

Periodontal Advocate

CSP News Bulletin

Gum Disease Awareness:

On December 1st, CSP led by Dr. Caplanis succeeded in securing an official endorsement from the Dental Board of California. The California Dental Hygiene Association and the Orange County Dental Society have teamed up with CSP to continue the next steps of bringing this issue before the state legislature. Stay tuned...

New CDT codes for 2017:

The ADA has updated the CDT with new codes & revisions. Here are just a few to be aware of in the new year.

D4346: Scaling in presence of generalized moderate or severe gingival inflammation full mouth, after oral evaluation.

D6081: Scaling and debridement in the presence of inflammation or mucositis of a single implant, including cleaning of the implant surface, without flap entry and closure.

D4263: Bone replacement graft – retained natural tooth – first site in quadrant

D4264: Bone replacement graft – retained natural tooth – each additional site in quadrant

D4274: Mesial/distal wedge procedure, single tooth (when not performed in conjunction with surgical procedures in the same anatomical area)

Internal Marketing for 2017

By Dr. Casey Herrera, Editor

The borage of email ads for help with marketing include mailers, newsletters, consultants, CE courses, study clubs and many more. These approaches may be effective in the short term but for the long term, we must first look at the environment and culture we foster in our office, day in and day out. The connection we form with our patients, staff, and referring doctors is what will keep our patients coming back year after year.

The health care model that we participate in is unique. Our clients are more informed than ever before (often with facts, but many times not). However, they are not the same as shoppers for material goods. Often they are vulnerable, frightened, not trusting and skeptical. We are charged with providing optimal care in a 50 mm workspace, to a frightened individual who often is moving and many times would like to chat with us!! So... how do we turn a trip to the periodontist from a dreaded event to an event they look forward to?

Here is a partial checklist of things to consider:

1. Is every patient greeted with enthusiasm and focused attention when they enter your office? Are they greeted respectfully; Dr., Mrs., or Mr. if appropriate?
2. Does your treatment coordinator call ahead to check the patient's insurance benefits so they can share these with them?
3. Does every member of your team wear a name tag, shake hands and introduce themselves when they meet your new patients?
4. Are the new patients seated in a chair other than the dental chair to talk about their concerns and questions before the exam?
5. Do we give the patients a chance to articulate their concerns and do we listen attentively?
6. Are their treatment options explained in detail?
7. Are financial arrangements explained and do we offer ways to afford treatment?
8. Do we complete pre-surgical appointments to explain the surgery ahead of time and give them a chance to fill prescriptions and arrange rides and food etc.?
9. Do we tell patients what we are doing while treating them and give them opportunities to rest if they need it?
10. Are we gentle with our patients? Do we trust them if they say it hurts?
11. Do we administer long acting anesthetic so they have an opportunity to take pain meds before their anesthetic wears off?
12. Do we escort them to their car after treatment?
13. Do we call them to check on them after surgery?

14. Does every member of the team interact with respect?
15. Do we interact with our employees with respect?
16. Do we explain results to our patients and let them know if we achieved the desired outcome?
17. Do we empower them with home care education?
18. Is your team dressed appropriately? If not, have you considered purchasing their uniforms to match?
19. Do you evaluate your office cleanliness and décor on a routine basis?
20. Are we enthused to greet our patients no matter how tired we may be?
21. Do we speak about their dentist with respect?
22. Do we communicate in a timely manner with their dentist?
23. Do we acknowledge our referring doctor's birthdays?
24. Do we send thank you letters for the new patients who are sent to us?

Continued on page 2

Welcome New CSP Members!

Mark Beckstead, DDS - Active

Filippo Cangini, DDS, MS - Active

Sharon Miyamoto, DDS - Active

Sharon Phamduong, DDS, MS - Active

Internal Marketing cont'd.

25. Do we respect and follow our referring doctor's referral patterns?
26. Do we send patients back to their dentists when their work is complete?

Of course this is a short list. What do you do that you feel is a way of natural internal marketing? What have you seen over the years? We have so many years of experience and wisdom in our CSP organization. What are your thoughts on this subject?

The culture we build in our office starts with us and ends with us. We need to communicate our vision to our teams and then hold them accountable, as they are our strongest marketers. I believe kindness is the best trait they can have. They should be a reflection of what we aspire to be in it's best form. It's easy to take a marketing course or send out a newsletter, but it's the day to day that's tough.

HAPPY NEW YEAR 2017!!
CSP is here for you. If you have ideas for articles or would like to add marketing tips that have worked for you, please email me at drh@cmhperio.com.

Casey M. Herrera, DDS

Why Advocacy Matters

By Dr. Tina Beck, Advocacy Committee Chair

When I first started dental school, I didn't really understand what the term 'advocacy' meant; I simply joined the American Student Dental Association (ASDA) because I thought it was what you're supposed to do. The promise of a free lunch lured me to attend several meetings where I learned how important my voice was for the future of the profession I had decided to dedicate my life to. I became aware of the numerous non-dental entities that threatened my chosen future and vowed to always remain active with whatever organizations supported the well-being of dentistry. As a result, over a decade later, I have remained actively involved in several dental organizations, not the least of which is CSP.

I am frequently asked why I dedicate so much time serving on so many boards and committees for various dental organizations, and for me the answer is simple: I care about our profession and am particularly passionate about our specialty. If we all sit idly by and go about our lives without supporting our professional organizations, the future of our specialty may become so

compromised and controlled by outside influences, who don't truly understand the magic we do everyday, that even I may grow to regret my chosen career path. I refuse to let that happen and so should you. And guess what!? Even in today's era of "superdentists" and \$200 'all-you-can-eat' implant clinics, I still believe our future is bright and I hope you do too. But not if we are asleep at the wheel and dig our heads into the sand hoping this storm will pass. It won't. We must join together and protect our specialty.

How, you ask? First, don't mooch off the efforts of the CSP leadership by not renewing your membership for the rest of your periodontal career here in California. Your membership matters. Without strength in numbers, we will lose our ability to adequately represent you when it really matters. Who would listen to us at the Dental Board when we argue the safety of periodontists providing conscious sedation for you, against the power and resources of the oral surgeons, but we can only claim to speak for half of all the periodontists in our state? Not many will listen.

Luckily most of you and our colleagues understand the value of our organization by continuing to renew your membership. Don't stop. We need each other more than ever! Right now almost every dental organization in the country is taking about sedation-related issues and who should be allowed to do what. Personally, I refuse to let oral surgeons, politicians, and an emotional public compromise the quality of care I can legally and safely provide for my patients. And even if (I mean, when) we win this battle for now, it will undoubtedly return in the future along with many other potential threats to our specialty that we can't even begin to imagine today. Can you tell how passionate I am about advocacy? You should be too! We can't afford to be asleep at the wheel. And did you know that CSP is the ONLY organization that specifically represents California periodontists? Yep. By all means, join and participate in other organizations, but never forget what you do and where you do it. Support CSP. Renew your membership. Every year. And if you feel so obliged to get more involved, we welcome your help.

NORTHERN CALIFORNIA PRACTICE SALES DENTAL PRACTICE SALES AND APPRAISALS

San Francisco Periodontic Practice For Sale: Owner retiring from this 40+ year old practice in downtown San Francisco within close proximity to many general dentist referral sources. Owner averages \$850,000 in annual collections with an average adjusted net income approaching \$400,000. The owner and loyal staff look forward to working with the buyer of this practice to ensure a successful transition. Interested prospects should send a cover letter and current CV by email to molinelli@aol.com or call 650-347-5346.

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Window into the Future: Periodontics and Implants



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Annual Meeting

Don't Forget!!
\$90 off 3-day
registration still
available for a
limited time.

• Make hotel
reservations at
Disney's Grand
Californian Hotel
714-520-5005

CSP 2017 Annual Meeting

Stellar Line Up of Speakers & Topics



"Implant Esthetics: New Approaches,
Treatment Concepts and Material
Selection" - Dr. Sonia Lezig



"Implant Esthetics: New Approaches,
Treatment Concepts and Material
Selection" - Dr. Brahm Miller



"Materials and Procedures Used to
Preserve the Dimensions of the Alveolar
Ridge in the Esthetic Zone"
Dr. Paulo M. Camargo



"Most Apical Buccal Bone Level
(MABBL) Protocol"
Dr. Fernando Rojas Vizeaga



"Pharmacology in Clinical Practice &
Deciding When to Use an
Anesthesiologist for Your Patient"
Dr. James W Tom



"Natural, augmented, or prosthetic
gingiva...Which should it be?"
Dr. Harel Simon



"Airway Emergencies During Moderate
Sedation & ECG: Bad Rhythms and What
to Do About Them"
Dr. Steven Ganzberg



"The Art and Science of Immediate
Implant Provisional Restorations"
Dr. Todd R. Schoenbaum



MAY 19 - 21, 2017 up to 20 CEs

Disney's Grand Californian Hotel ® & Spa
1600 Disneyland Drive, Anaheim, California 92802

May 19th 8am - 4:30 pm Conscious Sedation Review - Drs. Tom & Ganzberg

May 20th 8am - 4:30 pm General Session - Drs. Lezig, Miller & Camargo

May 21st 8am - 1:15 pm General Session - Drs. Rojas-Vizeaga, Simon & Schoenbaum

Register online at www.calperio.org or call the office at 951-371-4321

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