram is a place to share highly visual, beautiful content with your

target audience, and with features like Stories, Reels, and IGTV, there are several ways to share personal and professional video content.

- **Pinterest:** Pinterest is another highly visual social media platform, and it is treated like a search engine in many ways. It's a great place to share blogs, whether that be written or video content, especially if the focus is on products or activities that can be done at home.
- **LinkedIn:** This one is all about networking. This can be a great place to build up referral networks, have dialogues with peers, and establish partnerships with others in the dental industry.

You do not have to be on every social media platform to be successful...pick the places you want to invest your resources.

- **YouTube:** While not always considered a social media site, YouTube does have the ability to act like one as well as a search engine for video content. There are so many facets to YouTube that we could dive into, but the main takeaway is that YouTube is the place to be if you are producing regular video content.
- **TikTok:** This newcomer continues to change the speed at which trends and information are spread. Like any other social media platform, TikTok is used

in a variety of ways by many users, and the focus is on concise, clever, shareable videos. While popularized and actively used by younger generations, there are opportunities on the platform for posters of any age.

### Why Does Your Practice Want to Use Social Media?

The most prominent answer to this is always going to be two words: new patients. All of your practice's marketing efforts have that primary goal in mind, but again, let's take this question a step further.

When thinking about the answer to your "why," consider these questions:

- Do you want to educate patients and prospects?
- Do you want people to get to know you and your team better?
- Do you want to build community and trust?
- What value is the viewer going to get out of the interaction?

Social media is not just about marketing to prospective patients. It is important to think about the value someone is going to get when they interact with your content and your practice. This is an opportunity for prospects, current patients, and your community to get to know you and to establish trust, which can result in value for you and your audience in the long-run. ■





By **Tina Reynolds**  
Uptown Studios

*Tina has been running her own design firm since 1976 and she is the community face of Uptown Studios. She is ready and eager to get your project going, and share her experience that will give you the “big picture” on your campaign or marketing materials. Tina loves the people she gets to work with and is always there to remind you to make it: “EASY, FUN AND POPULAR”*

# 1-2-3...

## Steps To a Better Website

### **Not Having A Website Is Like Choosing Not To Floss**

You know that guilty look your patients give you when you ask them why they don't floss? The same look you see all the time? People have been educated on the importance of flossing their entire lives, and still, many people do not floss even though they know they should! And that same look? I see that guilty look when I ask Dentists why they don't have a great website that is updated regularly.

Take it from my 40 years of experience guiding small business owners: there is no excuse as to why you shouldn't keep your site regularly updated, fresh and new. A website is one of the best marketing tools a small business owner has. To ensure that your website is actually doing what it is supposed to, follow these three simple steps.

### **Step 1: Google, Google, Google**

There are a few different ways you can do this, but the easiest way to do this is to claim your Google My Business listing. It's very simple, just Google it! Once you have claimed your business through Google, you need to also link your website to your Google My Business listing. By linking your website, you have officially told Google and anyone who might be looking for you that you do exist. This is important because now no one else can claim to be you on the internet, and by linking your website to your business listing, anyone who wants to contact you now has a method to do so.

### **Step 2: SEO What?**

SEO, or Search Engine Optimization, means how “optimized” or effective your website is at showing up in Search Engine results. Good SEO means that you are using the words that people search for a dentist for in your headlines and your content. You need good SEO to make sure you show up on pages one or two in a person's search. There is a great

tool that you can use to run an SEO report on your own site. Go to [www.Woorank.com](http://www.Woorank.com), type in your URL and they will run a full report. If your score is 60 or below - you've got some work to do. SEO is very important, especially for service-based businesses like dental offices. It is highly likely that most people are searching for your services via Google. Ensuring that your SEO ranks high means that when someone searches “dentist near me,” your office will pop-up high on the list (on page one or two). The best practice for marketing is to go where your people are! If they are looking on Google, you should want to do everything you can to be on the first page—or better yet, in the top three search results.

### **Step 3: Pay a Little - Get a Lot!**

Google is your friend! Once you have linked your Google My Business listing to your website and begun working on your SEO, it's best to also create a Google Ad Words account. This is free and easy to do. With a Google Ad Words account, you can begin to run ads on Google. Spending money to run ads can feel a little overwhelming, especially since money is involved, but spending money on Google can have a very high return on investment if you take the time to do it right. Google offers free training, but if you're still feeling overwhelmed, shoot me an email and I'd be happy to help you out.

If you take the time to complete all three of these steps, I can guarantee you will see an increase in new patients, web traffic, and significant return on investment. A website is a phenomenal marketing tool, you just have to remember that a website will only give you as much as you give it. So next time I ask you if you have looked at your own website, I hope to see a different look on your face!

You can always reach out to us at Uptown Studios, if you ever get stuck - we are here to help: [uptownstudios.net](http://uptownstudios.net), 916.446.1082. ■

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Jay.Harter@henryschein.com

*This is a sample  
of our listings.*

**CITRUS HTS/FAIR OAKS: NEW LISTING!** 4 Ops, Paperless, High Traffic Area. 2019 GR \$295K, 2018 GR \$340K. Fast Sale needed. #CA1832

**FOLSOM/EL DORADO HILLS AREA: NEW LISTING!** 5 Ops, 4 Equipped, Strong Hygiene Prog., Modern office in Growing Area. 2019 GR \$540K. #CA1629

**FOLSOM/EL DORADO HILLS AREA: SOLD** 5 Ops, Room to expand, Digital, 2019 GR \$2M+. Great opportunity. #CA5678

**GREATER SACRAMENTO: SOLD** 5 Ops, 4 Equipped, Digital, I/O Cam, CBCT, Newer equipment, 2019 GR \$434K w/ Dr. bus. opp. #CA678

**GREATER SACRAMENTO:** Desirable area, 38 yrs. Goodwill, 4 Ops, Digital, 6 hyg days/wk. 2019 GR \$970K on 4 day/wk. #CA656

**GREATER SACRAMENTO: Price reduced!** PPO/Condo, 33 yrs. Goodwill, 4 Ops, Digital, I/O Cam. #CA561

**LAKE TAHOE AREA:** Resort area, 6 Ops, 5 Equip, Digital, 42 yrs Goodwill. 2019 GR \$579K on 22 Dr. hrs/wk. #CA608

**NORTH SACRAMENTO AREA: SOLD** 50 hrs/wk. Goodwill. 3 Ops, 4th avail. 2019 GR \$616K on 33 avg. hrs/wk. #CA667

**STOCKTON AREA:** 6 Ops+RE, 30+ yrs Goodwill. 2018 GR \$1M+. #CA616

**STOCKTON AREA:** 1/3 Share of partnership, Digital, 10+ Op facility, GR \$508K. #CA1389

**STOCKTON AREA:** 1/3 Share of partnership, Digital, 10+ Op facility, GR \$462K. #CA1624

**VACAVILLE AREA:** 5 Ops, 28 yrs Goodwill, Dentrux, 2019 GR \$556K. #CA645



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# SOCIAL MEDIA STRATEGIES from Fellow Dentists

If you need inspiration or advice on how to handle social media, your fellow SDDS Members have got you covered! We asked some of your colleagues with a strong social media presence questions on their social media strategies. Check out their accounts for inspiration and see all the different strategies out there that you might be able to apply to your practice.

## Marina Milstein Orthodontics

Dr. Milstein ramped up her social media presence in the year 2020! She collaborates with her daughter for onsite, day-to-day activity photos and combines that with educational posts to create the perfect blend of content.

Over the course of this year, we really chose to ramp up our social media campaign strategies for two different reasons. One, because we were all using social media channels to stay connected during the shutdown, and two, because it facilitates a daily reach to our patient audience.

We use different media platforms for various types of posts. For example, Instagram is more for highlighting individual patients and the atmosphere of our practice. It's more popular with younger audiences. With Facebook, we blend those same posts with other more


informative/educational posts for SEO and awareness purposes (being that the parents and caregivers use Facebook more heavily).

It's a two-fold process. The onsite posts are managed by my 20-year old daughter who actively takes photos and keeps the community involved in our day-to-day activities. That way there is someone "on the inside" giving prospective patients a realistic view of what we are like. For the educational posts, we work with DentaSpeak.com to curate copy and schedule blogs/Facebook posts on a weekly basis. The blend of the two together ensures

we cover all of our bases and helps us stay actively connected with patients on a daily basis. After all, if you're out of sight, you're out of mind! The more engagement we've triggered, the wider prospective audience we can reach through our followers.

*Responses provided by Dr. Marina Milstein*

 [mmorthodontics](#)

 [marinamilsteinortho](#)

## Oak Tree Dentistry

Dr. Pritpal Gill's office, Oak Tree Dentistry, is a start from scratch office and has grown mainly because of social media. They have made social media and an online presence a priority for them and it has paid off.

**Why did you decide to focus on your social media presence?**

Because, the first thing most people see on their phone as they get up in the morning is social media, be it Facebook or Instagram. If we keep posting content, whether or not it's relevant to them it will still help in establishing presence online. It's like planting seeds wherever you go, they may grow someday or maybe not, but you still have to keep planting.

**What type of content do you post? How do you decide what to post?**

Personal/office culture pictures along with dental work pictures get more attention. I like not to post much using stock images. They don't do as well compared to original content.

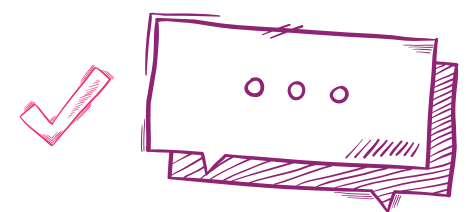
**Do you focus more on Facebook, Instagram or something else?**

I get new patients from Facebook and Instagram both, but more from Facebook ads. If a potential patient messages, I tend to reply back as soon as possible. With a limited budget (like \$300-400/month), I am able to reach thousands of viewers. I run ad campaigns mainly and sometimes I boost posts.

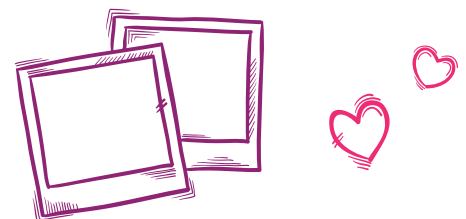
*Responses provided by Dr. Pritpal Gill*

 [oaktreedentist](#)

 [oaktreedentistry](#)



**"I get new patients from Facebook and Instagram both. More from Facebook ads."**





## Ascot Family Dental

At Ascot Family Dental, Dr. Purvak Parikh's Marketing Director, Dominic Kristin De Bruin, designs and develops content, and coordinates with the team to catch moments with our awesome patients throughout the day to share online. Dominic shared some of the tips and strategies they use for their practice:

### Why do you think social media is important to your practice?

Social media is very important to our practice, especially during this unprecedented time. It has proven to be a great tool for us to stay connected with our existing patients and it has also helped us to build trust with potential patients. After following us for some time, some convert into new patients, as they feel like they have gotten to know us in a way by following our story on our social media. We like to mix it up between informative dental posts, dental humor, positive messages, nutrition, before and after images of Dr. Parikh and Dr. Reddy's work and moments that pop up throughout the day with the team and patients to show our culture and who we are.

### What kind of impact have you seen with your social media?

When done right, social media can be a game changer for your practice. Social media has helped us to build brand recognition and trust. We recently had a new patient that has extreme dental anxiety but needed dental work done and came across us on Instagram. He started following us and over time felt like he was ready to call and come in and see if we were a good fit for him. He said the best part was when he first walked in and from the front desk, to our clinical team, he felt like he already knew all of us and felt safe and comfortable with us after "getting to know" us first online. This patient also left a 5 star review, as have many others after receiving treatment with us.

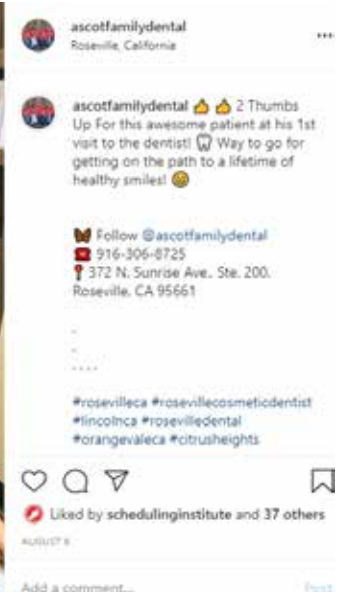
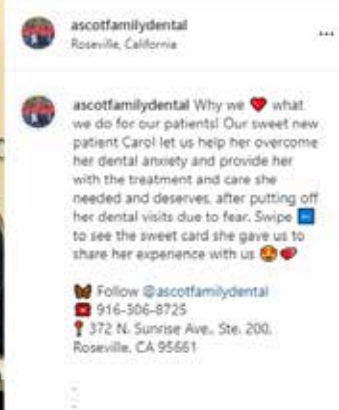
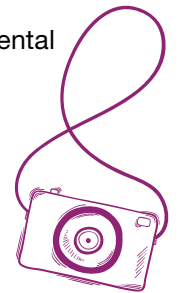
### What is the best advice you can give for dental professionals starting their social media accounts?

Be your authentic selves, first and foremost! Keep it fun and informative and try to avoid getting too comfortable with using too

much curated content. Being ready to catch unplanned moments during the day with your team and patients is what people want to see. It makes them feel like your practice is something that they want to and deserve to be a part of. Keep it as organic as possible.

*Responses provided by Dominic Kristin De Bruin, the Marketing Director for Ascot Family Dental*

  ascotfamilydental



# SOCIAL MEDIA STRATEGIES (continued)

## Douglas Dental & Orthodontics

Dr. Binh Dao of Douglas Dental & Orthodontics has a different take on how he runs his Instagram account. Dr. Dao's business Instagram is also his personal Instagram because by having them both be the same account he has experienced more followers and more exposure.

### Why do you think social media is important to your practice?

I only post before and after photos with short descriptions of the procedures involved. Since I've read people spend on average 2 hours and 23 minutes per day on social media we as dentist need to take advantage as it's free advertising to show current and future patients not only your skill and dedication to the art and science of dentistry, but also available treatment options.



### What kind of impact have you seen with your social media?

Because of our online reviews, our office averages over 100 new patients a month. By posting before and after photos to Instagram, Facebook, Google and Yelp it helps generate new cosmetic cases and Invisalign starts every month.

### What is the best advice you can give for dental professionals starting their social media accounts?

Invest in the correct digital camera with proper macro lens and flash. Not only can it be used to make your social media photos look the best but the camera can also be used for lab communication and patient case documentation which by themselves make the purchase worth the cost.

Responses provided by Dr. Binh Dao

  therosevilledentist



**"Because of our online reviews, our office averages over 100 new patients a month."**

### Dr. Dao mentioned the importance of a good digital camera! Want to learn more about Dental Photography?

The October 2019 issue of The Nugget is on just that topic! Read through the issue to learn benefits of taking photos in your practice! Learn a system for taking dental photography, about the different parts of the camera and how to obtain optimum results!

Find the issue online at [sdds.org/publications-media/the-nugget](https://sdds.org/publications-media/the-nugget)







## Tooth by Sunny Badyal

Tooth by Sunny Badyal's Instagram account (@thedentistofsacramento) is run by Zayn Silmi from The People of Sacramento. Zayn has a lot of experience with social media, his account @thepeopleofsacramento has over 100,000 followers on Instagram and he uses his expertise to help curate the content for Dr. Badyal's practice.

### Why do you think social media is important to your practice?

It helps to show the community about what procedures we do at the office, and educate them on dentistry, it creates a connection with us and our followers.

### What kind of impact have you seen with your social media?

We have had many new patients come from social media connections we've made. Patients like the transparency of what we do and they respect that.

### What is the best advice you can give for dental professionals starting their social media accounts?

Identify what you want your practice to be about and focus on one or two things you want to market. Then repetition of those things along with any education will provide you a platform that people will follow.

*Responses provided by Dr. Sunny Badyal*

 thedentistofsacramento

 ToothBySunnyBadyal



## Sunrise Orthodontics

At Sunrise Orthodontics, Dr. Matt Sanders and the rest of the office treat their social media as a collaborative effort. To find content that their patients or potential patients will relate to, they look through their daily schedule to find opportunities where they can get great in-office photos.

### Who takes the pictures and posts to your Instagram account?

This is a whole office, collaborative effort. We take a look at our schedule at the beginning of the day and take note of patients that have a milestone (deband, birthday, new braces, etc).

### Why do you think social media is important to your practice?

Social Media has been a great tool to make dentistry/ortho become relatable to the general public. We touch on treatment options, OHI advice, but our focus is primarily on office culture and patient achievements.

### What kind of impact have you seen with your social media?



We became more focused on social media during the office closure (due to the pandemic) earlier this year. It was a great way to feel

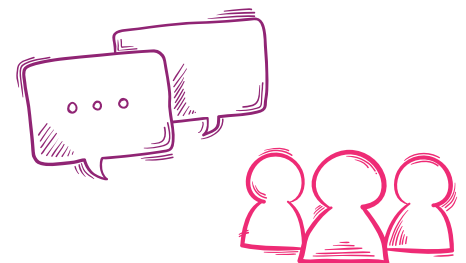
connected with our patient family. Patients and parents tell our office daily how much they enjoy browsing our social media pages. Now, more than ever, patients rely on online reviews and social media presence to make provider decisions.

### What is the best advice you can give for dental professionals starting their social media accounts?

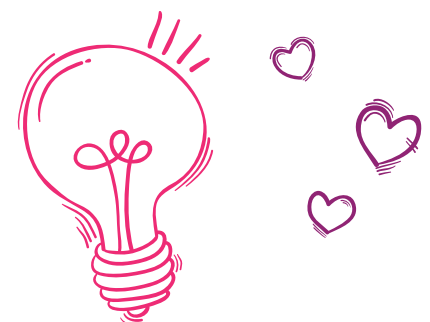
My advice would be to keep it light hearted and fun. Involving the entire office builds team morale. I read somewhere that people spend an average of over 3 hours a day on their phones. 3 hours! It's an opportunity to engage with patients outside of the office every day.

*Responses provided by Dr. Matt Sanders*

  sunriseortho



**“My advice would be to keep [social media] light hearted and fun. Involving the entire office builds team morale.”**







By **Dovi Prero, DDS, MS**  
Prero Orthodontics

*Dr. Dovi Prero is a firm believer in treating patients like family. Dr. Prero loves the satisfaction that comes with creating beautiful smiles and healthy lives. One of eleven children, all of whom saw the same orthodontist, he was inspired early on by the impact that the orthodontic treatment had on his family and the quality of their lives. After attending Towson University in Baltimore for his undergraduate studies, Dr. Prero moved on to receive a Master's Degree in Education from Loyola University Maryland. He then went on to attend dental school at UCLA and did his orthodontic residency at USC, where he received a Master's in Craniofacial Biology. Dr. Prero is a board-certified orthodontist.*

# Are You On Instagram?

## The Top 10 Instagram Tips That Helped Build My Practice, and How They Can Help Yours Too

When I started Prero Orthodontics in late 2014, I had already been on Instagram for 4 years using it for photos of the family and adding cool filters. I dove in heavily in early 2016 using Instagram for the office and started seeing patients come directly from Instagram about 6 months later. It is more important than ever for your practice to have a substantial presence on Instagram. In this article we will review some of the reasons for this phenomenon and give you pointers for your practice as well. Let me show you why and how.

### 1 **Be Where Your Patients Are:**

Back in the days of the Yellow Pages, doctors would take out ads, because that's where people looked. When the internet started to become popular, we built websites, because that's where people now spend time looking. Now our patients (and their parents) are spending time on social media, specifically Instagram. In order to be in front of their eyes it is imperative to have a substantial presence. This is what is known as "top of the mind" marketing.

### 2 **Grow Your Instagram Following:**

A great start is encouraging your friends, family, and patients to follow your Instagram page. You can offer a contest to encourage followers and gain momentum.

### 3 **Influencer Marketing:**

An influencer by definition is someone who has influence over a certain segment of the population. In the social media setting it is someone who has a large social media following. Think of social media as a microphone to broadcast your message. When partnering with an influencer you are using a louder microphone to broadcast that message to a wider audience.

### 4 **Validating a Referral:**

very often, patients will need to hear your name a few times before taking

action. When they follow you on Instagram and then their doctor refers them to you, it now becomes a validated referral, like the second time someone suggests you.

### 5 **Education and Storytelling:**

the best way to truly engage with your audience is through education. Teaching them what it's like to treat patients and explain why you are passionate about your practice. When I speak to my audience I usually speak in terms that a first-year dental student would understand on the first day of dental school. You can speak in complex terms, but it's important to elevate your audience and raise their dental IQ, empowering them to make the best decisions for their health.

## Top 10 Types of Posts

1 **Before and Afters:** Believe it or not people want to see teeth. The public enjoys becoming more educated and they can actually tell a quality finish. They love the nuances of cases. The concept is that it engenders confidence in the doctor when a patient sees before



Figure 1: Example of before and after post.

images similar to their own case and after images with beautiful outcomes. It will encourage the patient to reach out to the office because now they know, now they have seen, that the doctor can fix their problem. Good quality photographs will go a long way, and using the same perspective in the photos will give the most dramatic result. It is important to note that in the caption you should explain how the goals



Figure 2: Dr. Prero taking a fun selfie with some of his patients.



Figure 3: Dr. Prero and a patient posing in the office.

were accomplished. Consider using Keynote (Apple) to design the post, and watermark to place your logo on the photo (figure 1).

**2 Happy Patients:** The biggest mistake I see is when a practice will post a picture of a patient alone, by themselves. It's always a good idea to have the patients with doctor or patients with staff or patients with their parents, but never a patient alone (figure 2 and 3). When they are alone it gives the feeling that they are just that... alone. We want to engender a feeling of community and togetherness.

**3 Personalized Holiday Content:** Holiday wishes are always a great thing...but I encourage doing a personalized photo with the doctor or doctor and staff, rather than canned generic content.

**4 Online Reviews:** One of my favorite kind of posts are Yelp reviews (figure 4). Patients are always writing great reviews for us, but people only see them if they go to the review site. Also, sometimes the review site will backpage a review and not show it to the public. A great way to publicize the great experience at your office

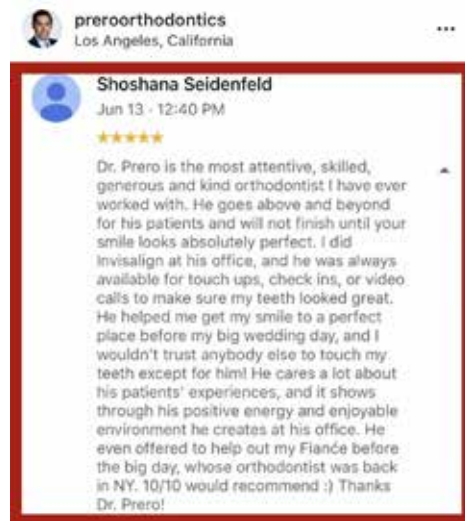


Figure 4: Example of post featuring an online review.

is by taking a screen shot of the review. Then using an app called Squaready to make the format of the photo a perfect square, and add a red border around it. This makes it easily recognizable how great the experience is at your office.

**5 Reveal Videos:** I learned this from my good friend, Dr. Grant Collins (@TheBracesGuy) in Minnesota. The reveal captures the first moment the patient looks at their smile after their braces are removed. It's often a bit emotional and very exciting to watch. Patients look forward to participating in these videos too. One of the best parts is the interaction between the parent and child. It is a once in a lifetime opportunity to capture this intimate moment.

**6 Acknowledging Gratitude and Mentorship:** Patients love seeing their doctor display gratitude (figure 5). Expressing thanks to those around us who support and



Figure 5: Dr. Prero with one of his mentors.

Continued on following page...

## Are You On Instagram? (continued)

inspire us shows how we are all students, and we can learn from others. It further humanizes the practice and makes you more relatable.

**7 Family:** Posting about family, whether it's being a spouse, a parent, a child, an aunt or uncle, or close friends that are like family, gives context to the doctor (figure 6). It shows that you are more than just running a practice, giving you a chance to display your positive character traits. It also shows that you are someone that other people can rely on.

**8 Hobbies and Activities:** Another great way for patients to relate to you is for them to see you in activities outside the office. Displaying your favorite hobbies and activities (sports, crafts, the arts, etc.), can create talking points and things in common with patients.

**9 Happy Team Posts:** A happy team is one of the most important assets a practice can have.

Camaraderie and a positive culture make people feel at home, and imbues confidence in their decision of choosing a practice. When patients see an office where the employees are happy, the vibe is contagious.

**10 Displaying Your Technology:** When we make great investments in technology for our practices, don't keep it behind the walls of your office. Showing the technology is an ideal way to exhibit your commitment to staying up to date. Photos with your digital scanner and highlighting the features of a simulated outcome is exciting for patients to see... so much so, that they come in asking to be scanned so that they can see their own simulation too (figure 7).

Instagram is a great way to highlight the interesting and exciting things going on in your office and in your life. It is a tool, among many others, that can help your practice grow. Wishing you continued success! ■



Figure 6: Dr. Prero and his family showing off their Halloween costumes.



Figure 7: Dr. Prero and a patient posing in the office.



Check our Dr. Prero's Instagram page for more inspiration! Having a strong social media presence can greatly help your practice, so start taking some photos and post today to get your patients engaged!

### ONLINE GENERAL MEETING (VIA ZOOM)

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- Orofacial Pain - Ken Moore, DDS
- Simple, Affordable, and State of the Art Case Presentation - Bryan Judd, DDS
- Special Needs - Rodney Bughao, DDS

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### SDDS or SFK Face Mask

- 2 ply cotton mask with nose wire

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# The Quandary Quarterback— (quan·da·ry: “a state of perplexity or doubt”)

Monthly compliance advice that empowers you and your team



## Dear SDDS Member,

Over the past several months, your local dental society has invested and committed to bringing you and your team great webinars and on-line learning tools to help meet your compliance needs. Recently, we participated in a webinar about OSHA training and “Train-the-Trainer” activities – we really want offices to take their compliance discussions, training and policy amendments about safety plans seriously enough to engage in their own training. So much has become engineered by service providers, and that’s fine; however, what we have discovered during this year’s COVID reviews is

terrific non-compliance, in part based on poor training and communication resources used by offices. In addition, these poorly executed training resources have caused complacency and lack of real knowledge about our regulations and statutes regarding infection control, scope of practice and OSHA (workplace) safety, to name a few. Simply reading an article, signing off a sheet and never communicating the learning as a team does not meet the requirements for training – and in-service providers know this.

To meet this short-coming head-on, the Quandary Quarterback will present a

series of articles to discuss the ways in which your team can establish shared responsibilities in key sections, consistent with a compliance manual, and how those roles can create the most effective and impactful training sessions without the costs associated with service providers. You can do this! This is very achievable! With coaching and education, your compliance standards shall become more effective, efficient, engaging and enrolling for all on the dental team. Let’s start with who, on the dental team, best promotes a “safe dental practice” for our patients

– *The Office Compliance Coordinator*

## The Safe Dental Practice - Part One

As dental offices continue to face the challenge of implementing and maintaining an effective, efficient, affordable and compliant office safety program, Cal-OSHA standards require us to develop and maintain safety protocols around instrument processing, sterilization protocols and aseptic procedures, to name a few. By designating an Office Compliance Coordinator (OCC), his/her primary responsibility is to manage patient and provider safety measures. The specific duties of this coordinator may vary from one dental facility to the next, but similar responsibilities prevail throughout our profession overall. We recommend using the content outline of a well-written, well-organized OSHA compliance manual as your training guide for the entire year, with monthly or quarterly safety meetings that delve into the content areas of the requirements contained in the manual.

For example, a great safety meeting topic could come from the Fire and Emergency section of the compliance manual. The OCC can ensure that everyone knows the

layout of the building to determine the best location for gathering outside in the event of an evacuation, make everyone “walk the fire line” to means of egress, locations of the fire extinguishers, perform an outdoor exercise on how to shoot off an extinguisher, confirm the location of the first aid kit and how to shut off the office gas, if applicable. These are all great topics for a safety meeting that did not require costly expensive outsourcing – you have everything you need in your compliance manual for this month’s safety meeting – add pizza and ice tea and it’s a fun safety lunch meeting!

Although the OCC remains responsible for the overall management and coordination of the safety program, maintaining a safe environment requires the commitment and accountability of everyone in the practice. Some of the key overriding management-type duties for the OCC to consider are:

1. Serve as a positive role model for safety; set a good example for the entire team.

2. Keep everyone involved and informed; open lines of communication are key.
3. Seek ideas, opinions and comments from all members of the dental team; encourage new ideas to promote greater efficiency, effectiveness, lower costs, and improved patient acceptance (this is a GREAT safety meeting topic).
4. Allow all to take part in fun fact-finding efforts, identification of hazards, and decision-making processes; allow the whole team to share in establishing, maintaining and amending the written safety protocols (another GREAT safety meeting topic).
5. Explain the purpose of tasks to better understand why and how the correct performance of a task such as cleaning and disinfecting a room specific to the germicide used can enhance the correct performance of procedures.

6. Recognize compliance; one employee's efforts completed well can facilitate continued safe practices and encourage others to do the same (we recommend presenting the "best in class" during your safety meeting with a cupcake and candle, or a coffee gift card; anything to generate a moment of praise for example-setting by a team member).

A successful compliance coordinator ensures that everyone is aware of safety procedures for the office, however, the focus needs to pivot toward meeting engagement through activities, collaborative roles and meetings that encourage compliance with infection control, chemical safety, fire safety and emergency processes, and team discussion.

Don't let complacency become your in-office compliance norm; believe in the ability of your OCC to be creative and supportive of all and ensure that compliance is simply a way of life. Patient and employee safety are critically important to every office regardless of the challenges we encounter in the world of disease transmission. Processes and protocols need to be established initially, reviewed periodically, and monitored continually so that they become our standard of care, not our response to emerging disease threats that are ever-present in our role as a dental healthcare provider.

Best wishes!

- *The Compliance Expert*

If you or your office staff have questions to submit for guidance and advice, please submit to *The Nugget* at SDDS via mail or email ([sdds@sdds.org](mailto:sdds@sdds.org)) at any time – all questions may be submitted anonymously.

# Celebration of SDDS! Zoom Holiday Party

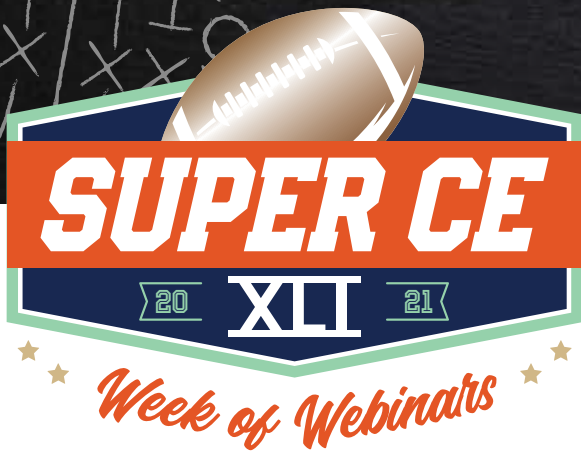
We may not be able to have our normal in-person Holiday Party this year, but we are keeping with the theme of this year and pivoting!

Join us for our online Celebration of SDDS - Zoom Holiday Party! We'll be hosting a Zoom party on December 11<sup>th</sup> from 5-6pm! Get in your festive garb and let's celebrate together!

Head to [sdds.org](https://sdds.org) to get the Zoom link to join the party, or email [sdds@sdds.org](mailto:sdds@sdds.org) and let us know you'd like to come!

**December 11<sup>th</sup> • 5-6pm**





## IT'S A HAIL MARY KINDA YEAR!

With the current COVID situation, we need to change things up for our 2021 Convention & Expo and we're hoping you'll join us. This year we're hosting Super CE - Week of Webinars (WOW), with five days of webinar programming. Check out the courses listed below!

### MONDAY FEBRUARY 1, 2021

Noon-1:30pm · 1.5 CEU, Core  
**HIPAA: Highlights, Hoopla and Hooley**  
*Theresa Sheppard, RDA*

5:30pm-8:30pm · 3 CEU, Core  
**RM18: Calibrate Your Risk Radar**  
*Ruchi Sahota, DDS; John Sillis, Esq.*  
 Sponsored by TDIC

### TUESDAY FEBRUARY 2, 2021

7:30am-9:00am · No CEU  
**Breakfast with the Brokers**  
*Brian Flanagan, Integrity Practice Sales; Ray Irving, Professional Practice Sales; Tim Giroux, DDS, Western Practice Sales; Roy Fruehauf, ddsMatch*

7:30am-9:00am · 1.5 CEU, Core  
**OSHA with a COVID Twist**  
*Leslie Canham, CDA, RDA, CSP*

Noon-1:30pm · 1.5 CEU, Core  
**Incorporating Behavioral Strategies into Your Dental Practice: Treating Patients with Special Needs**  
*Mary Rettinhouse, MS, BCBA; Amy McCreary, MS, BCBA; Autism Clinical Specialists, Behavior Analysts; Alta Regional Center*

Noon-1:30pm · 1.5 CEU, 20%  
**Tech Tools That Put Practice Management into Hyperdrive**  
*Paulina Song, MHA; Zentist*

6:00pm-8:00pm · No CEU  
**Conquering COVID Consequences: Stress, Anxiety and Silver Linings**  
*Gary Zelesky*

6:30pm-8:30pm · 2 CEU, 20%  
**Rise and Thrive - Find a Practice Within Your Practice (Docs Only)**  
*Melinda Heryford, MBA*

### WEDNESDAY FEBRUARY 3, 2021

7:30am-9:00am · 1.5 CEU, Core  
**Simple Solutions/Complex Problems - Don't Look at Just Teeth - Look at the Whole Patient**  
*Tim Mickiewicz, DDS*

7:30am-9:30am · 2 CEU, Core  
**Infection Control**  
*Leslie Canham, CDA, RDA, CSP*

Noon-1:30pm · 1.5 CEU, Core  
**IT Security Nightmares**  
*Jonathan Szymanowski, DMD, MMSc*

5:00pm-6:00pm · 1 CEU, Core  
**Ortho Pearls: Boundaries of Orthodontic Treatment**  
*Peter Worth, DDS*

6:00pm-8:00pm · 2 CEU, Core  
**Why We Need to Incorporate Teledentistry in the Dental Practice**  
*Theresa Sheppard, RDA*

6:30pm-8:30pm · 2 CEU, 20%  
**Workers' Comp - RM Best Practices (Docs Only)**  
*Trina Cervantes, RDH; Crystal Potch, TDIC*  
 Sponsored by TDIC

### THURSDAY FEBRUARY 4, 2021

7:30am-9:00am · 1.5 CEU, Core  
**The Identification and Management of Vesiculobullous Lesions of the Oral Cavity**  
*Rashidah Wiley, DDS*

7:30am-9:30am · 2 CEU, Core  
**California Dental Practice Act**  
*Leslie Canham, CDA, RDA, CSP*

Noon-1:30pm · 1.5 CEU, 20%  
**Shake Off Your Scheduling Blues - Make an Easy Comeback**  
*Melinda Heryford, MBA*

Noon-1:30pm · 1.5 CEU, Core  
**Do You THINK You're Compliant? Compliance is More than a Checklist!**  
*Theresa Sheppard, RDA*

### THURSDAY FEBRUARY 4, 2021

CONT.  
 Noon-2:00pm · 2 CEU, Core  
**A Fly on the Wall: An In-Depth Behind the Scenes Look at a Successful Relationship Between a Dental Laboratory Technician and Dentist**  
*Miles R. Cone, DMD, CDT, FACP*  
 Sponsored by GC America

6:00pm-7:30pm · 1.5 CEU, Core  
**Phantom Tooth Pain**  
*Clifford Chow, DDS*

7:30pm-9:00pm · 1.5 CEU, 20%  
**Why Your Patients Won't Tell Other People That You Are an Amazing Dentist ... And What You Can Do to Change That**  
*William van Dyk, DDS*

### FRIDAY FEBRUARY 5, 2021

7:30am-9am · 1.5 CEU, Core  
**Case Presentation on a COVID Budget**  
*Bryan Judd, DDS*

7:45am-9:45am · 2 CEU, 20%  
**Claims, Compliance and Communication - What's the Magic Combination?**  
*Christine Taxin; Sponsored by CareCredit and Weave*

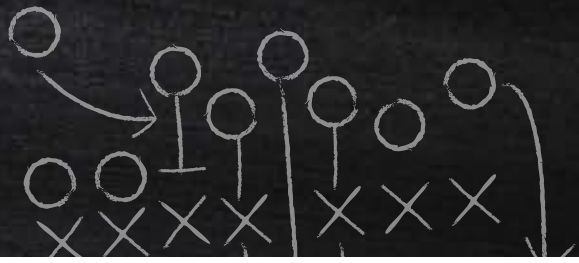
10:00am-Noon · 2 CEU, Core  
**Immediate Implants for Enhanced Esthetics - Workflow for Faster, Easier and Better Outcomes**  
*Ash Vasanthan, DDS, MS*

Noon-2:00pm · 2 CEU, Core  
**Creating Predictable Results When "Opportunity" Happens**  
*Mark Malterud, DDS, MAGD*  
 Sponsored by Zest Dental Solutions

2:00pm-4:00pm · 2 CEU, Core  
**Carte Blanche: Aesthetic and Functional Foundations for the Complete Denture**  
*Miles R. Cone, DMD, CDT, FACP*  
 Sponsored by Zest Dental Solutions

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## EXHIBITORS

Coming Soon Zoom the Room "Expo Hall"



# CDA Major Issues and Priorities 2020

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California Dental Association

## 1. COVID-19's Impacts on Dentistry

### Dental Plan Provider Network Stabilization

CDA continues to urge Governor Newsom and legislators to protect access to dental care in their response to the COVID-19 pandemic. Approximately 97% of California dental offices completely closed or were only seeing emergency patients from March through May. Since dental practices have reopened, they continue to face significantly increased overhead costs combined with decreased patient volume due to COVID-19 safety guidelines (additional personal protective equipment, heightened infection controls and physical distancing of patients). The high cost of PPE is exacerbated by product scarcity and supply chain disruptions. Meanwhile, dental benefit plans have continued to collect millions in premiums from employers and enrollees without pause. CDA is pushing for dental plans to:

- Provide a \$25 minimum PPE payment per patient per visit through the end of 2021.
- Extend the 2020 annual maximum benefit through the end of 2021 to allow enrollees to receive some of the dental care they were unable to receive during shelter-in-place restrictions.

With the state facing the possibility of widespread closures of dental practices due to COVID-19, dental plans must be called on to share in the high costs of additional PPE, without which dental care is not currently possible. This proposal is targeted, time-limited relief that will help keep provider networks intact and prevent massive disruption to dental care access in California.

### COVID-19 Testing

CDA is working with the governor's office, the California Department of Public Health and the legislature to ensure that once reliable rapid testing technology is available, dentists can

obtain and use COVID-19 test kits to identify positive, asymptomatic patients and route them to the appropriate venue for care, obtain all applicable lab licenses and receive reasonable reimbursement for administering tests.

### Dental Student Licensure

CDA staff, in coalition with the California dental school deans and dental school student leadership, advocated throughout spring 2020 for a pathway to timely dental licensure after patient-based licensure examinations were postponed indefinitely due to the pandemic. The Western Regional Examination Board and the American Board of Dental Examiners, the only testing agencies accepted by the Dental Board of California, announced that newly developed mannikin-based exam formats would be offered during the summer instead of patient-based exams.

After CDA advocacy to the DBC, the governor's office and legislative staff, including multiple grassroots letter writing campaigns by dental students, the dental board approved the new exam formats as a pathway to licensure. Effective May 28, 2020, the DBC began to accept mannikin-based WREB and ADEX examinations on a permanent basis, allowing all six California dental schools to offer the tests and more than 800 graduating dental students across the country to take the requisite clinical examinations throughout the summer of 2020. This advocacy effort has resulted in California becoming one of the first states in the country to begin to move away from patient-based licensure examinations.

### Continuing Education

In late March, after advocacy from CDA, the California Department of Consumer Affairs temporarily waived the license-renewal continuing education requirements for dental professionals whose licenses expired between March 31 and June 30, giving them until Sept. 30 to satisfy any waived C.E. requirements. That waiver was extended to include licenses

expiring through Oct. 31 and gave affected licenses until Feb. 27, 2021, to complete the needed C.E., although licensure renewals must still be paid for on their original renewal dates. At the beginning of September, CDA advocated and successfully obtained a third waiver to ensure that live C.E. courses that incorporated prerecorded lectures would be accepted by the dental board, as a way to counter any technological or internet provider shortages that could affect the quality of the course offerings.

CDA's consistent advocacy efforts helped to secure all three C.E. waivers for dental professionals after cancellations of required in-person courses and testing because of the COVID-19 pandemic.

## 2. Proposition 56 and the Medi-Cal Dental Program

In the midst of a global health care crisis, the 2020-21 state budget preserves critical safety-net health care funding in the Medi-Cal dental (Denti-Cal) program. The COVID-19 pandemic has led to significant revenue losses for California's economy, and Governor Newsom laid out a budget proposal in May that slashed billions of dollars to close a \$54 billion deficit. Included in these proposed cuts were reduced Medi-Cal adult dental benefits, cutting provider reimbursement rates by 40% and eliminating other recently restored adult Medi-Cal benefits. CDA, with support from thousands of members who participated in our grassroots efforts, successfully advocated for the preservation of adult dental benefits, Proposition 56 supplemental payments and the CalHealthCares student loan repayment program. Proposition 56 funds have led to a steady increase of over 1,500 newly enrolled Medi-Cal dental providers since 2017, after decades of declining participation. The cuts proposed by the governor in May would have resulted in a significant rate cut to dental reimbursements and worsened the damage already done to Medi-Cal dentists as a result

of the pandemic. CDA will continue to work closely with the legislature and governor's office to protect the Medi-Cal dental program as the state's budget situation develops.

### 3. AB 1998: Direct-to-Consumer Orthodontic Protections - Support

AB 1998 by Assemblymember Evan Low (D-Silicon Valley) sought to build upon direct-to-consumer orthodontic consumer protections in last year's dental board sunset review bill by refining X-ray requirements for orthodontic treatment, codifying dental record retention requirements, clarifying when a patient must be given contact information for their treating dentist, expanding the prohibition for any person to enter into a contract that limits their ability to file a complaint with a regulator and establishing explicit rights for patients to request copies of any documents they have signed.

Providing dental care that involves the movement of teeth without a proper evaluation can lead to serious patient harm, including loose or cracked teeth, bleeding tongue and gums, gum recession or a misaligned bite. With the emergence of new DTC business models offering various dental services that are ordered

without an in-person clinical examination, it is imperative that dental treatment continues to meet a uniform standard of care regardless of whether a dentist provides treatment through telehealth or in person. CDA continues to advocate for consumer protections that ensure that DTC orthodontic business models have the same level of dentist oversight and patient safety as the virtual dental home model and in-person dental care. AB 1998 stalled in the Senate Business & Professions Committee and did not move forward. CDA will continue to work with the appropriate enforcement entities, including the dental board, to push for increased patient safety while pursuing improved statutory and regulatory enforcement.

### 4. SB 793: Flavored Vaping/Tobacco Ban – Support

CDA supported SB 793 by Senator Jerry Hill (D-San Mateo) which prohibits the sale of flavored tobacco products, including electronic cigarettes, in California. Flavored products, especially e-cigarettes, have the potential to reverse years of decline in tobacco usage in the state. Of greater concern is the alarming rise in vaping and e-cigarette use among youth, who often use these flavored nicotine-filled products. According to the California

Department of Public Health, youth who would otherwise not have smoked cigarettes or used other tobacco products are still choosing to use flavored, electronic smoking devices. While research is still in process on vaping devices, we know that traditional tobacco use is estimated to account for over 90% of cancers in the oral cavity and pharynx and represents the greatest single preventable risk factor for oral cancer. It also contributes to periodontal disease, heart disease and other cancers of the body. SB 793 passed out of the legislature and was immediately signed by Governor Newsom, highlighting his strong commitment to this issue.

In response, the tobacco industry has already filed a referendum for the November 2022 ballot that would ask voters to decide the fate of the bill. The industry must collect more than 600,000 signatures, and tobacco companies have already committed \$5 million to qualify the referendum for the ballot. If the signature gathering is successful, SB 793 would be suspended until the election, allowing tobacco companies to continue selling these addictive products for two more years.

*Continued on following page...*

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# CDA Major Issues and Priorities 2020 (con't.)

## 5. SB 1383: Expands California Family Rights Act – Oppose

The California Family Rights Act (CFRA) and the federal Family Medical Leave Act (FMLA) have provided eligible employees up to 12 work weeks of protected, unpaid leave. CFRA only applies to employers with 50 or more employees, and this leave can be taken for the birth, adoption or foster care placement a child or for the employee's own serious health condition or that of a child, parent or spouse. SB 1383 will reduce the CFRA employee threshold to businesses with five or more employees, applying CFRA's provisions to nearly all employers, including a large percentage of dental practices.

CDA worked in coalition with other employer organizations to oppose the bill and express the unique concerns of dental practices. Approximately 80% of dental practices have 10 or fewer employees, and unlike larger businesses where staff duties can be adjusted to cover the work of an employee on a leave of absence, there is often little cross over between roles in a dental office. Dental assistants are not licensed to do the work of a dental hygienist, nor can an office manager, who is not already trained, take over the duties of a dental assistant. This specialization makes it very difficult to continue to see the existing volume of patients without hiring a new employee to fill the role of the employee on leave. Expansion of parental and family leave has been a high priority of Governor Newsom, and SB 1383 narrowly passed the legislature before being signed into law. CDA Practice Support will be preparing resources to ensure CDA members are prepared when the law takes effect in January 2021.

## 6. MICRA Repeat Ballot Measure – Oppose

The Medical Injury Compensation Reform Act allows injured patients to receive unlimited economic damages for all past and future medical costs, lost wages and lifetime earning potential. MICRA also allows up to \$250,000 in noneconomic damages and includes a limit on attorneys' fees, stabilizes liability costs and reduces incentives for frivolous lawsuits against health care providers. A group of trial lawyers have qualified a ballot measure for the November 2022 election that would

essentially eliminate MICRA's protections. This measure would undeniably raise health care costs and reduce access to care for those who need it most, including people who use Medi-Cal, county health programs, safety-net providers and school-based health centers.

CDA is part of Californians to Protect Patients and Contain Health Care Costs, a broad coalition including physicians, nurses, hospitals, safety-net clinics and other health care providers who are committed to fighting this initiative.

## 7. AB 2164: Improving Access to Care Through Telehealth - Co-Sponsor

CDA was a co-sponsor of AB 2164 by Assemblymembers Robert Rivas (D-Hollister) and Rudy Salas (D-Bakersfield) which aimed to facilitate access to dental care through telehealth, specifically in federally qualified health centers using the virtual dental home model. This bill would have clarified that an FQHC can establish a new patient and bill for a virtual dental home visit when a billable Medi-Cal provider employed by the FQHC supervises or provides the services for the patient via telehealth either in real time or with store-and-forward technology. Recent guidance published by the Department of Health Care Services would significantly hinder the continuation and expansion of virtual dental homes in FQHCs. CDA was a co-sponsor of previous legislation that authorized the virtual dental home model and supports its continued use to increase access to care among some of the most vulnerable populations in California. AB 2164 passed out of the legislature with unanimous support but was vetoed by Governor Newsom due to potential state costs.

## 8. SB 653: Dental Hygienists - Support

CDA supported SB 653 by Senator Ling Ling Chang (R-Diamond Bar), which permits registered dental hygienists to apply fluoride varnish without the supervision of a dentist. It will also allow RDHs to provide services in medical offices through the virtual dental home model of care and in a larger variety of public health programs. Additionally, this bill expands the settings where registered dental hygienists in alternative practice can provide

local anesthesia and soft tissue curettage when following specified safety protocols, including the collaboration of a dentist, in order to increase access to dental care in underserved areas and populations throughout California. SB 653 is the result of significant negotiations and collaboration efforts between Senator Chang, CDA and the bill sponsor, the California Dental Hygienists' Association. SB 653 passed out of the legislature and was signed by the governor.

## 9. Dental Plan Transparency

Over the past several years, CDA has worked to improve transparency of dental plans for dentists and consumers. AB 1962 (2014) required commercial dental plans to annually disclose to the state how much premium revenue they spend on patient care versus administrative costs, which is known as a dental loss ratio (DLR). The reported data show a wide range of premium revenue spent on patient care, with a quarter of all California dental plans spending less than 50% of premiums on care and some plans even falling below 10%. SB 1008 (2018) built upon this by requiring all dental plans to use a uniform matrix to disclose their benefits directly to consumers, similar to the one used by medical plans. This provides plan beneficiaries with a uniform summary of plan details, including covered services, reimbursement levels, estimated enrollee cost share, limitations and exceptions. In 2019, CDA successfully sponsored AB 954 (Wood, D-Santa Rosa) which requires dental benefit plans to be more transparent about the common practice of "leasing" access to a network of contracted dentists from another dental benefit plan to provide clarity for patients and providers, reduce confusion and help preserve trust in the dentist-patient relationship. These transparency measures help level the playing field for consumers and providers, are consistent with standards that apply to medical plans and help hold dental plans accountable for how they spend premium dollars. ■

*Updated October 2020*





## WESTERN PRACTICE SALES

*Your Life's Work Comes  
Down To This Decision*

### *What separates us from other brokerage firms?*

Western Practice Sales is locally owned by dentists and has been proudly serving dentists for over 45 years. Our personal attention to our sellers and reputation of integrity and honesty has made us Northern California's Preferred Dental Practice Broker.

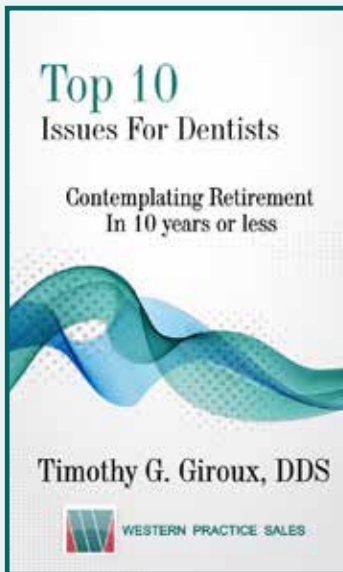
Dr Giroux is currently President of ADS Transitions, a dental organization that can bring national exposure for your dental practice through its nationwide marketing efforts.

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***Top Ten Issues for  
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## ASK THE BROKER

**How do you determine the  
listing price of my practice  
now with COVID?**

The single-most important factor in determining the practice sales price is the collection total of the previous calendar year. While lenders and accountants ALWAYS ask for three years of financials, we normally do NOT average the three years to determine valuations. This is true even now with COVID. I believe that the 2019 return will be primarily used for practice evaluations. The beauty of dentistry compared to other businesses is the dental procedures being deferred during this Covid time will eventually need to be done. In fact, dental neglect unfortunately can lead to more expensive procedures down the road. As the old "Fram" oil commercial once stated, "you can pay me now, or you can pay me later". Because of Covid, lenders and Buyers will want to see individual monthly production reports now to confirm that the practice is getting back to pre-covid levels, but the valuation will be based on 2019, especially as the production begins to near those average levels. Ultimately dentistry will be back to normal, whether that is now, 6 months or perhaps 18 months.

Practices are priced based heavily on gross receipts. At some point the gross receipt number will be reset in the new year. I believe that 2020 is "out the window" for practice valuations. However, once we get through 6 months of production/collections on June 30, 2021, I believe lenders and buyers will simply extrapolate that to an annual projected collection for 2021 and that will be the new bar. Therefore, if you believe you will have a better first 6 months in 2021 compared to 2019, then perhaps you might wait to list your practice if you are not in a hurry to retire. Personally, I don't believe dentists will fare better in 2021 than they did in 2019, so if you are contemplating retirement, you might want to make that decision now.

Obviously the buyer side of the equation and the willingness of lenders to finance the practice is just as important, or perhaps more important than the valuation. Some lenders are still partly on the sidelines, but we have found many that know the long-term outlook is always positive for dentistry and are willing to fund as usual now. However, each practice is different as are each buyer's financial needs and there are a few more obstacles along the way in this process. Some associates found out the truth of owning a practice is usually more profitable than associating, especially after being furloughed during Covid.

With factors affecting the current practice market such as a large number of "Baby Boomers" choosing to retire coupled with a lower percentages of Millennials wanting to own dental practices, it is important to make decisions now that will help your practice stand out from the rest when you decide to sell! Call or email us today for a free copy of Dr Giroux's book "Top Ten Issues for Dentists Contemplating Retirement in Ten Years or Less".

***Timothy G. Giroux, DDS is currently the Owner & Broker at Western Practice Sales and current President of the nationally recognized dental organization, ADS Transitions. You may contact Dr Giroux at: wps@succeed.net or 800.641.4179***

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# Experience is Not Expertise

By **Theresa Sheppard, RDA**  
Theresa Sheppard Solutions

*Theresa is a Registered Dental Assistant, speaker, consultant, and author with experience in all clinical and administrative aspects of the dental practice. She trains team members and dentists on Risk Management, OSHA compliance, Radiation Safety, HIPAA, Mouth-Body Connection & why we need to implement Tele-Dentistry into our practices.*

*Theresa provides training to dental offices in all aspects of clinical and administrative procedures such as radiation safety and certification, team training, compliance (including HIPAA and OSHA), insurance coding and billing and more.*

Check out your local “help wanted” listings... most employers are looking for someone with “experience” in the position they are looking to fill. Over the last 35 years of my career I have discovered that having “experience” is not enough. This is exceptionally true with the administrative team.

In a practice, once the patient has had their appointment, they are turned over to the admin team for financial arrangements. Statistics show that most declined treatment happens in the financial presentation stage. Coding and billing are the one position that has the most financial impact on your practice. A consistently, well-trained insurance administrator and financial coordinator are very valuable team members. They will optimize patient care by allowing maximum use of their benefits and often reduce out of pocket costs to the patient. You should have a protocol for training your insurance administrator and your financial coordinator. The investment that will have the most impact on a practice is formal education and training of your admin team.

The responsibility for proper coding starts with the clinical team. I say that because the documentation from the clinicians MUST be accurate if the insurance administrator is going to be able to code properly. The simplest way to achieve this is code for what you do. That is such a simple thing, yet often remains incomplete or inaccurate. When billing and coding is done incorrectly, it is most always unintentional, but could be misconstrued as fraud by an insurance company.

Fraud most often reveals itself in situations such as: performing a perio maintenance yet billing it as a prophylaxis. Charging out for an acrylic partial when a stayplate was fabricated. Billing a full gold crown when a noble crown was delivered. When doctors find themselves in trouble, usually there is no intent to commit fraud or supervised neglect. Nevertheless, the Doctor is responsible.

Let’s look at an example where EXPERIENCE WAS NOT EXPERTISE.

A bridge preauthorization was sent out. The plan approved a lesser quality bridge than was asked for. When the pre auth came back, NO ONE noticed that the codes were re-assigned to a lesser benefit OR that even though it was “approved” the patient was well over his max.

The bridge was prepped with no consent form or no financial arrangements. The patient was billed the balance of several thousand dollars. Would you want to be the one that answered the phone when the patient called?

The patient filed a grievance with his insurance company and the Dental Board. The DDS was held responsible, ordered to reimburse the insurance company, and the patient would owe \$0. Proper training would have avoided this and brought the approximately \$11,000 revenue to the practice instead of back to the insurance company. In reality, the loss is much higher. The DDS had to absorb chair time, wages, lab fees, and materials, but perhaps the biggest cost was damage to the reputation of the practice. Regardless of how much a patient loves their dentist, they will turn in an instant if the financials are not what they expect. And you better believe that everyone they know on Facebook will hear about it!

In conclusion you must invest in team training on coding, documentation, and business systems. You can actually get paid for the procedures performed, reduce stress, and you, your team and your patients will be happier. You can transform experienced team members to experts! ■

# DENTAL PRACTICE TRAINING

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# YOU

## THE DENTIST, THE EMPLOYER

**YOU ARE A DENTIST.** You are also an employer. Employee evaluations, hiring and firing, labor laws and personnel files are an important part of that. This monthly column, will offer current employment law information pertinent to you — the dentist, the employer.

MEMBER  
BENEFIT!

## COVID Year-End Considerations and a New Leave Law for 2021

By California Employers Association (SDDS Vendor Member)

**SDDS HR Hotline**  
NEW EXCLUSIVE NUMBER  
FREE TO SDDS MEMBERS!

**888.784.4031**

As we approach the end of the year, we have received many questions on the hotline about things to consider as we wrap up the year and start looking forward to 2021. Here's a quick rundown on COVID and a new law to keep your eyes on for 2021.

### COVID CONSIDERATIONS

Information continues to change on what questions employers can and cannot ask employees in regards to COVID-19. Below are some highlights from EEOC updates on guidance regarding employer obligations and COVID-19. As a reminder, the EEOC enforces federal workplace anti-discrimination laws, including the ADA, Rehabilitation Act, Title VII, the Age Discrimination in Employment Act, and the Genetic Information Nondiscrimination Act.

#### Can I ask employees if they have COVID-19 Symptoms?

Yes. In addition to daily temperature screens, employers may ask all employees who are entering the workplace if they have COVID-19 or symptoms, and whether they have been tested for it.

However, if you single out any employee for questioning or a temperature screen, you

may only do so if you have a "reasonable belief based on objective evidence" that the employee might have COVID-19. For example, if you overheard the employee discussing that they or a member of their household has COVID-19, or observed the employee showing symptoms, such as coughing. Unless you have a specific, objective reason to question a particular employee, you should treat all employees equally.

#### Can I ask employees about their family and COVID-19?

No! The EEOC clarified that requesting medical information about employees' family members, including COVID-19, is off-limits. However, employers may ask employees whether they have had contact with anyone diagnosed with COVID-19, or who may have symptoms associated with the disease.

#### Can I ask an employee where they have traveled?

Yes. As more travel options become available, employers may wonder how to address employees returning to work after travel. According to the EEOC, employers are permitted to ask questions about where an employee has traveled.

If the CDC, state, or local public health officials recommend that people who visit specified locations remain at home for a certain period of time, an employer may ask or require employees to report when they visit these locations, even if the travel was personal. Again, if you do implement a travel policy, be sure to apply it consistently amongst employees.

### NEW LAW FOR 2021

Effective January 1, 2021, Senate Bill 1383 expands the California Family Rights Act's (CFRA) leave protections to more employees. SB1383 requires employers to provide 12 weeks of CFRA leave to all employees who provide reasonable notice and a qualifying reason for leave. Employees will still need to meet eligibility requirements, including 12 months of service and 1,250 hours worked for the employer in the previous 12-month period, to qualify for family and medical leave. However, SB 1383 contains many significant changes:

- 1. Small employer alert!** Previously, the CFRA applied to employers with 50 or more employees. Now, it applies to all employers with 5 or more employees.

Start your New Year off right with the upcoming HR Webinar course!

JAN  
27

### HR Webinar: 2021 Labor Law Update

1 CEU, 20% • \$59

If you are a California employer, join us for a unique opportunity to learn about the new laws, regulations, and court decisions that will shape your responsibilities for the New Year. In this year's 90 minute session join Mari Bradford from CEA to make sure you are in compliance with employment requirements.

Sign up online at [sdds.org/events/hr-web-jan272021](https://sdds.org/events/hr-web-jan272021)

# Job Bank

The SDDS Job Bank is a service offered only to SDDS Members. It is published on the SDDS website and provides a forum for job seekers to reach other Society members who are looking for dentists to round out their practice, and vice versa. If you are a job seeker or associate seeker contact SDDS at (916) 446-1227. For contact information of any of the job bankers please visit [www.sdds.org](http://www.sdds.org).

**2. Expands the definition of family member.** Previously, leave to care for a family member was limited to an employee's child, parent, spouse, or domestic partner. Now, an employee can also obtain CFRA leave to care for a grandparent, grandchild, or sibling.

**3. Both parents get CRFA.** Previously, employers who employed both parents of a child were permitted to grant a combined total of 12 weeks of leave. The new law requires an employer to grant up to 12 weeks of leave to each employee.

**4. Qualifying exigency.** SB 1383 requires employers to provide up to 12 weeks of unpaid job-protected leave during any 12-month period due to a qualifying exigency related to the covered active duty or call to covered active duty of an employee's spouse, domestic partner, child, or parent in the Armed Forces of the United States.

**5. Removes the "key employee" exception to reinstatement.** SB 1383 no longer permits employers to refuse reinstatement of "key employees" under qualifying circumstances.

**6. Revokes the New Parent Leave Law (NPL)** which provided 12 weeks of job-protected leave for employees to bond with a new child. NPL currently applies to employers with 20-49 employees and will expire on January 1, 2021.

It's been a big year and hopefully 2021 will not be quite as eventful, but there are many reasons employers will need to stay on top of changing laws. Join us for the Labor Law update for 2021 on January 27, 2021 at 12-1:30pm and do not hesitate to reach out to the CEA team on the SDDS Hotline at 888-784-4031. ■

## UPCOMING JOB BANK EVENT!

### Virtual Job Bank Speed Dating (for Dentists)

December 3 • 6:30-8pm

Join us for this interactive, informational, and inspirational evening so that dentists can meet each other and possibly find a dental match! Dentists looking for a job, looking for an associate to hire, or looking for a mentor for the future are all invited. RSVP to [sdds@sdds.org](mailto:sdds@sdds.org) and we'll send you the Zoom link!

*Find your perfect dental match!*

## ASSOCIATE POSITIONS AVAILABLE

Camelia Cifor, DDS • Carmichael • P/T • GP  
Peter Kim, DDS • Sacramento • P/T • GP, Endo, O/S  
Christopher Chan, DDS • Sacramento • PT • GP  
Jason Scorza, DDS • Sacramento • PT/FT • GP  
Cynthia Weideman, DDS • Citrus Heights • PT • Ortho  
Marcela Diaz, DMD • Elk Grove • PT • Oral Surgeon/GP  
Robert Catron, DDS • Cameron Park • PT • GP  
Monika Gugale, DDS • Sacramento • FT • GP  
Ashley Joves, DDS • Folsom, Rocklin • PT • GP  
Thomas Ludlow, DDS • Sacramento • PT • GP  
Marina Mokrushin, DDS • Folsom, Rocklin • GP  
Raj Zanzi, DDS • Sacramento • PT • GP/Ortho  
Nina Tecson, DDS • Elica Health • Sacramento • FT • GP  
Sunny Badyal, DDS • Sacramento • FT • GP  
Jeff Summers • Kids Care Dental • Sac/Stockton • PT/FT • Oral Surgeon  
Capitol Periodontal Group • Sacramento • FT • Perio  
Michael Hinh, DDS • Sacramento • PT • GP  
R. Bruce Thomas, DDS • Davis • PT/FT • GP  
Sabrina Jang, DDS • Sacramento • PT/FT • Pedo/Ortho/Endo/OS  
Martha De Los Rios, DDS • Sacramento • PT/FT • GP  
Ana Maria Antoniu, DMD • Sacramento • FT/PT • GP  
Amy Woo, DDS • Sacramento • PT • GP/Endo  
Christopher Schiappa, DDS • Pioneer • PT • GP  
David Park, DDS • FT/PT • GP  
Jeff Summers • Kids Care Dental & Ortho • Calvine/Elk Grove • FT • GP/Ortho  
Elizabeth Johnson, DDS • various Wellspace locations • FT/PT/Fill-In • GP

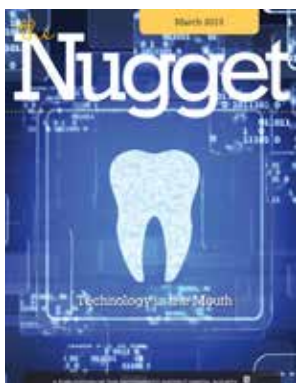
## DOCS SEEKING EMPLOYMENT

Yasi Mahboub, DDS • F/T • GP  
Kyle Chaw, DDS • FT • GP  
Curtis Le, DDS • PT/FT • GP  
Alberto Vargas, DDS • FT • GP  
Yasi Mahboub, DDS • FT • GP  
Yen Nguyen, DDS • PT/FT • GP  
Gaetan Tchamba, DDS • PT Fill in/2 Thursdays a month • GP  
Erica Hsiao, DDS • PT • Perio  
Blake Moore, DDS • GP  
Behdad Javdan, DDS • PT • Perio  
Bruce Taber, DDS • Fill-In • GP  
Steve Murphy, DMD • FT/PT • Endo

# Committee Corner

## Our Award-Winning Publication Has Won Even More Awards

We are excited to announce that *the Nugget* has been selected by the International College of Dentists to win three awards for our 2019 issues!



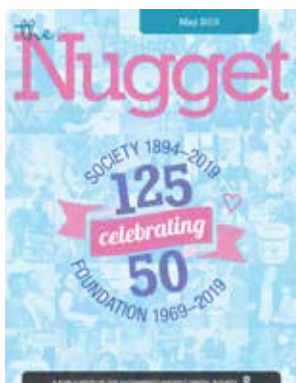
### Golden Pen Division 2 Honorable Mention Award March 2019 *Nugget*

#### *Technology in the Mouth* •

Associate Editor: Shikha Rathi, DDS, MS

The Golden Pen Award is presented to the editor of a publication that contains an article or series of articles that are of current importance to the dental profession.

Dr. Rathi put together a wonderful issue about different technologies used in/coming into dental practices such as, Intraoral Scanners, 3D printing, lasers, and CAD/CAM. Learning and teaching more about the new and ever-evolving world of technology was Dr. Rathi's aim with this issue, and it was clearly a success! Congratulations!



### Platinum Pencil Division 2 Award May 2019 *Nugget*

#### *The Foundation Issue* • Associate Editor: SDDS

The Platinum Pencil Award is presented to the editor of a publication that demonstrates outstanding creative and effective use of graphics, illustrations and design.

The May issue of *the Nugget* celebrates our Foundation (SDDF). It contains articles from doctors and patients alike who have benefitted from the Foundation being a part of their lives. The issue also contains a review of the past Foundation year, with lots of stats, infographics, thank you collages. The content for the issue was compiled by Executive Director, Cathy Levering and the SDDS Staff and designed and laid out by Graphic Designer, Jessica Luther. The SDDS Team worked hard to highlight our wonderful Foundation!



### Special Citation Division 2 Award November 2019 *Nugget*

#### *Honoring Our Veterans* • Associate Editor: Jim Musser, DDS

The Special Citation Award is presented to the editor of a publication that demonstrates an unusual concept, presentation or other distinctive quality.

The November issue of *the Nugget* celebrated the Veterans within SDDS! The issue features a story about military dentists who have received the Medal of Honor, thanks our SDDS Members who have served, and explores multiple dentist members' experiences in the military. We have so much respect for our Veteran members and wanted to highlight their incredible stories!



### Previous Awards from the International College of Dentists (ICD)

- 2019 • *Special Citation Award*
- 2019 • *Golden Pen, honorable mention*
- Series of articles of interest to the profession
- 2018 • *Humanitarian Service Award*
- 2017 • *Special Citation Award, unusual concept*
- 2016 • *Golden Pen, honorable mention*
- 2015 • *Special Citation Award, unusual concept*
- 2014 • *Outstanding Cover, honorable mention*
- 2014 • *Golden Pen, honorable mention*
- 2013 • *Outstanding Cover*
- 2012 • *Overall Newsletter*
- 2010 • *Platinum Pencil, Outstanding use of graphics*
- 2007 • *Overall Newsletter*
- 2007 • *Outstanding Cover*
- 2007 • *Golden Pen, honorable mention*

### Want to Read Through Some of Our Past Winning Issues?

The SDDS website has got you covered! If you head to SDDS.org and go to the "Publications & Media" heading and click "*The Nugget*" on the dropdown you'll find all of our recent issues in PDF format to read online! There is also even a PDF archive on the page for issues dating all the way back to 2008!





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# Board Report



Wesley Yee, DDS  
Secretary

## November 3, 2020

### Highlights of the Board Meeting

#### President's Call to Order, and Welcome

Dr. Hillendahl called the meeting to order at 6:04pm via Zoom.

- **Welcome to new board members for 2021:** Drs. Rosenberg, Raghuraman, Aflatooni, Ahmad, and new Trustee, Dr. Patel.
- **Thank you to those leaving the board:** Drs. Carrington, Heir; Thank you for all your years of insight and support of SDDS.
- **Reflections:** It was a strange year to be president. Luckily, he had time during the shutdown to deal with questions, emails, and decisions and to be very "member centric."
- It was M/C (Yee) to approve Dr. Matt Campbell as an HOD Delegate, moving from alternate to full delegate and replacing Dr. Sandretti.
- Thank you Dr. Hillendahl for being a great President during a difficult and challenging year!

#### Secretary's Report

Dr. Yee reported on the membership, nearing the end of the year. Our market share and engagement report still is quite good:

- Market share is 82.7% - we are gaining many new members this last quarter; many new dentists moving to our area – Welcome!
- Our engagement rate is 94% - members are appreciating our communication consistency and output of valuable information.
- Our Zoom formats for meetings are welcoming and many members are taking advantage of this format – although many miss the in person meetings. For now – this works!

#### Treasurer's Report

Dr. Felahy and Cathy reported on the following:

- While COVID has restricted our in person meetings and continuing education plans, we have pivoted as much as we can. Transition to Zoom classes is working well.
- The Federal Government still has not approved PPP funding for 501c6 organizations so SDDS cannot apply.
- Reserve Funds STILL not been used.
- Cathy has reduced many expenses in Qs 2,3,4 and will continue through the end of the year.
- We are still fully staffed, with the Program position not being re-hired; Cathy is doing most of the program work, CE planning, etc. Staff duties have been adjusted accordingly.
- We anticipate a good year, in spite of COVID.
- 2021 Budget: Based on the current P&L and 2020 cuts due to COVID, the 2021 budget reflects continued reductions and income and expenses conservatively planned.
- It was M/C (Hinton) to approve the 2021 budget.

#### Old Business

- Policy Task Force revisions done – great work, Task Force people!
- It was M/C (Felahy) to approve the policy document revisions.
- Ethics follow up / Ethics GM meeting (thank you Dr. Felahy for a great presentation!) An Ethics Advisory Committee was approved at the September Board meeting – to meet if and when necessary. Dr. Felahy has asked Dr. Rashid to chair this advisory committee.

#### New Business

- ADA House of Delegates report: Dr. Bellamy and Dr. Patel reported the ADA VIRTUAL HOD. Dr. Patel stated that the 13th District California had an amazing presence, with 7 of our SDDS members on the delegation. Thank you to Drs. Nima Aflatooni, Stephanie Sandretti, Adrian Carrington, Gary Ackerman, Wallace Bellamy, Kevin Keating, Viren Patel who made SDDS VERY PROUD with your wonderful involvement!

#### 2021 Committee Chair approval

- It was M/C (Hinton) to approve the following chairs and Task Forces for 2021:

##### Standing Committees:

- CPR – Dr. Margaret Delmore
- Nominating /Leadership – Dr. Carl Hillendahl

##### Advisory Committees:

- Ethics – Dr. Hana Rashid
- Legislative – Dr. Nima Aflatooni
- Mass Disaster/ Forensics – Dr. Marc Porco
- Bylaws – Dr. Carl Hillendahl
- Nugget – Dr. Ash Vasanthan
- Strategic Plan – Drs. Wes Yee, Lisa Dobak
- Budget – Dr. Wes Yee

##### Task Forces:

- Member Benefits and Services – Dr. Chirag Vaid
- Mediation Options Task Force – Purpose to review mediation and call in process, gather statistics, options for callers, insurance and liability for SDDS, other resources already in place. Chaired by – Drs. Mort Rosenberg, Lisa Dobak, Bryan Judd

## Executive Director Report

Cathy Levering reported on the following:

MidWinter 2021 is transitioning into being Super CE – Week of Webinars (WOW) – February 1-5, 2021 for this year. We are currently asking for sponsors and opportunities are available through the end of December. Highlights will be:

- Zoom the Room - Exhibitors can participate with 5 minute slots to show off their company – 3 Zoom the Rooms are planned on 3 separate days. Attendees can zoom in and meet exhibitors presenting and see the offers for show specials.
- Courses - 26 classes are planned throughout the week – with 24 different speakers – this is a HUGE UNDERTAKING but it will be great for members!
- The best news is that dentists and their teams from ALL around the US can sign up for our classes!

## Trustee Report

Dr. Bellamy reported on several issues:

- CDA implementing procedures to reduce costs for 2021. No in-person meetings, no travel, streamlining and restructuring of various Councils and Committees.

- Henry Schein has bought the majority of TDSC. It is a win-win for CDA and Schein.
- Lastly, Dr. Adrian Carrington was acknowledged and honored for the decades of leadership for SDDS and CDA Board of Trustees. As his term ends, the Board appreciates his wonderful leadership and the volunteer efforts he has given us for the last 14 years! Enjoy your “rest” Dr. Carrington!

## Final Comments

Dr. Felahy thanked Dr. Hillendahl for doing a tremendous job as our President this past year...one of the toughest years in recent history. He did an exemplary job under extreme duress and took the difficult calls, talked to our members, and managed the COVID shutdown (personally and SDDS) with grace, patience and empathy.

## Adjournment

The meeting was adjourned at 8:25pm.

Next Board Meeting:  
**January 5, 2021 at 6pm**

## UPCOMING CPR COURSE

### CPR - AHA BLS Blended Learning Course

Friday, January 15, 2021 •  
4 CEU, Core • 3 Time Sessions  
(8:30-9:15am, 9:30am-10:15am,  
or 10:30am-11:15am)

\$77.50 (\$31 paid directly to AHA for the online course and the other \$46.50 paid to SDDS for the skills check portion)

The January CPR Course will be an AHA blended learning course. Blended learning is a combination of eLearning (online portion), in which a student completes part of the course in a self-directed manner, followed by a hands-on session.

Get your CPR certification up to date and earn CE units too!

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# SDDS Foundation

## Quilts of Many Colors!

### *Fundraising for the Foundation!*

In the beginning of November, SDDF received a generous donation from our Past President, Dr. Nancy Archibald. Dr. Archibald swung by the SDDS office and dropped off beautiful, handmade quilts for SDDF to use to raise money for the Foundation.

For years now, Dr. Archibald has crafted quilts that she has donated to SDDF for our Holiday Party's Silent Auction. This year SDDF was fortunate enough to receive 14 of those amazing hand-crafted quilts. We may not be having an in-person Holiday Party this year, but stay tuned for your chance to get one of these beautiful quilts! Thank you to Dr. Archibald for this wonderful donation! Here is a little bit of the history of her quilt-making experience and her love for our Foundation:

#### **Message from Dr. Archibald**

I made my first quilt when I was in high school. After I finished dental school a friend of mine reintroduced me to quilting, then in the mid 1990's my "hobby" took off!

I found I really like to work with bright colors and fabrics, and I enjoy the challenge of a

new pattern. Equilateral triangle patterns are a favorite as mine, as you can see from a few of my quilts!

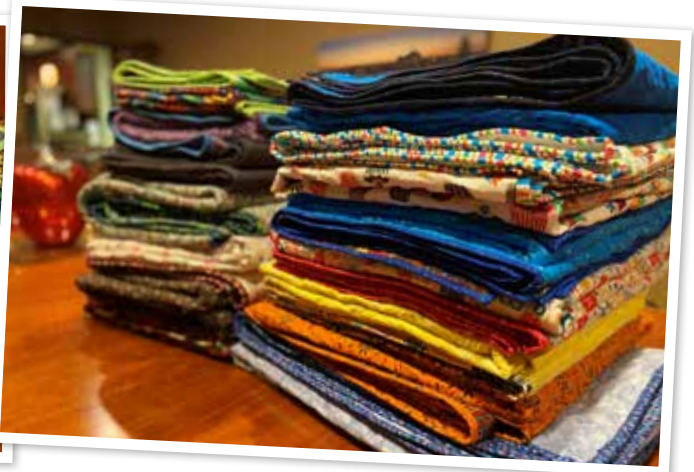
Through the years I have given my quilts to family, friends and even some of my staff. In the last several years I have donated quilts to our Annual SDDS Holiday Party and Silent Auction. The money raised goes to all of SDDF's wonderful projects, and their oral health education in our community.

For me, thus is a true win-win. Someone goes home with a quilt and our community benefits!

This year has been different in so many ways due to COVID and we will not be enjoying our usual Holiday Party in-person, and going virtual instead.

It has been more challenging to find ways to help benefit our Foundation during a year like this. So, I offer these quilts. I hope you will choose one you would like to have in your home or for a gift (perfect for the Holiday season)!

Remember, your money will go to a very good cause to help improve the lives of those within our own community! ■



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See full images all 14 quilts on the SDDS website now:  
Head to [sdds.org/quilts](https://sdds.org/quilts) to view the quilts and their pricing/sizing!

---



# Spirit of Giving

## Our Foundation needs you!

The Foundation is the charitable arm of your dental society. This non-profit branch of your society was created to enable us to do some wonderful things for our community.

*SDDS members have been our greatest resource from the beginning. Together we have created a fund that has made some of our visions a reality. Please see the enclosed insert to make a donation.*

Together we can make a difference.



Star Group, the premier dental refiner in the United States and across Europe, was the company behind the Crowns for Kids® (CFK®) program, founded by the Sacramento District Dental Foundation, and now, one of the premier programs of the CDA Foundation. Since 2006, this program has generated more than \$270,000 for Smiles for Kids® and dental-health education for kids.

Crowns for Kids® offers dentists the chance to improve the oral health of the children in the Sacramento community. Money raised from their donations of gold fillings and crowns helps support oral health projects for underserved children, which focus on preventive care, consumer education, restorative care and fluoridation.

### PROGRAM BASICS:

- When Star Group receives the donated gold fillings and crowns from participating dentists, the company processes the donation and sends the cash value directly to the SDDS Foundation.
- The SDDS Foundation uses CFK® funds specifically for the Smiles for Kids® program, which has benefitted the children of the Sacramento community through much needed, free dental care.



Star Group is the Dental Refiner of Choice for the Sacramento District Dental Society (SDDS) Foundation.



For more information, contact:  
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Star: [www.stargroupUS.com](http://www.stargroupUS.com) • 800.333.9990



# YOU THE DENTIST, THE BUSINESS OWNER



**YOU ARE A DENTIST.** You've been to school, taken your Boards and settled into practice. End of story?

Not quite. Are you up to speed on tax laws, potential deductions and other important business issues?

In this monthly column, we will offer information pertinent to you, the dentist as the business owner.

## Tips to Manage Uncooperative Patients Who Refuse to Follow COVID-19 Safety Protocols

Reprinted with permission from **California Dental Association**

Safety protocols related to the COVID-19 pandemic have sparked heated conversations over the last few months, particularly over the requirement to wear face masks in public in California. Several incidents of people entering businesses and refusing to follow the companies' rules have appeared in the news.

As a practice owner with increased safety protocols in place, you want to consider what steps to take if your team is faced with a patient who refuses to comply with the practice's safety precautions, such as wearing a mask, mandatory temperature checks or any other regulations intended to protect patients and staff.

The following recommendations can help you and your team prepare for difficult conversations and effectively de-escalate tension with uncooperative patients.

“...consider what steps to take if your team is faced with a patient who refuses to comply with the practice's safety precautions”

### **Notify Patients of Practice's Increased Safety Protocols Before Their Appointment**

Limit the chances of a potential conflict by informing patients of the office's updated protocols in advance. Patients need to know what to expect when they arrive for their appointment. Providing advance notice will allow them to cancel or reschedule the appointment if they don't agree with the practice's guidelines.

Use appointment reminders via email, text message or phone call to communicate the office's new safety protocols beforehand. Patients should also be able to find the policies related to COVID-19 on the practice's website and social media pages.

Then, reinforce the policies by displaying notices on the front door of the dental office, at the front desk and any other necessary locations where the signage will be clear and visible to patients who arrive for their appointments.

### **Train Employees on How to Respond to a Patient's Refusal**

Provide employee training on conflict resolution and develop a plan on how to respond to patients who refuse to follow the practice's safety policies. Employers should make it clear that employees are not expected to enforce the protocols but should request and encourage patients to comply.

The training should also prepare employees to assess and recognize when a situation is escalating so they will know when to call a designated team member, such as an office manager, to intervene and work with the patient toward the best solution. Having a chain of command can also be reassuring to staff who may not be comfortable handling a difficult patient.

Have a plan in place if a patient becomes irate and threatens the safety of employees. Identify an area for team members to go if they feel they are in danger, such as a room that locks from the inside or has a phone to call for help.

The Centers for Disease Control and Prevention's latest guidance offers strategies on how businesses can limit workplace violence against employees.

### **Be Open to Providing Reasonable Accommodations**

If a patient believes they may have a medical concern that prevents them from following the safety protocols, practice owners should be flexible and open to providing reasonable accommodations. Work with the patient to find a plausible solution such as:

- Postponing the appointment
- Scheduling an appointment time that accommodates the patient's needs



- Having the patient wait in the car until it's time for their treatment
- Keeping the patient away from other patients

The Face Coverings and Disability Accommodations resource in the CDA Back to Practice center provides guidance on how to serve patients who request a face mask exemption.

### Let Employees Know They Are Supported

If an employee believes they are not receiving enough support in responding to disgruntled patients, the employee might be prompted to quit and possibly file a claim for a hostile or unsafe work

environment. Practice owners are advised to update workplace-violence policies to cover nonemployee violence and inform employees of the practice's procedure for reporting customer threats and aggression.

Overall, patients should be reminded that the increased protocols are not in place to make them uncomfortable but to protect their health and create a safe work environment for team members. Read the CDA article "How to get patients back in the dental office amid the COVID-19 pandemic" for additional tips on ensuring patients are informed and prepared for your practice's new protocols ahead of their next appointment. ■



“Overall, patients should be reminded that the increased protocols are not in place to make them uncomfortable but to protect their health and create a safe work environment for team members.”



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- Stay up to date through our **Doctor Dashboard** and focus on what you do best!

Schedule a Demo online at [www.zentist.io](http://www.zentist.io)



# TOTAL MEMBERSHIP

(as of 11/11/20:)

# 1,785

## MARKET SHARE:

# 82.7%

ENGAGEMENT RATE: 94%

TOTAL ACTIVE MEMBERS:  
1,402

TOTAL RETIRED MEMBERS: 309

TOTAL DUAL MEMBERS: 9

TOTAL AFFILIATE MEMBERS: 12

TOTAL STUDENT MEMBERS: 7

TOTAL CURRENT APPLICANTS: 1

TOTAL DHP MEMBERS: 45

TOTAL NEW MEMBERS FOR 2020: 79

# New Members

December  
2020

## AYESHA AHMAD, DMD

General Practice

*New Graduate!*

Dr. Ahmad just graduated and earned her dental degree from Arizona School of Dentistry. Her office location is pending.

## AMERA AL-FALEH, DDS

General Practice

*New Graduate!*

Dr. Al-Faleh just graduated and earned her dental degree from New York University. Office location is pending.

## JAY ANDERSON, DMD, MHSA

*Transfer from Monterey Dental Society*

Public Health

Dr. Anderson earned his dental degree from University of Kentucky in 1978 and then went on to earn his specialty degree in Public Health. He is currently the Dental Director at One Community Health Center in Sacramento. *Fun Fact:* Dr. Anderson likes playing golf and is still trying to break 90 on par 3.

## CONNIE AUSTIN, DDS

*Transfer from Redwood Empire Dental Society*

General Practice

Dr. Austin earned her dental degree in 2017 from Meharry Medical College School of Dentistry. She currently practices at the El Dorado Community Health Center in Cameron park. *Fun Fact:* Dr. Austin enjoys wine tasting and baking cakes.

## JACOB BLOM, DDS

General Practice

Dr. Blom earned his dental degree from Howard University College of Dentistry in 2018. He practices at Sacramento Community Clinic in Sacramento.

## PREMJEET BRAR, DDS

Pediatric Dentistry

Dr. Brar earned her dental degree in 2012 from New York College of Dentistry and then went on to earn her specialty of Pediatric Dentistry from Howard University College of Dentistry in 2018. She currently practices at Rockville Smiles in Roseville. *Fun Fact:* Dr. Brar loves doing photography and baking.

## JENNIFER CLEMENS, DDS

General Practice

Dr. Clemens earned her dental degree in 2003 from Temple University School of Dentistry. Her office location is pending.

## JENNIFER HOFMANN, DDS

*Transfer from San Francisco Dental Society*

General Practice

Dr. Hofmann earned her dental degree from UCSF School of Dentistry in 2019. She currently practices at DiTomasso Dental in Sacramento and at WellSpace Health Center in Sacramento. *Fun Fact:* Dr. Hofmann loves doing Yoga and she loves to cook.

## DIANA KIM, DDS

General Practice

Dr. Kim earned her dental degree in 1988 from Emory Graduate University. Her office location is pending. *Fun Fact:* Dr. Kim is enjoying time being an empty nester and spending time with her spouse, family and friends. She loves to stay active participating in skiing, hiking, traveling and water coloring projects.

## MICHAEL NGUYEN, DDS

General Practice

*New Graduate!*

Dr. Nguyen recently earned his degree from UCSF School of Dentistry. His office location is currently pending. *Fun Fact:* Dr. Nguyen is a big foodie and a Yelp Elite member!

## Pending Applicants:

Rami Saga, DDS

## Congratulations

### to Our New Retired Members!

Dan Fong, DDS

Doug Stadler, DDS

## In Memoriam



Douglas Musso, DDS of Auburn, California, passed away on September 18, 2020 at the age of 77. He began membership with SDDS in 1974 and practiced in Auburn. He retired in 2013.

We're Blowing  
your horn!



**Congratulations to** Sacramento Valley Dental Specialists on their new office opening next to the Pavilions. They started seeing patients in the beginning of November! SDDS Members, Dr. Ghassemi and Dr. Sealey are working at the office!

# SPOTLIGHTS:



Blue Northern Builders is a commercial general contractor, specializing in dental build outs. When you choose Blue Northern as your dental builder, you'll find all the expertise you need under one roof. From securing the ideal location to constructing your envisioned space, we take the guesswork out of your dental build out project – no matter how large or small. Our experienced team will work closely with you to determine the scope of your project, define your objectives, and deliver an outcome that everyone will take pride in. Contact Blue Northern today to discuss your project with us.

We've just launched our new MediaCenter, check it out at [www.BlueNorthernBuilders.com](http://www.BlueNorthernBuilders.com)

## Products and Services:

- Project management and scheduling to ensure your project runs smoothly and is delivered on time
- Comprehensive project budgeting to ensure completed construction costs are within initial budgets
- Specialized teams put together to handle a quality project of any size or scope

## Benefits or Special Pricing for SDDS Members:

- Sign a contract to work with BNB on your project – Receive a free 1-hour initial interior design consultation in our office with a local design firm
- Complete a project with Blue Northern Builders – Receive a \$1,000 Visa gift card, or a \$1,000 donation to the charity of your choice

**Morgan Davis – Chief Operating Officer**  
[morgan@bluenorthernbuilders.com](mailto:morgan@bluenorthernbuilders.com)

**Lynda Doyle**  
[lynda@bluenorthernbuilders.com](mailto:lynda@bluenorthernbuilders.com)

**BlueNorthernBuilders.com**  
**(916) 772-4192**



We don't just care for smiles, we create them. We believe when kids grow up enjoying the dentist, healthy teeth and gums will follow. So we've set up a different kind of dental practice that delivers fun, not fear. Our caring, high-energy team values the opportunity to work hard and help each child realize a lifetime of healthy smiles.

**Jeff Summers**  
[jsummers@kidscaredental.com](mailto:jsummers@kidscaredental.com)

**KidsCareDental.com**  
**(916) 661-5754**



U.S. Bank is a subsidiary of U.S. Bancorp (NYSE: USB), the fifth largest commercial bank in the United States. U.S. Bank operates 52 banking offices in the Sacramento Region and provides a comprehensive line of banking, investment, mortgage, trust and payment services products to consumers and businesses in the local market. Visit us on the web at [www.usbank.com](http://www.usbank.com).

## Products and Services:

- Dedicated local business bankers to assist you
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- Business lines of credit
- Merchant processing

## Benefits or Special Pricing for SDDS Members:

Credit products offered by U.S. Bank National Association and are subject to normal credit approval and program guidelines. Some restrictions and fees may apply. Deposit products offered by U.S. Bank National Association. Member FDIC.

**Tom Collopy**  
**(916) 924-4546**  
[tom.collopy@usbank.com](mailto:tom.collopy@usbank.com)

**USBank.com**



MUN CPAs specializes in the Dental Industry, we offer year round financial services to fit your dental practice needs.

## Products and Services:

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- Year round tax planning
- Tax Preparation
- Accounting Services
- Audit and Review Services
- Practice Valuation and Due Diligence
- Litigation Support & Investigative Services
- Recruiting Services
- Real Estate tax strategies

## Benefits or Special Pricing for SDDS Members:

Complimentary three-year review of your business and personal returns.

**John Urrutia, CPA – Partner**  
[jru@muncpas.com](mailto:jru@muncpas.com)

**Debra Griffin**  
[dlg@muncpas.com](mailto:dlg@muncpas.com)

**MUNDental.com**  
**(916) 724-3980**



Dental Supplies, Equipment, Repair

**Analgesic Services, Inc.**

Steve Shupe, VP  
916.928.1068  
asimedical.com



Since 2004

**Anutra Medical**

Jeff Daner  
844.268.8721  
anutramedical.com



Since 2020

**DESCO Dental Equipment**

Tony Vigil, President  
916.259.2838  
descodentalequipment.com



Since 2012

**Patterson Dental**

Christina Paulson,  
Regional Manager  
800.736.4688  
pattersondental.com



Since 2003

**THIS  
COULD  
BE YOU!**

Publications

**N&R Publications**

Joe Chiodo  
916.498.1234  
newsreview.com

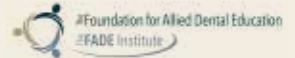


Since 2020

Education

**The Foundation for Allied  
Dental Education**

LaDonna Drury-Klein  
916.358.3825  
thefade.org



Since 2015

Office Construction

**Blue Northern Builders, Inc.**

Morgan Davis / Lynda Doyle  
916.772.4192  
bluenorthernbuilders.com



Since 2007

**GP Development Inc.**

Gary Perkins  
916.332.2300  
gpdevelopmentcorp.com



Since 2016

**Olson Construction, Inc.**

David Olson  
209.366.2486  
olsonconstructioninc.com



Since 2004

**Parc Studio-Interior Design**

Claire Blocker / April Figgess  
916.476.3982  
parc-studio.com



Since 2018

HR & Legal

**BPE Law Group, PC**

Keith B. Dunnagan, Senior Attorney  
Diana Doroshuk, Firm Administrator  
916.966.2260  
bpelaw.com/dental-law



Since 2016

**CA Employers Association**

Kim Gusman, President/CEO  
800.399.5331  
employers.org



Since 2004

**we love  
our Vendor  
Members!**

Dental Practice

**Kids Care Dental  
& Orthodontics**

Jeff Summers  
916.661.5754  
kidscaredental.com



Since 2016

Practice Sales

**ddsmatch**

Roy Fruehauf  
916.918.5752  
ddsmatch.com



Since 2020

**Integrity Practice Sales**

Brian Flanagan  
855.337.4337  
integritypracticesales.com



Since 2014

**Professional Practice Sales**

Ray Irving  
415.899.8580  
PPSellsDDS.com



Since 2017

**Western Practice Sales**

Tim Giroux, DDS, President  
John Noble, MBA  
800.641.4179  
westernpracticesales.com



Since 2007

Practice Services

**Comcast Business**

Lisa Geraghty  
916.817.9284  
business.comcast.com



Since 2014

**Zentist**

Paulina Song  
415.323.4937  
zentist.io



Since 2020

Practice Marketing

**WEO Media**

Ian McNickle, MBA,  
Co-Founder, Partner  
888.246.6906  
weoedia.com



Since 2020

Dental Refining

**Star Group Global  
Refining**

Jim Ryan  
800.333.9990  
stargroupus.com



Since 2009

**we love**  
our Vendor  
Members!

**WHY BECOME A VENDOR MEMBER?**

The Vendor Membership program offers so many great benefits! As a Vendor Member, you'll receive: four complimentary half page ads in *The Nugget*, a booth at our MidWinter Convention (or alternate event), the SDDS Membership Roster (send out quarterly via email), complimentary exhibitor tables at 3 meetings/events per year, and much more!

Financial Services

**Banner Bank**  
Charles Cochran, SVP,  
Business Banking Team Lead  
916.648.2100  
bannerbank.com



Since 2017

**Fechter & Company**  
Craig Fechter, CPA  
916.333.5360  
fechtercpa.com



Since 2009

**First US Community Credit Union**  
Bob Miller  
916.576.5679  
firstus.org



Since 2005

**MUN CPAs**  
John Urrutia, CPA, Partner  
916.724.3980  
muncpas.com



Since 2010

**Thomas Doll**  
Brett LeMmon  
925.280.5766  
thomasdoll.com



Since 2019

**US Bank**  
Tom Collopy  
916.924.4546  
usbank.com



Since 2017

Staffing

**Resource Staffing Group**  
Debbie Kemper  
916.993.4182  
resourcestaff.com



Since 2003

**Swiss Monkey**  
Christine Sison  
916.500.4125  
swissmonkey.io



Since 2016

Dental Plans

**Access Dental Plan**  
Shanna Madden  
916.922.5000  
premierlife.com



Since 2017

**Health Net of California**  
Felisha Fondren  
877.550.3868  
hndental.com



Since 2018

**LIBERTY Dental Plan**  
Lisa Rufo  
800.268.9012  
libertydentalplan.com



Since 2016

Insurance Services

**The Dentists Insurance Company (TDIC)**  
Vanessa Morales  
800.733.0633  
tdicsolutions.com



Since 2011

**SDDS VENDOR MEMBERSHIP SUPPORT IS A WIN-WIN RELATIONSHIP!**

SDDS started the Vendor Member program in 2002 to provide resources for our members. No, Vendor Members are not exclusive, and we definitely have some competitive companies who are Vendor Members. But our goal is to give SDDS members resources that would best serve their needs. We suggest that members reach out to our Vendor Members and see what is a best "fit" for their practice and lifestyle.

Our Vendor Members pay \$3,900 per year; that includes a booth at MidWinter (or alternate event), three tables at General Meetings, advertising in *The Nugget*, and much more. Our goal is to provide Vendor Members with the opportunity to connect with and serve our members. We realize that you have a choice for vendors and services; we only hope that you give our Vendor Members first consideration. The Vendor Members program and the income SDDS receives from this program helps to keep your dues low. It is a wonderful source of non-dues revenue and allows us to provide yet another member benefit. Additionally, we reach out to our Vendor Members for articles for *The Nugget* (nonadvertising!).

Our Vendor Members are financial, investment and insurance companies, legal consultants, dental equipment and supply companies, media and marketing companies, HR consultants, construction companies, billing consultants, practice sales and brokers, practice resource and staffing consultants, technology, dental plans, and even our Crowns for Kids refining partner!

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# Volunteer opportunities

## SMILES FOR KIDS

VOLUNTEERS NEEDED: Doctors to "adopt" patients for Smiles for Kids for follow-up care.



TO VOLUNTEER, CONTACT:

SDDS office (916.446.1227 • smilesforkids@sdds.org)

## SMILES FOR BIG KIDS

VOLUNTEERS NEEDED: Dentists willing to "adopt" patients for immediate/emergency needs in their office.



TO VOLUNTEER, CONTACT:

SDDS office (916.446.1227 • sdds@sdds.org)

## AUBURN RENEWAL CENTER CLINIC

VOLUNTEERS NEEDED: General dentists, specialists, dental assistants and hygienists.

TO VOLUNTEER, CONTACT:

Dr. Steve Holm (916.425.6766 • sholm@goldrush.com)

## THE GATHERING INN

VOLUNTEERS NEEDED: Dentists, dental assistants, hygienists and lab participants for onsite clinic.

TO VOLUNTEER, CONTACT:

Kathi Webb (916.743.5351 • kwebbft@aol.com)

## CCMP (COALITION FOR CONCERNED MEDICAL PROFESSIONALS)

VOLUNTEERS NEEDED: General Dentists, Specialists, Dental Assistants and Hygienists.

TO VOLUNTEER, CONTACT:

CALL: (916.925.9379 • CCMP.PA@JUNO.COM)

## EVERYONE FOR VETERANS

SDDS is partnering with the national program, Everyone for Veterans, to provide care for combat veterans and their families who cannot afford, nor have military coverage, dental care. Can you adopt a vet? Hope so! Call SDDS (916.446.1227), or email us (sdds@sdds.org), to help us with this wonderful program.

For More Information: [everyoneforveterans.org/for-dentists.html](http://everyoneforveterans.org/for-dentists.html)



# Classified Ads

## EMPLOYMENT OPPORTUNITIES



PART TIME General Dentist for Cameron Park growing office. Ownership oriented, motivated dentist preferred. Start with 1-2 days/week. Email resume to [sacramentodds@aol.com](mailto:sacramentodds@aol.com). 06-7/20

Kids Care Dental & Orthodontics seeks orthodontists to join our teams in the greater Sacramento and greater Stockton areas. We believe when kids grow up enjoying the dentist, healthy teeth and gums will follow. As the key drivers of our mission—to give every kid a healthy smile—our dentists, orthodontists and oral surgeons exhibit a genuine love of children and teeth. A good fit for our culture means you are also honest, playful, lighthearted, approachable, hardworking, and compassionate. Patients love us...come find out why! Send your resume to [talent@kidscaredental.com](mailto:talent@kidscaredental.com). 06-7/17

WELLSPACE HEALTH ORGANIZATION (an FQHC) is taking applications for fill-in/part-time/full-time dentists. Send your resume/CV to [eljohnson@wellspacehealth.org](mailto:eljohnson@wellspacehealth.org). 01/15

Kids Care Dental & Orthodontics seeks dentists to join our teams in the greater Sacramento and greater Stockton areas. We believe when kids grow up enjoying the dentist, healthy teeth and gums will follow. As the key drivers of our mission—to give every kid a healthy smile—our dentists, orthodontists and oral surgeons exhibit a genuine love of children and teeth. A good fit for our culture means you are also honest, playful, lighthearted, approachable, hardworking, and compassionate. Patients love us...come find out why! Send your resume to [talent@kidscaredental.com](mailto:talent@kidscaredental.com). 06-7/17

## FOR LEASE



Dental Office in Citrus Heights, BTS on busy Auburn Blvd near I-80; Fully improved Dental office in Roseville, Sale/Lease; Prime Retail for lease in Yuba City; Ranga Pathak 916-201-9247, Broker Associate, RE/MAX Gold, DRE01364897. 12/20

Greenhaven Dental Office For Lease. Professional Dental Building 930 Florin Road Ste 100. 1,396 S.F. \$1.85 PSF Plus Utilities. Contact agent 916-443-1500 CA DRE Lic. #01413910 11/20

HEART OF CARMICHAEL; Next door to Post Office 2 Dental Chairs and 2 Hygienist's Chairs, Excellent Exposure on Fair Oaks Blvd., 1500 sq ft +- 916-481-9426 11/20

Three elegant dental suites (fully/partially equipped) currently available in distinctive East Sacramento dental bldg w/private exterior entries and parking lot. One suite 2,000 sf; two suites each 1,200 sf. Design your unique lease terms depending on practice requirements. Call or text inquiries to property mgr. 916.346.0041. 10/20

Fully equipped general dentistry in Rocklin is renting out office space to a Specialist, Fridays, Saturdays or any days. Contact Dr. Mapanao directly at 916-990-8968 for details and pricing. 10/20

SACRAMENTO DENTAL COMPLEX has one 3 unit suite which is equipped for immediate occupancy. Two other suites total 1630 sq. ft which can be remodeled to your personal office design with generous tenant improvements. 2525 K Street. Please call for details: 916-448-5702. 10/11

## PRACTICES FOR SALE



Having Trouble Restarting Post-COVID? A+ Dental Care Group can help. Discover the benefits of our flexible affiliation model. Contact Dr. Tim Herman at 916-217-2458 or [tim.herman@aplusdentalcaregroup.com](mailto:tim.herman@aplusdentalcaregroup.com) to learn more. 06-7/20

## PROFESSIONAL SERVICES



MONEY IS WALKING OUT THE DOOR. Have implants placed in your office and keep the profits. Text name and address 916-769-1098. 12/14

LEARN HOW TO PLACE IMPLANTS IN YOUR OFFICE OR MINE. Mentoring you at your own pace and skill level. Incredible practice growth. Text name and address to 916-952-1459. 04/12

## EQUIPMENT FOR SALE



Moving Sale: Serious Inquiries Only: Overhead Track light, 4- Royal Chairs, Delivery Unit, Vacuum/Compressor, Vatech Upright Pano. Please contact seller at (916) 487- 5032. 10/20

SDDS member dentists can place one classified ad

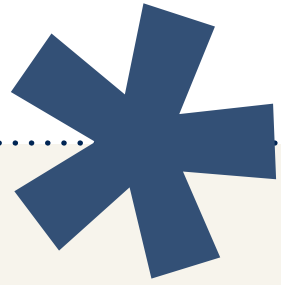
**FOR FREE!**

**MEMBER BENEFIT!**

Selling your practice? Need an associate? Have office space to lease? SDDS member dentists get one complimentary, professionally related classified ad per year (30 word maximum). For more information on placing a classified ad, please call the SDDS office at 916.446.1227 or visit <http://www.sdds.org/publications-media/advertise/>

ADDRESS SERVICE REQUESTED

# SDDS CALENDAR OF EVENTS



## DECEMBER

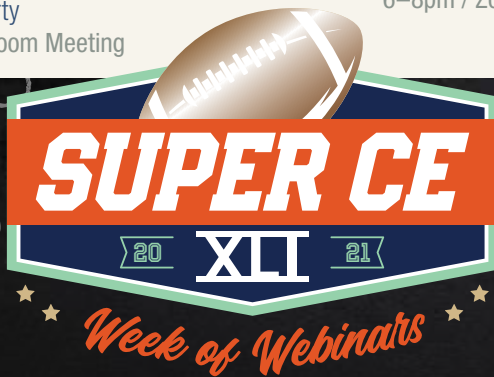
- 3 Virtual Job Bank Speed Dating  
6:30–8pm / Zoom Meeting
- 9 CE Lunch & Learn  
**Front Office Study Club**  
*Gayle Suarez; Dental Management Solutions Inc.*  
12–1:30pm / Zoom Meeting
- 11 Holiday Party  
5–6pm / Zoom Meeting

## JANUARY

- 5 Board Meeting  
6pm / Zoom Meeting
- 12 General Membership Meeting  
**“SDDS Talk” Night – 10 on 10**  
**10 Minutes, 10 Slides, 4 Speakers**  
*Drs. Bryan Judd, Aneel Nath, Rodney Bughao and Ken Moore*  
6–8pm / Zoom Meeting

- 15 CPR BLS Renewal  
Blended Learning
- 27 HR Webinar  
**2021 Labor Law Update**  
*California Employers Association*  
12-1pm / Telecom

For more calendar info and to sign up for courses ONLINE, visit: [www.sdds.org](http://www.sdds.org)



**SAVE THE DATE:** February 1-5, 2021  
Classes range from 7:30am-9:00pm

**SEE PAGES 28-29 TO VIEW THE LIST OF COURSES AND OTHER INFORMATION!**

JAN  
12

TUESDAY  
6PM-8PM

### General Meeting

2 CEU, CORE • \$49

### “SDDS Talk” Night – 10 on 10 10 Minutes, 10 Slides, 4 Speakers

Presented by Drs. Bryan Judd, Aneel Nath, Rodney Bughao and Ken Moore

Enjoy this evening of short form and rapid-fire pearls, quick tips, tools, warnings, complications, secrets and every day, useful knowledge. We have gathered some general dentists and specialists who will share the topics of:

- Ridge Augmentation – Presented by Dr. Aneel Nath
- Orofacial Pain – Presented by Dr. Ken Moore
- Simple, Affordable, and State of the Art Case Presentation – Presented by Dr. Bryan Judd
- Treating Special Needs Patients in your Office – Presented by Dr. Rodney Bughao

It's our new concept .... “SDDS TALKS” - bring your team and lets zoom together!

This course is being offered as a Zoom meeting only. To register, please go to [www.sdds.org/events/gm-jan2021/](http://www.sdds.org/events/gm-jan2021/)

If you are a 2020-21 DMD member, you will receive a credit.

**ARE YOU REGISTERED FOR THE GENERAL MEETING?**