

November 2020

the Nugget



How Do You Say That? Ideas for the Clinical Setting



Get Ready For Our UPCOMING EVENTS

NOV
5

Lunch & Learn Webinar (via Zoom) • Thursday,
12:00am–1:30pm • \$20

Front Office Study Club - Juggling with Joy
(1.5 CEU, 20%)
Presented by Melinda Heryford, MBA

This Zoom meeting will bring together front office team members to discuss many topics that affect their day to day operation and experience. The November topic is "Juggling with Joy – Getting it Done at the Front Desk." It will go over topics such as productive schedule, full schedule, collecting what is produced and more.

This is an interactive meeting where there will be a lot of discussion, polling and breakout groups, so make sure that you have a microphone and camera available if possible.

NOV
6

CPR - AHA BLS Blended Learning Course • Friday
2 Time Sessions (10:30-11:15am or 11:30am-12:15pm)

\$75 (\$28.50 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 November 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.

There are three potential time slots for the skills test session on that day. When signing up you'll select your preference (note that we will do our best to accommodate your preference, but sessions may fill up).

NOV
10

Online General Meeting (via Zoom) • Tuesday
6–8:30pm • \$49

The Passion Centered Practice; Redefining of Team Well-being and Happiness (2.5 CEU, 20%)
Presented by Gary Zelesky

As we all hit the reset button in our lives many are asking how can I connect the dots and bring what was important at home to the practice? How can I work with the new normal without feeling abnormal? And most importantly what do I want my life to look like now?

- **Discover your Passion:** Tap into the "Human Spark" that ignites you... not just for a day, but for a lifetime.
- **Increase your Productivity:** Learn the difference between staying busy and being intentional.
- **Boost your Profit:** Learn how to increase your relational profit through creating high levels of team collaboration and your financial profit by performing fewer mistakes displaying positive personal accountability.
- **Pleasure:** Learn the keys of being fun to work with by maintaining high expectation while elevating personal gratitude.

NOV
11

Harassment Webinar • Wednesday, 12–1pm • \$25

Harassment Prevention Training – For Employees (Webinar) (1 CEU, Core)
Presented by California Employers Association

All employees must have one hour of harassment prevention training before January 1, 2021. Sign up today!

NOV
12

Harassment Webinar • Thursday, 12–2pm • \$35

Harassment Prevention Training – For Supervisors/Employers (Webinar) (2 CEU, Core)
Presented by California Employers Association

All supervisors/employers must have two hours of harassment prevention training before January 1, 2021. Sign up today!

NOV
12

Business Forum Webinar (via Zoom) • Thursday
6–8pm • Free for SDDS Members

Critical 2020 Updates You Need to Take Action on Today!
(No CEU)

Presented by John Urrutia, CPA; MUN CPAs (SDDS Vendor Member) and Keith Dunnagan; BPE Law Group (SDDS Vendor Member)

- What to do when employees don't return to work
- Strategically timing the PPP forgiveness application
- What HEROES Act could mean for me if passed
- Maximize your qualified business income (QBI) deduction
- Considerations for owning or leasing your building
- Vehicle purchase strategies in 2020
- Quarterly tax and business planning

NOV
18

HR Webinar • Wednesday, 12–1pm • \$59

Leave Laws (1 CEU, 20%)
Presented by California Employers Association

California Leave Laws are confusing! With over 20 different leave laws, how do you know if your company has to provide the leave and/or which of your employees are eligible to take time off work? If someone is eligible, how do you document and apply the time off accurately?

NOV
20

Licensure Renewal Webinar (via Zoom) • Friday
8:30am–12:45pm • \$99

California Dental Practice Act and Infection Control (4 (2, 2,) CEU, Core)
Presented by Marcella Oster, RDA

We encourage all licensed as well as unlicensed staff to attend this comprehensive education day which covers scope of practice, infection control regulations from the Dental Board, employee safety issues from Cal-OSHA and a review of the duties and functions of practitioners in dental healthcare provision.

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

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International College of Dentists (ICD)

- 2019 • Special Citation Award, *unusual concept*
- 2019 • Golden Pen, *honorable mention*
- Article / series of articles of interest to the profession
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- 2017 • Special Citation Award, *unusual concept*
- 2016 • Golden Pen, *honorable mention*
- Article / series of articles of interest to the profession
- 2015 • Special Citation Award, *unusual concept*
- 2014 • Outstanding Cover, *honorable mention*
- 2014 • Golden Pen, *honorable mention*
- 2013 • Outstanding Cover
- 2012 • Overall Newsletter
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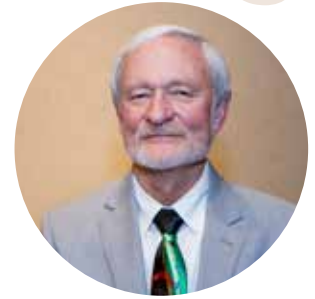


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President's Message



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

Why Did I Say That?

There comes a time in our dealings with patients, whether you are the dentist, assistant or front office staff, when you are supposed to say something – the right something – and you wonder what that might be. I have experienced that many times in my long career and I am sure all of us in the dental profession have also. This issue of *the Nugget* delves into that very topic. In my recollection this is the first time *the Nugget* has dealt with this practice management topic, so enjoy the read.

In my experience, practice management seminars and coaches, often speak to getting the right message across to patients and structuring that message so that the patient understands it is in their best interest to do what the practice wants them to do. I have been in staff training sessions with role playing, where one staff member plays the part of a patient and another staff member role plays the dental staff. Various scenarios of patient vs. dental practice interaction

are staged with the actors reading scripted parts to coach staff into saying the right things. It does work and the best training for developing those skills is experience. The longer you are in the business the better the doctor and staff are at conveying the right message.

Active listening is an important part of the process. Making sure that you understand what the patient is saying and from where in their psyche it originates. This knowledge helps immensely in formulating a response in patient negotiations. Again, the more experience you have the easier it is to provide appropriate messages. One source for developing these skills for the younger dentist, is finding a mentor.

SDDS has a large membership with dentists in all stages of their careers. I enjoyed the pre-coronavirus collegial atmosphere of the General Membership meetings and CE events and look forward to a post-coronavirus world where once again we

can meet in groups. The dental society is an excellent source for finding a mentor, to discuss the day to day challenges of clinical practice and develop communication and clinical skills to help in becoming a successful practitioner. Read this issue of *the Nugget* and share it with staff. ■

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

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Involvement, Volunteering, and SDDS

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

It is so easy to say “no thanks” when asked to step up.

“I’m too busy, don’t have time in my practice, my boss (or spouse!) won’t allow me to be involved, my practice is my utmost concern, it takes too much time” – those are just a few of the comments I have heard over the years.

And all of these comments ring true and are honored and respected.

HOWEVER... there is room for both in your life!

Trust me, I have been a volunteer (in other organizations) since I was a teenager. Whether it was a Candy Striper at Mercy Hospital, a piano player in a vocal group, a student government leader, volunteer in various organizations throughout my life - my point is that the joy, leadership training, personal growth AND friendships I have made has been so very rewarding. I think I can say that, other than my wonderful family, my volunteer experiences have been the best part of my life. I have learned so much and am thankful for those experiences that have been offered to me, or those in which I have “jumped in.” And quite honestly, all my volunteer experiences prepared me for my current job as your Executive Director!

The point of my message here is to encourage SDDS dentists to step up and be part of our organization – not just by being a member. Join a committee, step up to chair something, get involved – and say “YES!”

The leadership of SDDS has a long list of wonderful people who have served and led this organization. THEY are the reason we have been successful and continue to thrive (even though this past year has been challenging, for sure). SDDS is known throughout the CDA world as being a great training ground for leadership at the CDA and ADA level. We are proud of that!

So think about joining SDDS leadership. Committees for next year are forming now (see pg 26). Think about being part of our terrific SDDS team!

Cathy

The Salary Survey is Here!

Wondering what to pay employees? What’s a good salary range for a DA, RDA or RDH? No need to wonder anymore! SDDS has compiled all the data and answers you need in one convenient report. Just published in September, this up to the minute report provides you with salary averages and suggested salary range data on all of your key office positions as well as comprehensive benefit information.



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By **Jim Cope, DDS**
Associate Editor

How Do You Say That? Ideas for the Clinical Setting

As dentists, perhaps our greatest skill is communication. And for successful dentists, it is their super-power, their secret sauce, an essential ingredient that leads to a cohesive team and plentiful happy patients.

On an initial exam have you ever found yourself looking at a faulty restoration and concurrently the patient is telling you what a wonderful person their previous dentist was? A patient may have little awareness of a restorations' marginal integrity, but they often have confidence in a dentist who they can relate to. That is the power of great communication skills! Yes, any of us would feel fortunate to be doubly capable with the technical and communication aspects of our demanding work. And while I too often wish that I had listened more empathetically, explained more clearly or achieved a better contour on a composite subgingival margin, I am drawn to experts in the liberal arts to help me succeed in the technical arts.

The November *Nugget* is proud to present four articles on How Do You Say That?...aspects of communication in the dental office. I found myself reading these and saying to myself, "I wish I had said it that way!"

The year 2020 may be remembered as a year of social distancing, social unrest, devastating fires and political division. But our relationships are not like glass, that when broken it may hurt you more by trying to put it together. No, the human spirit is more like a magnet. We pull together to help one another. We talk about our differences and make changes to create a better future for everyone. We help when we see people hurting and in need.

Paul J. Meyer is considered a pioneer in the self-improvement industry. He said:

“Communication—the human connection—is the key to personal and career success”

In this issue of *the Nugget*, Larry Guzzardo will give you insights about how to answer difficult questions we hear from patients regarding fees and insurance. Dr. Matt Comfort will share his philosophy of, above

all else, valuing the employee or patient we are communicating with. Melinda Heryford will illuminate the value of feedback with a 'Simple Four Formula'. And Immanuel Joseph will describe the '5-Chairs Exercise', a mindful perspective of compassionate communication to help us achieve success within our dental team.

Although the subject of communication is diverse and massive, I hope you enjoy these dentally-focused insights from these skilled authors as much as I have. ■

A handwritten signature in black ink that reads "Jim".

Calling All Members – The *Nugget* Editorial Committee Wants You!

A Note from Dr. Ash Vasanthan, The *Nugget* Editor-in-Chief:

I'm reaching out to inform you of an opportunity to serve as one of the "Associate Editors" of our SDDS magazine, *The Nugget*. *The Nugget* is one of the key benefits afforded to the members of SDDS and is a very respected publication among all dental societies in the state and around the country. Our *Nugget* has won many awards over the years and continues to be on the forefront of digital and print publications of all dental societies. Any active or retired members are able to serve and the requirements are very simple. Please reach out to Dr. Ash Vasanthan at ash@rosevilleperio.com to express your interest and join the Editorial Team - we'd LOVE to have you!!





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YOU SHOULD KNOW

BLENDING LEARNING APPROACH FOR CPR

Submitted by Dr. Adrian Carrington

I have been an SDDS CPR instructor for over two decades. SDDS CPR courses are a great member benefit that are sorely underutilized. Thanks to the SARS-CoV-2 outbreak, blended learning is not a new course – it is just new to SDDS. SDDS elected to adapt the AHA HeartCode approach to our CPR courses. The result is a ‘blended learning’ course.

The process starts with an on-line (AHA website) didactic course that walks students through CPR technique and culminates with a video-game style virtual test. The latter not only tests and teaches the requisite techniques and sequences, it also leaves the students with a sense of the ‘real-time’ urgency and timing of the process. Fortunately, the learning process is at the individual student’s pace and does not require keeping up with everyone in a classroom setting.

Once completed, students then come to the SDDS office for the second phase of the ‘blended learning’ experience – the skills test. Students practice skills under the supervision and direction of one of our instructors prior to demonstrating mastery of the techniques to complete the CPR course.

At my last session for which I was lead instructor, one student was new to CPR. One of our dedicated instructors was patient and detailed in her teaching of that student, resulting in a student able to demonstrate excellent skills within one hour.

Personally, I believe that this is a much better approach to learning and refreshing our CPR skills. I strongly encourage SDDS members to take advantage of this new and improved member benefit.

ORDER WAIVING RESTRICTIONS ON INTERNET-BASED CE TRAINING FOR DENTAL PROFESSIONALS

Announcement by State of California Department of Consumer Affairs

Pursuant to the Governor’s Executive Order N-39-20, during the State of Emergency, the Director of the California Department of Consumer Affairs may waive any statutory or regulatory renewal requirement pertaining to individuals licensed pursuant to Division 2 of the Business and Professions Code.

Accordingly, the Director waives California Code of Regulations, title 16, section 1017, subdivisions (h) and (i), to the extent they limit to 50 percent the maximum number of non-live instruction continuing education units that may be accepted for credit, subject to the following condition:

- The non-live instruction consists of internet- or web-based courses that allow participants to concurrently interact with instructors or presenters while they observe the courses.

This order is effective immediately but may be amended as circumstances require.

Dated: September 8, 2020

NEW CDA CAREER CENTER LAUNCHED IN OCTOBER

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A new, enhanced career center designed to assist CDA members in career development and team building will be launching in October. The new platform offers practice owners and job seekers an innovative and seamless way to build connections through key features including job alerts, customized profiles and high-quality job matching technology.

Through the new career center, practice owners can gain exposure and connect faster to qualified candidates through the exclusive Job Flash email. This semimonthly email is sent to all CDA members allowing employers to reach both active and passive job seekers by putting open jobs directly in their inboxes. Practice owners can also gain more exposure through the platform’s social tools and be more proactive in finding potential hires by searching the resume bank for qualified candidates. As a CDA member benefit, practice owners can post jobs at no cost through the end of the year.

The platform also makes looking for new career opportunities more convenient. Job seekers can create a custom profile complete with a photo, cover letter and resume. The platform also gives job seekers the option to upload their resume anonymously and maintain control over who can access their personal information. CDA members who are searching for their next career opportunity will also have access to resume writing tips, interview tips, sample resumes, answers to experts’ frequently asked questions and more.

Look for more details on the new career center on cda.org/social-media/email soon.

FDA UPDATED RECOMMENDATIONS ABOUT THE USE OF DENTAL AMALGAM

Reprinted with permission from ADA

The Food and Drug Administration (FDA) provided updated recommendations about the use of dental amalgam. The ADA response is available here and attached are talking points that you may find helpful.

FDA materials for your reference:

- Safety Communication: <https://www.fda.gov/medical-devices/safety-communications/recommendations-about-use-dental-amalgam-certain-high-risk-populations-fda-safety-communication>
- Patient Brochure website: <https://www.fda.gov/medical-devices/dental-amalgam/information-patients-about-dental-amalgam-fillings>
- Dental Amalgam website: <https://www.fda.gov/medical-devices/dental-amalgam/about-dental-amalgam-fillings>

All of the latest information about dental filling materials can be found at MouthHealthy.org. If you receive any media inquiries and would like assistance, please reach out to Erika Hoeft, ADA communications manager, at hoeft@ada.org.



By **Larry M. Guzzardo**

Mr. Guzzardo has co-authored two books, "Powerful Practice" and "Getting Things Done" conducts in-office practice management consultations exclusively for dentists to enhance trust, create organization, increase profits, and to develop patient relationships that last. Larry has presented numerous workshops including: "Winning Patient Acceptance"; "Business Communication Systems"; and "The Leadership Challenge." Larry can be reached at 404-842-0530 or Larry@larrymguzzardo.com.

How Do You Say That? Responding to Difficult Questions

Have you ever finished talking with a patient and wished you could rewind the conversation, replacing some words with something better? It's easy to get tongue-tied or defensive when patients ask questions about fees and insurance limitations.

When questions pop up, seize the opportunity to shine. Here are some strategies to consider:

1. **Cushion** your response by validating their question and indicating that you heard their question. Try this; "Thanks for bringing that up." Or, "I'm glad you asked."
2. **Acknowledge** the patient's concern. "I wouldn't want to have any unnecessary treatment either." Or, "You're right, dentistry costs more today than in years past"
3. **Repeat** the question for clarity; "Let me see if I heard you correctly; your concern was ..."
4. **Answer** the question by focusing immediately on their concern.

Q: "That is a lot of money. I don't know if I can afford this" [A small fee to one patient is a huge fee to another. You can avoid disagreement by seeing things from their perspective.]

A: "You are right; I know what that is like. Let's work out arrangements to fit your budget."

In my consulting work I have been getting many calls regarding fees and insurance participation. I have jotted down some thoughts in hopes it will also help you.

"Your fees are too high!"

"Dr. is very sensitive to your concern. She insists on the very best quality. We are proud to deliver excellent service and patients tell us all the time they appreciate Drs. attention to detail and how happy they are with the treatment we provide."

"Dr. could keep costs down by cutting corners, but he just will not do it."

"Most of our patients found out about us from another patient of our practice. They tell us they called because their friend told them how happy they are with our work. You can always count on Dr. to stand behind the treatment she performs."

"Why don't you take my insurance?"

"We are not in-network on purpose! Our experience is that the reimbursement rate with in-network plans does not allow us to use the best materials, labs, techniques and staff that we know our patients deserve. This does not mean you cannot continue coming to our office or that you must find a new dentist and hygienist to care for you. Our relationship does not have to change at all. You can still be a patient and continue to use your dental plan to help cover the cost of your care."

"When you visit our office, your insurance company will now send a check to your home for the benefits you may receive under your plan. As a courtesy to you, we will file your claim with your insurance for you and they will mail the check to your home. We just ask that you take care of your charges in full at each visit."

"Of course, you can (still) use your insurance here. Many of our patients have your same plan and come to our office. They prefer the treatment Dr. provides and enjoy our friendly service."

It's not just words.

When sitting at the front desk, I recommend that you stand up to greet patients with a genuine smile and a personal connection. No one can resist a pleasant smile.

Smile at others and you will notice them smiling back at you!

"Hello Mr. Jones, how are you doing today...? Your hygienist is Angela and she will be right up to get you..."

As they check out, the business transactions of payment and scheduling will go smoother as you keep in mind the environment of good communication.

Respectfulness: Financial arrangements need to be made in a private area...no one wants to be embarrassed by having their financial concerns overheard by other patients in the office.

Eye Contact is critical for good communication. You are going to run into resistance if you are presenting a treatment plan and are distracted by a ringing phone or your office com system. Position yourself to avoid distractions.

Body Language: Although you may mean nothing by it, crossing your arms (even if you are cold) can give the perception of being closed-minded. Maintain an open posture by holding an object in your hands, such as a pen. Show that you are engaged by occasionally nodding your head, leaning forward, and raising your eyebrows when appropriate.

Tone of Voice: Sometimes it's how we say it, not what we say that is remembered. As you are speaking it helps to think in your mind "You are a valued person, thank you for coming to our office."

Mirroring: Matching your patients' energy and emotions is a good thing to do. We do this to develop rapport, not to manipulate someone. Match a 'business-like' demeanor with an efficient business-like response and 'I am so glad to see you' with a warm 'I am so glad to see you too!'

Listening: The process of good listening includes focusing your attention when someone is talking, making eye contact, and waiting until the one who is speaking is finished before responding. It is good practice to verify what you have heard by pausing during the conversation to summarize and allow the speaker to clarify what they said. Even in a heated conversation, no one ever gets upset because you provided them with the opportunity to clarify. Reflective listening promotes mutual respect preventing misunderstandings.

Observe: We need to pay attention to non-verbal feedback; a furrowed brow, a worried look. Because we care, we stop and attempt to understand before proceeding. "So far, do you have questions or concerns Mr. Jones?"

Our goal in dentistry is to develop trusting patient relationships. This happens face-to-face, through good communication, listening and observing. It's not just words. Especially with difficult questions, we can anticipate what we will say and how we will say it. When we are confident about our communication with patients, they are more likely to understand our clinical concerns and accept our treatment recommendations. ■



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By **Matt Comfort, DDS**
SDDS Member

Dr. Comfort practices Cosmetic, Trauma, Implant and General Dentistry in Roseville. He belongs to many professional organizations including the tripartite membership, AACD, AGD, AAID, and the AIDT. He is a current Peer Review Member and has previously served on the SDDS Board. He is both a MAGD and AACD Accreditation Candidate expected in 2021.

How Do You Say That? ...It's All in the How and Why

Communication is an especially challenging aspect of our profession. What we say and the way we say it has a great impact on staff morale and practice success. To hear that my practice's reputed style of communicating has resulted in a successful journey is gratifying. Though it is a daunting task, I am happy to share with you what I have learned over many hours of courses, personal coaching, and many experiences

Styles of Communication

Body language is important! Eye contact, a smile, open posture, a pleasant voice, and a smile are the keys. Practice them in a coordinated effort of shock and awe. What say me? The shock of the recipient as they feel awed by the respect you have for them. Remember: SMILE and EYE CONTACT!

I believe that great communication is learned through a practice culture with an owner devoted to developing the team. At the hiring interview or at the initial patient exam I want that person to feel my personal ethos: that the soul sitting in front of me is both valuable and vulnerable, and that our meeting is to improve their life. Whether it is a candidate seeking employment or a patient seeking my opinion, I recognize that they have chosen me, and I will return that honor by treating them with humility, kindness, and respect.

In a palpably respectful way, my first question at a hiring interview is "What do you want out of this experience? What do you want for this practice? What do you want from this practice? What compensation and benefits do you want? This may seem simplistic, but it is effective.

Team Interactions

Authentic communication with a perspective employee or with a veteran of 14 years, is a product of reciprocal loyalty. They continue to feel that their lives and careers are embraced seriously. Conversely, there was a time that two of my key employees were laid off. I mistakenly acted on inaccurate Key Performance Indicators and made a hasty decision to reduce staff. It was a painful experience for all. After some time, a plan was formulated to regain their trust; they were asked to return, and they did. I spent the following year apologizing in little ways to the entire team, to rebuild what I had lost: their trust.

Mindfulness and Servant Leadership are key ingredients for good communication. Being mindful of others is a Japanese way of living. While the Japanese culture has a more indirect and perhaps overly polite manner of leadership, their communication style is reverent to the existence of the other person. Another leadership philosophy is Servant Leadership manifested in an office culture and communication that elevates the needs and interests of the employees. Rather than a dictatorial style, Leadership by Example and a How Can I Serve You: The Team attitude allows for old barriers of the traditional corporate hierarchy to dissipate, opening lines of communication. People with E/INFJ attributes on Myer-Briggs testing are rare (~1% of the population) but adept at this kind of leadership.

Teaching is an additive element to this process. When new and exciting developments occur in our profession, these ideas are incorporated into the fabric of the practice culture.

Communication and enthusiasm are essential to launch these new and exciting and revenue generating concepts.

Relationship Killers. Nick Wignall describes three forms of communication in his 3 Toxic Communication Styles.

1. Passive Communication:
When Being Nice Backfires
2. Aggressive Communication:
Bullying Works... Until it Doesn't
3. Passive-Aggressive Communication:
Stuck between Fear and Anger.

Passive Communication is essentially being 'too tired' to make the effort to communicate well. We may also be too timid to say something that may 'rock the boat' but that results in an unsteady course toward unclear goals. Remedy: Stop being passive and be mindful of your intentions. Communicate your desire to improve a situation or solve a problem with a smile. Ask your employees what they would do, what 'executive decisions' they would make for the wellbeing of the practice. Help their ideas succeed with your insight.

Aggressive Communication never works and is counterproductive. If an owner's purpose is to render employees ideas and existence insignificant, the result will be frustration, high turnover and a poor reputation among employment circles. Remedy: Listen attentively to your employees' answers about solutions to problems. Ask them what they think. Allow them to 'bully' you occasionally with the enthusiasm that results from a nurturing environment you created as they feel authentically and organically cared for.

Passive Aggressive Communication: Sometimes we operate in this realm whether we like it or not. It is difficult to avoid this style because of the stresses of owning a practice. Anger and fear are a self-amplifying negative feedback cycle. Being afraid to communicate with the team because it 'will rock the boat' will leave you feeling ineffectual and permit the problem to continue. The result is frustration and anger.

I am privileged to work with staff members who have been with me on average 10+ years. My team learns early on that they are a revenue generating asset, not 'spit suckers'. They are skilled, vital surgical assistants. They are marketing agents and customer service specialists. Their enthusiasm is a job

requirement! Their work, their knowledge, their commitment to excellence directly impacts the success of our dentistry. Some I have nurtured since the age of 18 and have become wives and mothers, others have started their own businesses and become personal coaches.

Every year is ushered in with the same questions: What can I do to make your employment and lives more successful? Ask yourself, "What do I need to do to make my employees a success?" Doing this will bring peace and balance to your work and your family. You will operate at a higher level. Your employees will bring this to their homes affecting their families positively and will return the next day enthusiastically.

Life is short. As we travel this path together make it fun and positive for the people with

you. Be a conduit of goodwill and good intentions. Help people believe, even if for a second, that they ARE a most special and unique soul, that they are capable of excellence. Let it begin when you say hello in the morning huddle as you set the stage and the office vibe. Be a great human and act out a scene you have written for the day. The scene is quality time for quality people.

Communication is Everything

PS: My secret? The fastest way to success with my team; have a staff meeting at DSW! No joke. I have been doing this for 18 years. Throw in some Starbucks and Tiffany & Co. It does not need to be expensive—but it shows how much you appreciate them. ■

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How Do You Say That? ...With the Simple Four Formula

By **Melinda Heryford, MBA**

Ms. Heryford runs a coaching and consulting business. She works with dentists who want to grow their practice and get their team to perform at their best on a daily basis.

As a team coach, Ms. Heryford works with dental teams on how to get behind a common goal and work together better. In fact, she's clocked more than 11,000 coaching hours in practice systems and success principles. Her clients often share that they are more focused, see more commitment in their staff and experience less stress; ultimately creating a plan for a more rewarding practice.

When Ms. Heryford isn't working, she's on an adventure—in the mountains, on a bike, in a kayak, or on the slopes.

Giving direct feedback to a team member can be challenging. I want to share with you a client's experience.

Life is good at ABC Dental. The team is navigating COVID with their enhanced PPE and are more productive than ever. Although her practice is doing well financially, Dr. Busy Beth the owner of ABC, worries that the “extra caring service atmosphere” is not quite there.

Dr. Beth made an announcement in the last team meeting that prompted a team discussion about remembering to honor our ‘service attitude’. After a brief period of improvement, patient interactions drifted back into ‘auto pilot’. Dr. Beth noticed a long-term team member who is an outstanding communicator but has

“Getting and receiving regular feedback is the magic elixir to satisfying and productive long-term relationships.”

changed lately to an 8 to 5 transactional temperament. Linda RDA, is different, more distant, getting the job done but without enthusiasm, almost robotically.

At the next morning huddle, Dr. Beth again reminded the team about ‘our commitment to patient service’. By the afternoon it was back to ‘patient by number’. At her wits end, Dr. Beth called me in frustration.

We ran through her situation. The Simple Four Formula is a way to give a team member feedback effectively. The steps include the why, how and when of giving honest and compassionate feedback to

have the impact you are looking for. The discussion is an opportunity to build trust, confidence, and strengthen your relationship with the team member. We planned Dr. Beth's conversation with Linda using the Simple Four Formula:

1. Check your intentions; remember what you value in the relationship.
2. Describe the behavior; do not evaluate it. Like watching a video describe what happened, with what patient, what day, what time, what was said and what tone you heard.
3. Describe the impact the behavior had on you, using ‘I’ statements (own judgments).
4. Ask for suggestions/recommendations for the future.

Dr. Beth said, “I love Linda. She has been with me a long time. She is stable, predictable and I can count on her.” When she thought about describing the behavior specifically, she recalled when Linda was seeing Joyce Jones, on Monday, an older patient who has been in the practice over 25 years. Even though Joyce is consistent, she has difficulty with her perio and needs close attention. Dr. Beth remembered when they were doing the exam for Joyce, Linda did not personalize the visit the way she usually does. She was quiet and Dr. Beth felt it was somewhat awkward, with no personal news about the patient, no update on her condition. Dr. Beth felt she was left to fill in the pieces on her own with Joyce. This is unusual because Linda before COVID would engage with patients beautifully. When Dr. Beth thought about the impact of this new behavior from Linda, it made exams much harder for her...the exams took longer and did not have the great communication or customer service they usually enjoyed.

Dr. Beth said to me, “Melinda, I really don’t enjoy doing this. I would rather not have to do this conversation, but I know that when I have followed the Simple Four Formula, it really works.” At lunchtime we prepared Dr. Beth for success and I told her that these conversations are often much quicker than we imagine, usually 15 minutes.

These are the talking points we prepared together following the Simple Four Formula:

1. Be specific (be behaviorally specific; own judgments), she talked about Joyce Jones as one example.
2. Be timely (give feedback as soon as possible). Joyce’s appointment was just two days ago, and they ran through the specifics, “When we were doing the exam for Joyce on Monday, Linda, you did not personalize the visit the way you usually do. You were quiet and I felt like it was quiet in the room, no personal news about the patient, no update on her condition. I was left to do this on my own with Joyce. This

is unusual because, Linda, before COVID you would set these types of communications up beautifully.”

3. Be balanced (give positive and critical feedback), “You have been with me so long and you are so consistent. What do you feel like is happening?”
4. Suggestions/Recommendations; “Linda what do you feel you can do moving forward?”

Linda’s response was amazing. She remembered the formula from training and replied, “Dr. Beth, thank you so much for bringing this to me. I have been preoccupied with some things in my personal life. I will definitely pay more attention to getting you set up with the patients. Can we talk about this in two weeks to see if you feel like it is better?”

Afterwards, Dr. Beth told me, “I know this kind of communication builds trust, confidence and strengthens relationships. After I do it, I realize how easy it is, and how good it feels once I do it. Naturally, I am afraid of hurting the relationship and I

want to say nothing. But when I have the courage to do this, communicating openly, it moves my relationships forward. And it always feels so good when it is done.”

Getting and receiving regular feedback is the magic elixir to satisfying and productive long-term relationships. Your team members appreciate it and it is a relief to you and them when you do. Like Dr. Beth, you can discover the simplicity of applying the Simple Four Formula for Giving and Receiving Feedback. ■

If you would like a copy of the Simple Four Formula for Giving and Receiving Feedback visit: <https://bit.ly/2FiT53j>

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How Do You Say That? ...With Compassion

By **Immanuel Joseph, PhD**

Dr. Joseph served as a cancer drug discovery scientist and as a senior care service provider before becoming a corporate compassion trainer. He is the founder of Compassionleaders, committed to teaching positive lifeskills in organizations. He has a PhD in Biochemistry, is the author of 7 books in two languages, and a certified life coach.

Dentists who create a culture of compassion are more successful on many levels. Increased employee loyalty, more cooperative relationships within your team, decreased stress and providing better care for patients brings greater satisfaction to you and the people you work with.

Compassionate communication is a skill that can be learned by everyone in the office. It takes commitment and time to create any cultural change but is well worth the effort. Whether the communication is within a vertical hierarchy (Dentist—Office Manager—Assistant) or lateral (Assistants—Hygienists), when laced with compassion it creates psychological safety, will defuse conflict, and enhances the workplace experience. Compassionate communication is built on respect and care for self and others; it shows up in our words, the tone of our voice, our facial expression, our body language and our approach to one another.

The cultural change in your office begins by becoming aware of how your communication, verbal or nonverbal, is impacting the people around you. As a dentist in a small business with few employees you are the best person to start the compassion. Does your communication style help your team members when things are rosy and under stress?

Starting with that awareness, you can create practices or habits that will lift your communication to a more compassionate level. A compassionate communication practice that I teach in my workshops is the Five-Chairs exercise. It involves (mentally) sitting on five chairs to gain the right perspectives for compassion in communication.

The Five-Chairs Exercise: Two Scenarios

Background: Mary, your scheduling coordinator has been a meticulous team

The cultural change in your office begins by becoming aware of how your communication, verbal or nonverbal, is impacting the people around you.

worker for the past 5 years but in the past two months she has been coming in late and has not been focused on her work. Recently she made a scheduling error that inconvenienced a patient and several billing errors that upset patients. You are justifiably angry with her.

Scenario ONE:

Mary walks into your room and you avoid making eye contact. As she gives her reasons for the errors, you nod while looking at the computer, seeing how badly she messed up. With a frown on your face and your arms crossed, she can feel your anger. You want her to know your disappointment, so you begin bluntly; “you have been repeatedly tardy, and you are unfocused at work. This is a dental office, not a charity. You have 4 weeks improve; either you shape up or quit.”

How do you feel at the end of the interaction? How does Mary feel? What is the likely outcome?

Mary might protest and justify her actions. She might become emotional. She might quit. These outcomes may hurt your

5-Chairs of Compassionate Communication Exercise



Objective

Perspective Outcome

Emotional

The Kindest Option

Clarity of Communication

practice by polarizing relationships within your office. How could that conversation have been more effective?

Consider a more compassionate approach using the five-chairs exercise:

1. Sitting on the **chair of Objective** you ask; ‘What is my motivation in this conversation... to express my justified anger regarding her performance or is it to find meaningful solutions and outline a path forward? Is it to punish or heal?’
2. Sitting on the **chair of Perspective** you ask; ‘What if I were Mary... what may have happened to me that my job performance would go from good to poor in two months time?’
3. Sitting on the **chair of Emotional Outcome** you ask; ‘Do I want Mary to feel bullied into improvement or inspired to become her best self?’
4. Sitting on the **chair of The Kindest Option** you ask; ‘Of all the directions I could go with this conversation, knowing that this will also affect other team members, what is the kindest option that would create a win-win for all?’
5. Sitting on the final **chair—Clarity of Communication** you ask; ‘Now that I have viewed this from an objective and compassionate perspective, how can I communicate with Mary in a way that there is no ambiguity or confusion?’

Scenario TWO:

Mary walks into your room. You greet her with a smile, invite her to sit down and ask her about her day. You have an honest conversation with your palms open and your body leaning forward gently, making your kind intentions obvious with eye contact and the tone of your voice.

“Mary,” you say “You have been with us for 5 years and are a valued team member. As you know, your work has been suffering for the past two months. I want to discuss this with you and help you get past this phase.”

Mary might say, “I am sorry Dr., I will try harder.” Or she might become defensive (because she was anticipating this meeting and is trying to protect her job) by saying; “No, I am doing fine. You guys have been inconsiderate and piling up all kinds of work on me.”

Since your objective is clear (you do not want argument but to find meaningful solutions) you are not drawn into confrontation. You say, “I recognize that the pace in our team is busier now. However, I am concerned that you are not rising to your full potential. You are capable of so much! I want to understand how we can really help you. I respect your privacy but understanding your challenges can help us help you.” Mary begins to weep and says, “I am so sorry that my work is suffering—I am going through a divorce. I am now managing my two kids alone along with divorce proceedings and my work. My life is a mess.”

After a few seconds of quiet respect, you say; “Thank you for sharing a vulnerable moment. I am sorry to hear all that you are going through. How about we explore some options; perhaps we can adjust your work times around your childcare needs until you are over this situation? Together we can make a plan to help you.”

Leo Buscaglia wrote, “Too often we underestimate the power of a smile, a kind word, a listening ear, an honest compliment, or the smallest act of caring, all of which have the potential to turn a life around.”

Objective, Perspective, Seeking the best Emotional Outcome with Kindness and Clarity. Mary will feel grateful to work for a supportive dentist/employer. She will be motivated to arrive on time. She will be inspired to be kinder to the team and more helpful with patients. All this good would have been lost with an ego-laced, knee-jerk-reaction conversation.

As the leader in your office, you can direct the tone and flow of communication around you by modeling compassion. Compassionate communication works magic both vertically and laterally within your team.

In my work as an author and motivational speaker I believe and teach that Compassion is Power. Let’s make it our own. ■

We Love Our Veterans!

**Thank you, SDDS Members,
for your service!**



U.S. Army

Lawrence Bisauta, DDS
Lamont Elmo Carr, DDS, MS
Roy Eakin, DDS
Bill Frey, DDS
Kerry Hanson, DDS
E Dean Jelden, DDS
Nelson H. Johansen, DDS
John Legakis, DDS
Donald Liberty, DDS
Maria C. Lopez-Shams, DDS
Blong Ly, DDS
Alexander Malick, DMD, FAGD
Les McIntyre, DDS
Victoria Mosur, DDS
Khari Nelson, DDS
Charles Newens, DDS
Paul Raskin, DDS
Ronald Rott, DDS
Mitchel Ruffman, DMD
Roberto Sepulveda, DDS
Colby Smith, DDS
Derrick Tanihara, DDS
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Keith Wood, DDS
Herbert Yee, DDS

U.S. Marine Corps

Victor Hawkins, DDS
Mervin Nelson, DDS
Gary Rawlinson, DDS

U.S. Navy

William Black, DDS
Carlos E. Bonilla, DMD
Don Campbell, DDS
Sonney Chong, DMD
Chris Cooper, DDS

U.S. Navy (cont'd)

Joseph Cullo, DDS
R. L. (Bob) Dorian, DDS
Timothy Durkin, DDS
Ryan Grandpre, DDS
Greg Heise, DDS
Richard A. Mandelaris, DMD
David Marth, DDS
Erik Matson, DMD
James Musser, DDS
George Oatis, DDS
John C. Riach, DMD
Wendie Richards (Vendor Member)
Donald Rollofson, DMD
Dennis C. Romary, DDS
Sholi Rotblatt, DDS
Mitchel Ruffman, DMD
Dean Sands, DMD
William Sloan, DMD
Kevin Tanner, DDS
Lien Truong, DDS
Russ Webb, DDS
Frederick (Fritz) Wenck, DDS

U.S. National Guard

George A. Gould, DDS

U.S. Air Force

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Kreston Anderson, DDS
Robin Berrin, DDS
Gary C. Borge, DDS
Matt Campbell, DDS
Monica Crooks, DDS
Thomas DiLallo, DDS
Jason Dorminey, DMD
James Elliot, DDS
Teje Ellis, DDS
Alan Fahndrich, DDS

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Harvey S. Greer, DDS
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H. David Knepshield, DDS
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Walter Skinner, DDS
R. Bruce Thomas, DDS
Robert L. Tilly, DDS
Cas Szymanowski, DDS
Kim Wallace, DDS
Lee Wiggins, DDS

U.S. Public Health Service

Dennis Wong, DDS
Tim Mickiewicz, DDS

Note: This list was compiled from responses to an email requesting the names of our veterans, and it is possible that some veterans' names are not listed. We apologize in advance if this list is incomplete. Thank you to all veterans for sharing your stories!

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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 Quandary Quarterback,

Q: I know this may not be the right place to seek advice on the training and education that a staff member must have to work in our office, but it is a compliance frustration that we cannot seem to get the right answers from anyone. There are way too many cooks in this kitchen and none of them seem to have a clue about the requirements. We need to hire unlicensed people to get help. What do we do?

Signed – office manager

A: Sadly, there are so many in our profession who place themselves in a position of knowledge and advise which is often times antiquated or no longer relevant to the current statutes or regulations. However, this time you have come to the right place!

On January 1, 2010, everything changed – everything! Categories of dental assisting were defined along with the duties, functions, oversight and ultimately a real definition of who a dental assistant is in the eyes of the new law – not Board regulation - state law, which further identified who a dental assistant is and specifically defines their duties and functions. As of 1/1/2010, a Dental Assistant is someone who has not earned a license or permit via the State of California, Department of Consumer Affairs. This individual shall perform extraoral tasks (outside the mouth) as deemed necessary by the dentist who shall determine

the competency of such a person to perform basic, elementary tasks that are completely reversible, and shall be responsible to ensure that the unlicensed assistant completes the following mandatory certifications:

1. A board-approved 8-hour infection control certification course (must be 8-hours in accordance with educational regulations) and cannot be the same course as a licensee
2. A board-approved course in Dental Practice Act (which may be the same as a licensee in accordance with CE regulations)
3. A certification course in basic life support (BLS) recognized by the American Heart Association or American Red Cross – may not be a fully online course in accordance with CE regulations)

In addition, the employer dentist must ensure completion of these certifications occurs within one year of hire. The employer is not responsible to “provide”; he/she is responsible to “ensure completion” – big difference in regulatory and statutory language.

A listing of Board-approved courses provided is available on the Dental Board website by visiting www.dbc.ca.gov and search for dental assisting education providers.

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 at any time – all questions may be submitted anonymously.

CPR - AHA BLS BLENDED LEARNING COURSE

CPR - AHA BLS Blended Learning Course

Friday, November 6, 2020 • 4 CEU, Core
2 Time Sessions (10:30-11:15am
or 11:30am-12:15pm)

\$75 (\$28.50 paid directly to AHA for the online course and the other \$46.50 paid to SDDS for the skills check portion)

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

The November 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.

There are three potential time slots for the skills test session on that day. When signing up you'll select your preference (note that we will do our best to accommodate your preference, but sessions may fill up).

Our next CPR Courses will be held in 2021 (may move to blended learning):

- Friday, January 15, 2021 (morning course)
- Wednesday, March 17, 2021 (evening course)
- Saturday, April 17, 2021 (morning course)



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 Ashley Joves, DDS • Folsom, Rocklin • PT • GP
 Thomas Ludlow, DDS • Sacramento • PT • GP
 Marina Mokrushin, DDS • Folsom, Rocklin • GP
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 Sabrina Jang, DDS • Sacramento • PT/FT • Pedo/Ortho/Endo/OS
 Martha De Los Rios, DDS • Sacramento • PT/FT • GP
 Jacqueline Delaney, DMD • Truckee • 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
 Gilbert Limhengco, DDS • Natomas/Citrus Heights • PT • Endo
 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

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 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
 Erica Hsiao, DDS • PT • Perio
 Blake Moore, DDS
 Behdad Javdan, DDS • PT • Perio
 Bruce Taber, DDS • Fill-In • GP
 Steve Murphy, DMD • FT/PT • Endo

Trustee Report



Wallace Bellamy, DMD & Adrian Carrington, DDS
SDDS Trustees

Highlights of the Recent CDA Board of Trustees Meeting

October 2-3, 2020

The Board approved the 2021 budget. Based on the difficult decisions made by the Board earlier this year, CDA was able to maintain a strong reserve balance to ensure financial sustainability for the organization. These changes also allowed for no dues increase next year, keeping member dues at \$605.

In an effort to assist members through the continued impacts of the COVID-19 pandemic, the Board voted to extend the 2021 dues delinquency date to March 31.

The Board received an update regarding the dental office staffing shortage and current efforts that are underway, including the State's employment development proposal (Project SmileForce), which is intended to provide a dental assisting bootcamp followed by on-the-job training. This program is currently in development and is expected to launch in the first quarter of 2021. Additionally, the Board received an overview of the dental assistant career ladder campaign, Smile Crew CA, which is designed to increase awareness of jobs available in dental offices, while driving traffic to the new cda.org career center. The career center will offer a qualified pool of candidates to member-dentists, while providing an in-class experience for job posters and job seekers.

The Board received an update on the federal healthcare landscape and forecasted scenarios for healthcare issues pending the 2020 election. The Board also approved funding to support CDA's participation in state and federal healthcare issues through 2021, including federal advocacy and policy support.

The Board received an organizational update on recent CDA programs, including the first fully virtual CDA Presents, the CDA Officers/Deans Meeting, and a new component executive director orientation program that was implemented in September. The Board also received an environment update, including information on employment indicators, impacts on dentists and dental offices, and consumer sentiment research.

Interim guidelines were approved to provide guidance to the Board regarding ethics activities.

The board approved the editor's 2020 evaluation and 2021 objectives, retaining Dr. Kerry Carney as editor for 2021.

The Board took additional actions of an operational nature:

- Ratification of Presidential Appointments
- Ratification of CDA PAC Board of Advisors

- Ratification of President-Elect Appointments
- Leadership Development Committee nomination to the vacant at-large position
- Election of CDA Foundation non-dentist Public Director
- Election of CDA Presents Board of Managers Associate Members ■

As a post script to our report, I would like to take a moment of personal privilege as I reflect on the years I have served as your CDA Trustee. I would like to thank SDDS leadership, Cathy, Dr. Terry Jones who was welcomed me when I became a Trustee and Dr. Wallace Bellamy, who joined me after Dr. Jones termed out. With that I thank you as I leave our organization in the very capable hands of Dr. Viren Patel.

- A. J. Carrington

Next CDA Board of Trustees Meeting:
December 3-4, 2020

Upcoming HR Webinars

NOV
11

Harassment Prevention Webinar Employees
1 CEU, CORE • \$25

All employees must have one hour of harassment prevention training before January 1, 2021. Sign up today!

NOV
12

Harassment Prevention Webinar Supervisors/Employers
2 CEU, CORE • \$35

All employees must have one hour of harassment prevention training before January 1, 2021. Sign up today!

NOV
18

HR Webinar Leave Laws
1 CEU, 20% • \$59

California Leave Laws are confusing! With over 20 different leave laws, how do you know if your company has to provide the leave and/or which of your employees are eligible to take time off work? If someone is eligible, how do you document and apply the time off accurately?



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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.

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Dental Industry Employment State of Affairs - November 2020

By Resource Staffing Group (SDDS Vendor Member)

SDDS HR Hotline

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The challenges of 2020 hit the dental industry hard. From government-mandated partial shutdowns to a quick shift into re-opening in adherence with strict new CDC guidelines, this year has demanded a lot from health providers in particular. The good news in November is that the industry seems poised to return to a stronger normal, post-COVID. This will prove especially true for those practices that choose to take advantage of these trying times as an opportunity for learning and growth.

From an industry employment perspective, the past year has seen some notable trends: an increase in the already upward-trending demand for temp workers, an industry-wide return to one-hour per patient scheduling, an increase in hiring pay rates for support staff, and more flexible permanent employee scheduling better aligned with the needs of staff. Let's take a look at each of these trends in more detail.

First, the industry has seen a sustained demand for temp workers. This has been a long-term trend, on the rise for several years. This year, the shifting demands of the pandemic have contributed to an increased need for a workforce that is available on-call and as business necessitates. Staffing agencies continue to play a vital role in providing the staff to support these changing needs. From a payroll and benefits administration perspective, partnering with a staffing agency to manage that on-call workforce saves valuable administrator time and resources. And from the employee perspective, staffing agency employment provides a range of consistent benefits unavailable through standard single practice employment. Part-time hours and a flexible schedule are preferred by many

hygienists, assistants, and office support staff for a wide variety of reasons.

Second, the pre-COVID trend of an "accelerated" 45-minute per patient schedule has nearly all but disappeared. Returning to a one hour per patient schedule provides staff with enough time between patients to ensure that a full sanitization is possible. Beyond that benefit, though, a 45-minute per patient schedule was almost always a factor in RDH dissatisfaction – particularly for those working a temp assignment. It is so important to consider the needs of your temp staff, as you want to support an environment that is attractive to the temp workers who will help keep your practice open.

Next, hiring pay rates for all dental support staff – but especially DAs and RDAs – have seen a slight increase this year. We can attribute this to three main factors: a decreased talent supply due to an aging workforce (many of whom have been persuaded into an early retirement by COVID-19 and its ongoing risks), the closure of trade schools, and delayed graduations for dental support staff. With fewer candidates in the available talent pool the market has become more competitive. The upside here is that employees satisfied with their pay are more engaged with their work and are more likely to stay committed to your practice – good news for both your patient experience and your bottom line.

Finally, more clinics are offering staff flexible full-time schedules, for example four ten-hour shifts Monday through Thursday. This flexibility is, in fact, one of the factors today that most consistently influences a candidate's likelihood of accepting a permanent role within a practice. For that reason, it merits

some consideration. If you don't already, are you willing to offer your staff flexible scheduling? As the dental industry, along with many other industries, moves toward greater consideration for employee work-life balance, you won't want to get passed over by candidates who will find a more attractive offer elsewhere.

Navigating the fluctuating employment needs of your practice will continue to require an agile mindset as we head into a new year. As industry and economic uncertainty continues, expect to see a sustained shift towards increased partnerships with staffing agencies. If you don't yet have a relationship with a local staffing agency, you should consider building one now. Doing so provides your practice with ongoing access to a network of vetted, on-call dental staff, as well as industry professionals ready to take a full-time role with your practice. There are a lot of great candidates in the market right now working through agencies. Start growing your network now, and once things settle back down, you'll be confident in the team you've assembled to carry your business forward.

This year has been an exercise in perseverance, and clinic teams should be proud of the hard work and dedication you've shown throughout. We are all in this together, and we are confident in this industry's ability to come out of this pandemic stronger. ■

Resource Staffing Group has been a proud Vendor Member of the Sacramento District Dental Society since 2003. If you'd like to learn about our dental staffing services, please contact Sacramento Branch Manager Wendie Richards at (916)993-4182. Visit us online at www.resourcestaff.com.



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*This is a sample
of our listings.*

FOLSOM/EL DORADO HILLS AREA: 7 Ops, Room to expand, Digital, 2019 GR \$2M+. Great opportunity. #CA578

GREATER SACRAMENTO: 4 Ops, Price Reduced, High traffic location, Digital, 58 yrs Goodwill. #CA590

GREATER SACRAMENTO: 5 Ops, 4 Equipped, Digital, I/O Cam, CBCT, Newer equipment, 2019 GR \$434K w/ Dr. taking 3 mo. off. #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: 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

LAKE TAHOE AREA: Endo, 3 Ops, Digital, CBCT, 28 yrs Goodwill. #CA602

NORTH SACRAMENTO AREA: 50+ yrs 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: *NEW LISTING!* 1/3 Share of partnership, Digital, 10+ Op facility, GR \$508K. #CA1389

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

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



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Committee Corner

Are You Interested in Serving on One of SDDS' Committees in 2021?

SDDS is now beginning to line up our calendar for next year and our volunteer placement on committees starts now! Last year more than 300 SDDS members participated in committees, projects and events. Please get involved – we'd love your input and participation! Come, jump in and enjoy working with your peers! WE WILL BE ZOOMING MEETINGS (at least for a while) so please consider this new, easy way to volunteer!

Standing Committees

CPR Instructor Committee:

purpose of the committee is to train members to be instructors to teach CPR courses for SDDS members; 1 calibration and 2 courses/year

Nominating /Leadership Development Committee:

purpose is to develop leaders, nominate for positions in SDDS, Foundation and CDA; 2 meetings/year

Special Event Committees

For committee descriptions, please visit www.sdds.org

- Smiles for BIG Kids
- Smiles for Kids — SFK Day volunteer/ adopt
- Smiles for Kids — Site Host Other Events

Advisory Committees

The purpose of advisory committees is to be “on call” when issues arise or actions need to be taken. Volunteers for these advisory committees are on an “as needed” basis, but please join us to be “as needed.”

Continuing Education Advisory:

reviews options and suggestions for programs, speakers, MidWinter, Lunch and Learns, CE days/events, and Business Forums; 1-2 meeting/year

Legislative Advisory:

monitors legislative activity, provides advocacy and information; meetings if needed

Mass Disaster / Forensics Advisory:

provides training to members for disaster identification; members must agree to mobilize if a disaster occurs; 1 meeting/year

Nugget Editorial Advisory:

committee members serve as the guest editors for *Nugget* topics and issues (must be able to write and/or know people who do!); 2 meetings/year

Admin Advisory Committees:

Budget, Finance, Bylaws, Policy Review

Ethics Advisory

committee members meet as needed when ethics issues arise and ADA/CDA Code of Ethics issues are challenged

Task Forces

there will be a few task forces in 2021 – these task forces are one year only; they will have an assignment and/or task to do (as defined by the Board of Directors) and report back to the Board with the solution, results and/or proposal. Task forces will be assigned by the Board in January and will include the following topics:

Member Benefits and Services

committee members assess, review and suggest SDDS benefits and services on an ongoing basis

Oral Health Initiatives:

committee members serve on the various County strategic planning and implementation advisory committees – this committee brings together all counties for idea sharing!

Mediation Review

assigned to create a process by which dentists and patients can resolve differences, complaints, and communication issues.

Remaining 2020 SDDS Committee Meetings

Standing Committees

CPR Committee
Nov 6 (Skills Check)

Leadership

Board of Directors
Nov 3
CDA House of Delegates
Nov 13 (via Zoom)
Executive Committee
Dec 4

Foundation

Foundation Board
Nov 17



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The Nurses are Ready for Screenings!

Our 2020-2021 Smiles for Kids program has kicked off! Our participating school nurses from school districts in the Sacramento and surrounding areas have met via Zoom and have come by the SDDS office to receive their Smiles for Kids screening supplies.

Thank you to our dedicated school nurses for all that you do!





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.



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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.

By **John Urrutia, CPA; MUN CPAs** (SDDS Vendor Member)

As we head towards the end of this crazy COVID year don't forget to make sure your records are in line for P3 forgiveness.

As I write there was a new program passed just moments ago regarding P3 loans that are \$50,000 or less. On October 8, 2020 the SBA released the new Form 3508S, which is a 1 page form to be used by borrowers of PPP loans of \$50,000 or less.

The borrower needs to make various certifications, spending meets at least 60% of PPP loan proceeds and attach verification of payroll costs and non-payroll costs, but does not have to perform FTE or salary reduction calculations. Owner wage limitations still apply of course. Make sure you are working with your CPA to get maximum forgiveness.

Also, make sure you are doing year end tax planning to account for:

- Non-deductibility of expenses paid for with P3 funds
- If you are close to getting under the 426,600 MJF threshold for the 20% Qualified Business Income deduction make sure you are working to maximize deductions before year end
- Managing tax brackets for Sec 179 & Bonus depreciation taken on new asset purchases
- Maximizing retirement and HSA funding

The most important thing you can do before now and year end is review your profit and loss statement to make sure all deductions

are captured in your books. Then project profit for the entire 12 months. Account for any tax strategies and large depreciation deductions you may want to take. Make sure you are adding back into income any expenses paid for with P3 monies. Then based on where you end up send in the appropriate estimates to the IRS & FTB to avoid underpayment penalties.

Finally if you are an S Corporation, make sure your CPA reviews your officer salary for reasonableness.

So as we get to the end of this crazy year take solace in the fact we got through a very challenging time, we were able to provide care to our patients and we had the unique opportunity to spend some quality time with our families. ■

LICENSURE RENEWAL IS COMING UP SOON!

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Are you a licensee who's looking to bang-out all the mandatory courses in one day? Say no more — our All-In-One covers the following:

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- 2-hours of Infection Control for California licensees

We encourage all licensed as well as unlicensed staff to attend this comprehensive education day which covers scope of practice, infection control regulations from the Dental Board and a review of the duties and functions of practitioners in dental healthcare provision.

Friday, November 20, 2020

8:30am – 12:45pm
Webinar/Zoom Meeting

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CRITICAL 2020 UPDATES YOU NEED TO TAKE ACTION ON TODAY!

Thursday, November 12th
6PM-8PM (PDT)

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John Urrutia
CPA, MUN CPAs



Keith Dunnagan
BPE Law Group

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Join John Urrutia, CPA and Keith Dunnagan of BPE Law Group as they reveal **Critical 2020 Updates You Need to Take Action on TODAY!** and learn:

- What to do when employees don't return to work.
- Strategically timing the PPP forgiveness application.
- What HEROES Act could mean for me if passed.
- Maximize your qualified business income (QBI) deduction.
- Considerations for owning or leasing your building.
- Vehicle purchase strategies in 2020.
- Quarterly tax and business planning.

Webinar: Thursday, November 12th from 6PM-8PM (PDT)

TOTAL MEMBERSHIP

(as of 10/14/20:)

1,779

MARKET SHARE:

82.4%

ENGAGEMENT RATE: 93%

New Members

November
2020

JENNIFER DEAN, DDS

Oral Surgery

New Graduate!

Dr. Dean earned her dental degree from UCLA School of Dentistry in 2014. She recently finished her Specialty of Oral And Maxillofacial Surgery at UCSF School of Dentistry. Her current office location is pending.

KEVIN FURMANEK, DDS

Oral Surgery

New Graduate!

Dr. Furmanek earned his dental degree from Columbia University School of Dentistry in 2014 and is earning his specialty of Oral and Maxillofacial Surgery. His current office location is pending.

TIFFANY GIANG, DDS

Transfer from Santa Clara Dental Society

General Practice

Dr. Giang earned her dental degree in 2015 from UOP Arthur A. Dugoni School of Dentistry. She currently practices at Smile & Company in Folsom.

SOLOMON HER, DDS

General Practice

New Graduate!

Dr. Her just earned his dental degree in 2020 from NY Touro College of Dental Medicine at NYM. His current office location is pending.

HAYOUNG KIM, DDS

Endodontics

Dr. Kim earned his dental degree in 2014 from UOP Arthur A. Dugoni School of Dentistry. And then earned his specialty of Endodontics in 2018 from Temple University School of Dentistry. He currently practices at Laguna Endodontics in Elk Grove.

ZAINAB NASAFI, DDS

General Practice

Dr. Nasafi earned her dental degree in 2019 from New York University. Her current office location is pending.

OMAR SATTOUT, DDS

Transfer from San Joaquin Dental Society

General Practice

Dr. Sattout earned his dental degree from Allepo University in 1995. He currently practices at Laguna Pavilion Dental in Elk Grove.

RONNEY TAY, DMD

Endodontics

Welcome Back!

Dr. Tay earned his dental degree in 2016 from Tufts University School of Dentistry. He currently is completing his Endodontics Residency with UCSF.

Pending Applicants:

Diana Kim, DDS
Rami Saga, DDS
Gaurang Amin, DDS

Congratulations

to Our New Retired Members!

Kevin O'Neill, DDS, MSD

TOTAL ACTIVE MEMBERS:
1,394

TOTAL RETIRED MEMBERS: 308

TOTAL DUAL MEMBERS: 9

TOTAL AFFILIATE MEMBERS: 12

TOTAL STUDENT MEMBERS: 7

TOTAL CURRENT APPLICANTS: 3

TOTAL DHP MEMBERS: 46

TOTAL NEW MEMBERS FOR 2020: 79

Text-To-Donate



Did you know our Foundation has a text-to-donate number? Donations help us fund our Smiles for Kids, Smiles for Big Kids programs and more!

Text "GIVE2SDDF" to 44321 to instantly receive a link to our Foundation fundraising page!

WELCOME

to SDDS's new members, transfers and applicants.

IMPORTANT NUMBERS:

SDDS (doctor's line) (916) 446-1227
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CDA (800) 736-8702
CDA Practice Support . . (866) CDA-MEMBER
(866-232-6362)

TDIC Insurance Solutions . (800) 733-0633
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Well Being Committee . . . (559) 359-5631

Dr. Arthur Dugoni

Dr. Arthur A. Dugoni led a purposeful life and leaves behind a legacy of leadership, innovation and excellence. He is remembered as an iconic figure in the dental profession who inspired the lives of thousands of people.

Past CDA president and exemplary dental educator, Arthur A. Dugoni, DDS, MSD, died September 23 at his home in Palo Alto, California, at the age of 95.

Dr. Dugoni blazed an extraordinary path in the field of dentistry, overseeing the rise of a Northern California dental school to national prominence and, more importantly, expertly training generations of students and dentists with his stewardship of compassion, innovation and utmost care for people.

As a member of UOP's first orthodontic class of 4 in 1971 I was saddened to hear of Art's passing. He was our instructor in the mixed dentition clinic and a pioneer in the treatment of children in the mixed dentition. I cherish

the times spent with him for his wisdom and consul. So much of his teachings are relevant today. He will be missed! - Kent Daft, DDS

Wow. What a career he has had. It just seemed like he could have kept going with all that he has done. So grateful to be an alum and his legacy will always resonate with me. RIP. - Hana Rashid, DDS

Rest in Power. The good Lord seems to be calling home his best and brightest. - Adrian Carrington, DDS

Dr. Dugoni has been an inspiration and role model for so many of us and has touched our lives in such positive ways that I wanted to inform our Dugoni School family as soon as possible. We will share more information as soon as it is available from the family.

Our thoughts and prayers are with the entire Dugoni family as they - as we - go through this difficult time of loss. - Nader A. Nadersbahi, DDS, MBA, EdD



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For a full calendar of all of the SDDS events head to sdds.org, to the Continuing Education tab and choose Calendar!



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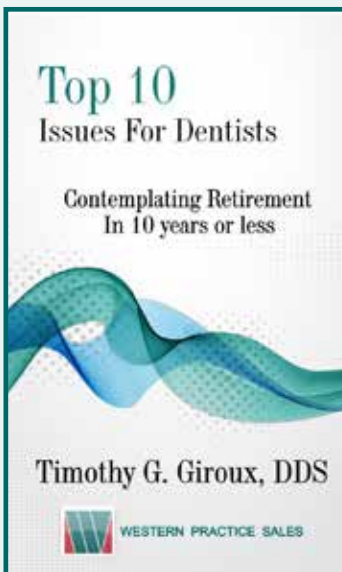
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***Top Ten Issues for
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ASK THE BROKER

**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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LIBERTY offers dental services to Californians through Group Sponsored Plans, Individual, Exchange, and Medi-Cal dental plans. As one of the Dental Geographic Managed Care plans in Sacramento County with over 300,000 members, LIBERTY offers comprehensive services, including preventive, diagnostic, restorative, endodontic, periodontal, prosthodontic, oral and maxillofacial surgery and orthodontics benefits for children and adults. We are experienced in serving low-income populations, including Medi-Cal dental beneficiaries, and have expertise in outreach and care coordination. LIBERTY is a member of the Medi-Cal Dental Advisory Committee (MCDAC) and one of the co-founders of the Early Smiles school-based screening and dental home navigation program in Sacramento County

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LIBERTY has a team of Sacramento based Provider Relations staff. If you are interested in learning more about LIBERTY Dental Plan or would like to join our network, please reach out to one of our Network Managers to learn how we can help grow your practice by becoming a LIBERTY Dental Plan Provider in Sacramento County.

Cherag Sarkari, DDS, Dental Director

(949) 648-1906

csarkari@libertydentalplan.com

Lisa Rufo, AVP, Provider Relations, CA

(949) 648-2172

lrufu@libertydentalplan.com

Francisco Lepe, Network Manager

(209) 670-9925

flepe@libertydentalplan.com

Sommer McKenna, Network Manager

(916) 202-7913

smckenna@libertydentalplan.com

LibertyDentalPlan.com

(800) 268-9012

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

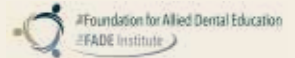


Since 2020

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

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. 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. 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. 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. 06-7/17

FOR LEASE



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

Dental office building for lease in EDH. 5 operatories, 2 consult rooms, 2 restrooms, and more. Beautiful turnkey dental office improvements. Quiet setting with floor to ceiling windows and great parking. Call for more information. Sue Nelson 916-865-8989. 10/20

Sacramento office near I-80 for sale, \$425,000; Roseville: Dental bldg 6,000 sf for sale; Dental office for lease 1,386, 5 operatories; Ranga Pathak 916-201-9247, Broker Associate, RE/MAX Gold, DRE01364897. 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



Dental office condo for sale in Cameron Park. 5 operatories, lab/sterile and more. Dental equipment and building signage also available. Easy freeway access and great parking. Call for more information. Sue Nelson 916-865-8989. 10/20

Having Trouble Restarting Post-COVID? A+ Dental Care Group can help. Discover the benefits or our flexible affiliation model. Contact Dr. Tim Herman at 916-217-2458 or 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



Carmichael Office Relocating and Selling Equipment: 4—Royal dental chairs, 4—Overhead operatory tracklights, Vatech Pano Xray, Gendex IntraOral Xray, Siemens Dentotime IntraOral Xray. Serious inquiries please contact cellphone 213-842-1284. 10/20

SDDS member dentists can place one classified ad

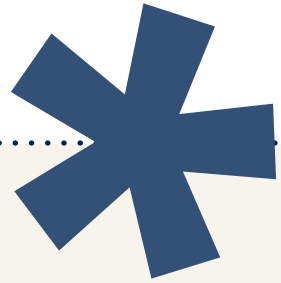
FOR FREE!

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



NOVEMBER

- 3** Board Meeting
6pm / Zoom Meeting
- 5** CE Lunch & Learn
Front Office Study Club
– **Juggling with Joy**
Melinda Heryford, MBA
12:00pm–1:30pm / Zoom Meeting
- 6** CPR BLS Renewal
Blended Learning
- 10** General Membership Meeting
**The Passion Centered Practice;
Redefining of Team Well-being
and Happiness**
Gary Zelesky
6–8:30pm / Zoom Meeting

- 11** Webinar
**Harassment Prevention
Training for Employees**
California Employers Association
12–1pm / Telecom
- 12** Webinar
**Harassment Prevention
Training for Supervisors**
California Employers Association
12–2pm / Telecom
- 12** Webinar
**Critical 2020 Updates You Need
to Take Action on Today!**
*John Urrutia, CPA; MUN CPAs and
Keith Dunnagan; BPE Law Group
(SDDS Vendor Members)*
6–8pm / Telecom
- 13** CDA HOD
Virtual Meeting

- 17** Foundation Board Meeting
6pm / Zoom Meeting
- 18** Webinar
Leave Laws
California Employers Association
12–1:00pm / Telecom
- 20** Licensure Renewal
**California Dental Practice Act
and Infection Control**
Marcella Oster, RDA
8:30am–11:45pm / Zoom Meeting

DECEMBER

- 9** CE Lunch & Learn
Front Office Study Club
Gayle Suarez; Dental Management Solutions Inc.
11:30am–1:30pm / Zoom Meeting

For more calendar info and to sign up for courses ONLINE, visit: www.sdds.org

NOV
10

General Meeting
2.5 CEU, 20% • \$49

The Passion Centered Practice; Redefining of Team Well-being and Happiness

Presented by Gary Zelesky

As we all hit the reset button in our lives many are asking how can I connect the dots and bring what was important at home to the practice? How can I work with the new normal without feeling abnormal? And most importantly what do I want my life to look like now?

- **Discover your Passion:** Tap into the “Human Spark” that ignites you
- **Increase your Productivity:** Learn the difference between staying busy and being intentional
- **Boost your Profit:** Learn how to increase your relational profit
- **Pleasure:** Learn the keys of being fun to work with

This course is being offered as a Zoom meeting only. To register, please go to www.sdds.org/events/gm-nov2020/

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

TUESDAY
6PM-8:30PM

ARE YOU REGISTERED FOR THE GENERAL MEETING?