Times have changed.

Has your liability insurance kept up?

You worked hard to build your practice. Making sure your assets are protected is the only sensible thing to do. But how do you know if your professional liability coverage measures up? And what do you do if it doesn’t?

We invite you to compare your current coverage with coverage available through Dentist’s Advantage. We’re confident that you will want to make the switch.

Dentist’s Advantage offers:

- Premium rewards for:
  - Claims free practices
  - Approved risk management study
  - ADG membership
- Reduced rates for part-time practices
- Underwritten by Fireman’s Fund Insurance Company – Rated “A” (Excellent) by AM Best

Our licensed customer service representatives are here to help you make the switch from your current insurer. It’s fast and painless – really!

Call us at 888-778-3981 or visit us at www.dentists-advantage.com/agd

This material is for informational purposes only. All conditions of coverage, terms and limitations are defined in the policy. Policy features may vary by state.

Table of Contents

A Call to Camaraderie .................................................................4
Technological Advances at the AGD ...........................................5
NYSAGD Volunteers at Walk for Diabetes .................................6
New York Assemblyman Requests NYSAGD Assistance .............6
New York Mandates New CE Requirements ..............................7
Continuing Education Calendar 2008 ........................................8
NYSAGD Announces New Externship Program .........................9
NYSAGD Nominations Committee Report ...............................10
The Treatment Dodge ...............................................................11
It’s Annual Meeting Time .........................................................12
A Letter From the AGD President ............................................ 14
We are an organization of members with much in common. Each of us strives to take proper care of family and patients in the face of many obstacles. Many seem to be beyond a doctor’s ability to cope as an individual.

The benefits of membership are many. The dues we pay for our membership help fund our efforts to secure insurances that protect our practices and loved ones in event of crisis. Study groups’ courses have state recognition through AGD. Many readers gain affordable continuing education that is enjoyably productive to attend even as burdensome government mandates are fulfilled directly through NYSAGD or through the AGD Annual Meeting (In 2008, it’s in Orlando: July 16-20).

What I have gained most of all through my years of membership beginning in dental school is the “open door” often extended to me by elders and peers alike. Never have I felt that I am a “sole practitioner” as advice and ideas are but a phone call, a study group, or even a collegial office visit away. And, as I have friends now throughout the state, they have taught me the efficacy of e-mail correspondence.

These relationships were built locally and statewide through in-person meeting attendance. All Board of Trustees meetings are open to any and all members. If you attend, you will get to befriend colleagues who will never treat you as a competitor. Just call the NYSAGD office a bit in advance so we’ll be sure to have the proper refreshments for your visit. We look forward to your participation.

But there are many dentists in New York who are “free-loaders.” While we all should be members of ADA too, these dentists are members of NOTHING. You see them at study group courses, attending only due to state mandates. I urge you to extol the benefits of membership in organized dentistry to them. Only in numbers do we have a semblance of strength as we approach legislators at local and national levels.

Our NYSAGD dues have not been raised since 1998. Veteran members know how much more the organization now offers. The proposed increase of thirty ($30) dollars is long overdue as we have been operating on a deficit basis since 2005. But we’re still the best bargain in town! A sum total of $434 in Active Membership dues will entitle any dentist to all national AGD and NYSAGD services. And if you recruit one colleague, you’ll get a discounted CE course fee; a free NYSAGD full-day lecture for two! Explain diplomatically to the not-yet-member that the difference in current state continuing education requirements: 60 hours over 3 years is nearly the same as the AGD’s 75 hours over 3 years. And maybe s/he too will aspire to join you as a jolly good Fellow.

A Message from the NYSAGD Chairperson of the Bylaws Committee

Dear members,

All the constituents of the AGD were directed by National to rewrite their Bylaws to conform with the Bylaws of the AGD. This does not mean that the NYSAGD has given up its individuality, but it did require a complete rewrite. The majority of the changes to the content of the Bylaws were a result of minor conflicts with the AGD Bylaws. It is my pleasure, as Chairperson of the Bylaws Committee, to present to you the NYSAGD Bylaws as approved by your NYSAGD Board of Trustees. The current and the proposed Bylaws will be posted on our website for all to review. To view the existing and proposed Bylaws, type the following link into your browser: http://www.agd.org/constituent/news/?CHAP_ID=NY.

If there are any questions, they may be directed to me at ilevine3@verizon. The vote for ratification of the new Bylaws by the membership will be at the spring stated meetings, to be held in Queens and Syracuse, May 9-10, 2008.

Sincerely,

Ira Levine, DDS, FAGD
The Academy of General Dentistry (AGD) is using technology to provide its members with new benefits and communication tools. The AGD wants to provide you with the most up-to-the-minute information and news that affects you and your practice, and technological communications are the fastest, most effective way to do so.

The AGD’s weekly e-mail blast AGD in Action highlights important issues pertaining to the AGD, as well as to general dentistry overall. It’s a great source of information for members who want to stay informed about upcoming AGD events and important occurrences of which you might not otherwise be aware. The e-mail blast links to the AGD Web site for more information, for learning about ways to get involved, or to find contact information for AGD staff members.

The AGD also has added an RSS feed for up-to-the-minute news from the AGD. RSS stands for Rich Site Summary or Really Simple Syndication. Download an RSS feed and it will appear on your computer’s Internet browser; it is refreshed and updated as new information from that site is available. The AGD’s RSS feed provides general AGD news, as well as information from the AGD publications AGD Briefings, Keeping PACE, and SmileLine.

We also are featuring the first-ever AGD blog, The Daily Grind, written by AGD member John Gammichia, DMD, of Apopka, Fla., which debuted in January 2008. Dr. Gammichia owns a dental practice with his father and in his blog reflects on the day-to-day issues that he encounters not only as a dentist, but as a father and husband, too. With his tell-it-like-it-is style and humorous approach to the dentist’s daily life, you are sure to enjoy reading his entries.

The AGD launched its first podcast and its new GD: General Discussion. If you’re not familiar with podcasts, don’t worry! Though it may sound complicated, the concept actually is very simple. Information is recorded and saved as an audio file, much like a music CD. AGD podcasts offer straight-from-the-source insight about clinical issues that are reported in General Dentistry. Experts discuss particular dental topics and their conversations are recorded and saved to the AGD Web site. The podcasts do not require immediate attention; simply download them to your computer or .mp3 player and listen when you have a few spare minutes.

The GD: General Discussion area offers members an opportunity to read case studies published exclusively on the AGD Web site, and to join the discussion by posting comments or questions concerning the findings of the study. Visit www.agd.org and click the icons for the blog, podcast, and GD: General Discussion on the right side of the page.
There are 20.8 million children and adults in the United States, or 7% of the population, who have diabetes. While an estimated 14.6 million have been diagnosed with diabetes, unfortunately, 6.2 million people (or nearly one-third) are unaware that they have the disease.

In order to determine whether or not a patient has pre-diabetes or diabetes, health care providers conduct a Fasting Plasma Glucose Test (FPG) or an Oral Glucose Tolerance Test (OGTT). Either test can be used to diagnose pre-diabetes or diabetes. The American Diabetes Association recommends the FPG because it is easier, faster, and less expensive to perform. With the FPG test, a fasting blood glucose level between 100 and 125 mg/dl signals pre-diabetes. A person with a fasting blood glucose level of 126 mg/dl or higher has diabetes.

General Dentists treat many patients with diabetes. General dentists may have family or friends with Diabetes. Patients with Diabetes have complications including blindness, non traumatic lower limb amputations, renal disease and periodontal disease and increased risk for caries. The American Diabetes Association has a mission to prevent and cure diabetes and to improve the lives of all people affected by diabetes. The American Diabetes Association supports research for adults and children and to help them in their efforts the NYS Academy of General Dentistry sponsored the Long Island “Step Out Walk for Diabetes” on Sunday, October 28th, 2007 at Eisenhower Park. The NYSAGD dentists volunteered and even walked in the 5K walk. They performed free dental and oral cancer screenings as well as provided the walkers with dental health information. The following dentists participated: Dr. Ira Levine, Dr. Johnson Curtis, Dr. Kanner, Drs. Analesh, Dr. Sheri Glazer, Dr. Verma and other NYSAGD members. Thank you for all who participated in this successful event. These walks are located all over NYS and I encourage you to participate. Contact diabetes.org/stepout or 888-DIABETES for more information.

New York Assemblyman Requests AGD Assistance

New York Assemblyman Richard Gottfried approached the AGD to assist his office in developing appropriate language for a loan support program for dentists. There is a bill this session that is suggesting loan support/forgiveness for physicians who graduate and then work in underserved areas. Assemblyman Gottfried wants to amend this bill to include a similar provision for dentists, but needed the AGD's assistance to ensure that the financial amounts he included in the bill language were realistic and accurate. Several New York AGD leaders immediately responded to the request, indicating they thought this was a wonderful idea, and that the financial amounts requested in the bill for dentists should be equal to, if not more, than that requested for physicians, since many times dental school loans are higher than medical school loans.

This request was a result of AGD representation at the National Conference of State Legislators (NCSL), an annual meeting of U.S. state legislators and some international lawmakers. At the meeting, the AGD's goal is to make the AGD's name familiar to state legislators and to encourage them to use the AGD as a resource. Assemblyman Gottfried was one of the hundreds of state legislators who stopped by the AGD booth and received AGD information and a free tube of toothpaste.

After the meeting, the AGD sent each state legislator who visited the booth a letter reminding him or her of the visit and offering further assistance. Assemblyman Gottfried held onto our letter from August 2007 and has called for assistance from the AGD. Hopefully, we can all work together in the future to aid future New York State dental graduates.
New York State Mandates Increased Dental CE Requirements

Beginning July 1, 2008, dentists in New York will have to comply with new CE requirements. Namely, you will need 60 hours of CE instead of 45 every three years as well as comply with new CPR and jurisprudence requirements. NYSAGD, in addition to providing significant CE opportunities at very affordable costs, also annually offers CPR training through HeartSavers, Inc. Below is the text of the new rules. Please contact the NYSAGD if you have any questions regarding these changes.

New Rules:

During each triennial registration period, meaning a registration period of three years’ duration, beginning on or after July 1, 2008, an applicant for registration shall complete at least 60 hours of formal continuing education acceptable to the department, as defined in paragraph (4) of this subdivision, provided that no more than 18 hours of such continuing education shall consist of self-study courses.

During the first registration period for a licensed dentist beginning on or after January 1, 2008 in which completion of acceptable formal continuing education is required, a licensed dentist shall be required to have completed on a one-time basis, as part of the mandatory hours of acceptable continuing education required in this paragraph, no fewer than three hours in a course approved by the department in dental jurisprudence and ethics, which shall include the laws, rules, regulations and ethical principles relating to the practice of dentistry in New York State.

Beginning January 1, 2009, each dentist licensed and registered to practice in New York State shall become certified in cardiopulmonary resuscitation by a provider approved by the department and thereafter shall maintain current certification, except as provided for in subdivision (e) of the section. Coursework leading to obtaining and maintaining such certification shall be included in the mandatory hours of continuing education to the extent provided in subdivision (c) of this section.

Such coursework shall include, but need not be limited to, content in the following:

(1) scene survey;
(2) patient assessment;
(3) one and two rescuer cardiopulmonary resuscitation;
(4) mouth-to-mouth resuscitation;
(5) mouth-to-mask resuscitation;
(6) conscious choking;
(7) unconscious choking;
(8) bag-valve-mask resuscitation;
(9) recovery position;
(10) automated external defibrillator use;
(11) infection control matters;
(12) recognizing a heart attack; and
(13) cardiopulmonary resuscitation and automated external defibrillator scenarios.

For each triennial registration period, a licensee may count up to a maximum of twelve hours of coursework in cardiopulmonary resuscitation, including coursework in advanced cardiac life support and/or pediatric advanced life support.

At the time of his or her registration renewal, each dentist shall attest to having met the cardiopulmonary resuscitation requirement or attest to meeting the requirements for exemption as defined in subdivision (e) of this section.

A licensee may be granted an exemption to the cardiopulmonary resuscitation requirement if he or she is physically incapable of complying with the requirements of subdivision (a) of this section. Documentation of such incapacity shall include a written statement by a licensed physician describing the licensee’s physical incapacity. The licensee shall also submit an application to the department for exemption which verifies that another individual will maintain certification and be present in the dental office while the dentist is treating patients.

In accordance with subdivision (f) of section 61.15 of this Part, each licensee shall maintain for review by the department records of compliance with this section, including the licensee’s cardiopulmonary resuscitation certification card.
## NYSAGD Continuing Education Calendar 2008

Go To [www.nysagd.org](http://www.nysagd.org) for More Information & To Register!

Check Our Web Site Often for New Courses Added All The Time

<table>
<thead>
<tr>
<th>Course Title</th>
<th>Date</th>
<th>Location</th>
<th>Speaker</th>
<th>Type/Credits</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2008</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Suffolk Country AGD Study Group “Technology In Your Practice: Using iCAT, Amalgam Recycling &amp; Financial Planning”</td>
<td>Sunday, April 6, 9 am to 1 pm</td>
<td>Hauppauge, NY</td>
<td>Lynn Pierri, DDS, MD, Marc Sussman, DRNA, Michael Resnick</td>
<td>4 CE Hours</td>
<td>561/</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$25.00</td>
<td>552/</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>550</td>
</tr>
<tr>
<td>Shaping The Future of Endodontics, Hands-on</td>
<td>Friday, April 11</td>
<td>Westchester Country Club Rye, NY</td>
<td>Dr. Justin Kolnick (An Educational Grant has been provided by Dentsply)</td>
<td>7 MCE Participation Hrs, Participation Limited to first 35 Registrants, $150.00 Registration</td>
<td>071</td>
</tr>
<tr>
<td>New Dentists Evening Out Social Event</td>
<td>Friday, April 11</td>
<td>The Madison Club 5 E. 22nd Street New York City</td>
<td>Dr. Joseph DiDonato “Predatory Lending: What You Need To Know”</td>
<td>1 MCE Complimentary</td>
<td>555</td>
</tr>
<tr>
<td>Contemporary Clinical Periodontics</td>
<td>Friday, May 9</td>
<td>Queens, NY Crowne Plaza</td>
<td>Dr. Jon Suzuki</td>
<td>7 MCE Hours</td>
<td>490</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$75 Registration</td>
<td></td>
</tr>
<tr>
<td>Contemporary Clinical Periodontics</td>
<td>Saturday, May 10</td>
<td>Syracuse, NY Doubletree</td>
<td>Dr. Jon Suzuki</td>
<td>7 MCE Hours</td>
<td>490</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$75 Registration</td>
<td></td>
</tr>
<tr>
<td>Mohonk Weekend Escape Mastership Program</td>
<td>Friday to Sunday, May 30-June 1</td>
<td>Mohonk Mountain House New Paltz, NY</td>
<td>Dr. Michael Tischler, Dr. Scott Ganz, Dr. Richard Trushkowsky, Dr. Ben Miraglia</td>
<td>14 MCE Hours, Earn up to 42 Participation Hours Towards Mastership</td>
<td>690/</td>
</tr>
<tr>
<td>“Computerized Tomography, Implants and Bone Grafting”</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>730/</td>
</tr>
<tr>
<td>“Aesthetics &amp; Composites; Oral Rehab with Invisalign”</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>250</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>370</td>
</tr>
<tr>
<td>AGD Annual Meeting</td>
<td>July 16 to 20</td>
<td>Walt Disney World</td>
<td>Various</td>
<td>Various</td>
<td></td>
</tr>
<tr>
<td>Exposing Myths in the New Aesthetic Operative Dentistry</td>
<td>Friday, September 12</td>
<td>Queens, NY</td>
<td>Dr. Van Thompson</td>
<td>7 MCE Hours</td>
<td>250</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$150 Registration</td>
<td></td>
</tr>
<tr>
<td>Exposing Myths in the New Aesthetic Operative Dentistry</td>
<td>Saturday, September 13</td>
<td>Syracuse, NY</td>
<td>Dr. Van Thompson</td>
<td>7 MCE Hours</td>
<td>250</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$150 Registration</td>
<td></td>
</tr>
<tr>
<td>Women’s Dentist Program Perio and Heart Disease</td>
<td>Sunday, Oct. 5</td>
<td>New York City</td>
<td>Dr. Maria Ryan</td>
<td>4 MCE Hours</td>
<td>010</td>
</tr>
<tr>
<td>Risk Management “Mock Trial”</td>
<td>Oct. 25 &amp; 26</td>
<td><a href="http://www.smileandqueens.com">Smile &amp; Queens</a></td>
<td>Dentist Advantage</td>
<td>4 CE Hours</td>
<td>555</td>
</tr>
<tr>
<td>Infection Control</td>
<td>Oct. 25 &amp; 26</td>
<td><a href="http://www.smileandqueens.com">Smile &amp; Queens</a></td>
<td>Ms. Olivia Wann</td>
<td>2 MCE Hours</td>
<td>148</td>
</tr>
<tr>
<td>“Engine Driven Safe Endo”</td>
<td>November 2</td>
<td>Queens</td>
<td>Dr. Barry Musikant</td>
<td>4 Participation MCE Hrs</td>
<td>071</td>
</tr>
<tr>
<td>Joint Program with American Association of Dental Office Managers</td>
<td>Fall 2008</td>
<td>Westchester</td>
<td>To Be Announced</td>
<td>4 CE Hours</td>
<td>555</td>
</tr>
</tbody>
</table>

Courses Are Added Throughout Year...Check For Updates at [www.nysagd.org](http://www.nysagd.org)

**Spring 2008/Page 8**
NYSAGD Announces New Externship Program

The New York State Academy of General Dentistry announces our new Externship Program in conjunction with the New York dental schools.

Why This Program?

The Academy is an organization of general dentists that promotes the science and art of Dentistry for the betterment of the health of the public and to preserve its right of freedom of choice of dental practitioners. The Academy encourages quality continuing education opportunities to increase dental knowledge and professional development.

Your NYSAGD wants to encourage our future dentists to understand the importance of continuous learning and with that in-mind, we have developed this Externship Program for all dental students with an interest in hands-on experience.

What Will The Student Get Out of This Experience?

The dental student will get first hand experience of the life of a dentist, one on one with our AGD Member dentist. They will also understand what it is to be an AGD Dentist, including receiving information on AGD; the importance of AGD fellowship and master-ship; and how to practice dentistry with the focus on patient care and life-long learning. This program, with your support, will give dental student the opportunity to shadow a real day in the life of a dentist. The student must write about their experience for submission into our GP Journal and will be given a Certificate of Completion at the fall Board Meeting.

What Commitment Will You Need to Make?

Externship would consist of one week shadowing a NYSAGD Member in their office/clinic/hospital. Housing must be provided by student and transportation must be provided by student. This would be primarily in the summer months, but we are open if you are regarding dates.

What Do You Need to Do Now?

If you are interested in volunteering to host a dental student and be a part of this new program, please contact Dr. Sheri Glazer at glazerdds@optonline.net. Once you have expressed your desire to be part of this exciting initiative we will follow-up with more information. Please let Dr. Glazer know what dates you know you are available. We have reached out to all the dental schools in New York State and remember a student could live in your town, even though going to school in another city.

For further information please call the NYSAGD office at 914-683-1139.

The NYSAGD Board of Trustees
Cordially Invite You to
The Annual Installation of Officers and
Presentation of the 2007-2008 Meritorious Service Award

Sunday, May 4, 2008
Bari Fish Restaurant, Cedarhurst, NY
Brunch Will Begin at 10:00 am

We will be honoring
Abe Dyzenhaus, DDS, FAGD
as our Meritorious Service Award Recipient

And Installing Our 2008-2009 Officers
Nathan Hershkowitz, DDS, MPH, MAGD, President
Janice K. Pliszczak, DDS, MS, MBA, MAGD President-Elect
Ira Levine, DDS, FAGD, Vice President
Muhammed Kasem, DDS, MAGD, Treasurer
Duraid Sahawneh, DDS, Secretary
Seung-Hee Rhee, DDS, FAGD, Editor

RSVP By April 18, 2004 to 914-683-1139
$55.00 per person
Bari Fish Restaurant is a Kosher Establishment
Nominations for Officers, Area VP’s for the Board Year 2008-2009, Meritorious Service Award
Recipient and Delegates/Alternates to the 2008 AGD Annual Meeting, Orlando, Florida July 16-20.

**Officers 2008-2009**

President  
Dr. Nathan Hershkowitz, Brooklyn

President-Elect  
Dr. Janice K. Pliszczak, Syracuse

Vice-President  
Dr. Ira Levine, Hartsdale

Treasurer  
Dr. Muhammed Kasem, Brooklyn (New 2 Year Term)

Editor  
Dr. Seung-Hee Rhee, Manhattan

Secretary  
Dr. Sheri B. Glazer, Smithtown (1 Year Term)

**Area Vice Presidents, 2008-2009**

Region I- Manhattan  
Seung-Hee Rhee, DDS. FAGD
Lorna Flamer-Caldera, DDS, FAGD

Region II- Brooklyn / Staten Island  
Henry Amen, DDS
Michel Steinberg, DDS

Region III- Albany / Monticello / Kingston  
Vacant

Region IV- Schenectady / Northern Tier  
Marshall Price, DDS

Region V- Syracuse / Utica  
Janice Pliszczak, DDS, MS, MBA, MAGD

Region VI- Binghamton / Elmira  
Joseph Jaen, DDS, FAGD

Region VII- Rochester  
Teresa Skalyo, DDS, FAGD

Region VIII- Buffalo / Niagara / Jamestown  
Nicholas Rodo, DDS, MAGD

Region IX- Westchester/Rockland/Orange/Putman/Dutchess  
Ira Levine, DDS, FAGD
Region X- Nassau  
B.K. Verma, DDS, FAGD, FICOI

Region XI-Queens  
Louis Bartimmo, DMD

Region XII- Suffolk  
Sherri Glazer, DDS
Jay S. Orlikoff, DDS, FAGD

Region XIII- Bronx  
Muhammed Kasem, DDS, MAGD

Region XIV- Queens  
Stephen Lowy, DDS

**Meritorious Service Award 2007**

Dr. Abe Dyzenhaus

**Delegates 2008**

1. Dr. Stephen Akseizer  
6. Dr. Muhammed Kasem  
11. Dr. Seung-Hee Rhee
2. Dr. Lawrence Bailey  
7. Dr. Ira Levine  
12. Dr. Duraid Sahawneh
3. Dr. Joseph DiDonato  
8. Dr. Robert Margolin  
13. Dr. Teresa Skalyo
4. Dr. Sheri Glazer  
9. Dr. Joseph Parisi  
14. Dr. B. K. Verma
5. Dr. Nathan Hershkowitz  
10. Dr. Janice K. Pliszczak

**Alternate Delegates 2008**

1. Dr. Abe Dyzenhaus-  
Regional Director
2. Dr. Eugene L. Antenucci  
3. Dr. Joseph Jean  
4. Dr. Flamer-Caldera  
5. Dr. Marshall Price  
6. Dr. Jay S. Orlikoff  
7. Dr. Kay T. Oen  
8. Dr. Louis Bartimmo  
9. Dr. John C. Comisi, National Trustee

Respectfully submitted by 2007 Nominating Committee:
Dr. B.K. Verma–Chair, Dr. Robert Margolin, Dr. Stephen Akseizer, Dr. Kay .T. Oen, Dr. Lawrence Bailey, Dr. Philip L. Epstein, Dr. Lorna .G. Flamer–Caldera, Dr. Teresa Skalyo
Patients faced with a diagnosis and a treatment solution often ask us this question: Why can't I wait till next year to [have a root canal, a new crown built, etc.]? Feeling the procedure is in the patient’s best interest, we often respond with numerous technical reasons for the treatment, or simply get stumped and unsure of how to respond. We wanted the patient to like us at all costs, so our fears were of being perceived as pushy if we actually questioned why the patient wanted to delay treatment.

In a situation like this, listening can be the best approach.

Think about it. Isn’t it possible the real reason your patient is holding treatment is they just need some time to mentally digest the idea of having the treatment completed? Let’s face it: regardless of how comfortable we make our procedures, aren’t there more fun things to do in life than dentistry? Maybe your patient just wants some time to adjust to the idea.

Consider learning more when you hear this objection. If you question well and really listen, you will find patients sometimes talk themselves out of waiting.

Try asking something like: Is there something happening right now that makes it especially difficult to attend to your health care? Give your patient time to consider this before you respond in any way. You are helping him/her move beyond what might have been an impulsive response to the treatment recommendations.

When you become more of a facilitator rather than being an information provider, you will actually help your patient resolve his/her concerns. In fact, the first answer they give you is usually not the real reason.

So, what if they say, “Money is just really tight right now. I should wait.”

Your response could be, “It sounds like next year you are anticipating some positive changes in your financial status?” And then wait again.

You might be surprised how many times your patient will say, “Well, no, it really won’t be any different.”

This response indicates that they are now thinking beyond their initial response. This is when you get to the real objection preventing them from seeking care.

Another response then could be, “Patient, I am concerned. We know there is a possibility of bacteria under the existing crown. Did Doctor explain the seal is open around that tooth and there could be decay under it we cannot see even with an x-ray?”

Wait for feedback. Don’t start a dissertation here. They might say, “Can that wait?”

Then you could say, “It’s certainly a risk. The longer the problem continues the more likely it will become increasingly more expensive and complex to resolve. Patient, I know we all have to make judgments from time to time balancing out our financial obligations. My concern is that taking the risk of waiting will have no financial benefit. Is there some way I can help you resolve this?”

Your tone of voice during this conversation is critical. You have to approach your patient with real care and concern, and listen well. Proper listening requires you to overcome your preconceived notions about your patient and why they are making the decision.

In particular, avoid making assumptions about his/her financial situation or bringing your own financial biases to the discussion! You can never know the full extent of your patient’s financial demands and you may be doing your patient a disservice.

Equally important, think less about all of the clinical information you want to tell your patient and more about learning from them. Before you give answers, make sure you are addressing their concern, not yours.

Remember, most people solve their own problems when you fully listen to them. Give them this opportunity. As you learn to listen more fully to your patients, you become a source of value: you to them and they to you!

Lorraine Guth is the President of Motivations by Mouth, Inc. In addition to 18 years working as a treatment coordinator and business administrator in dentistry, she effectively managed her husband’s dental laboratory. She is currently speaking and consulting in the United States and Canada.
It’s Annual Meeting Time!

Join your colleagues for **AGD2008Orlando** at the Walt Disney World® Dolphin Hotel, in Orlando, Fla., July 16 to July 20, 2008. The best place to find the most up-to-the-minute information about courses, speakers, social events, and more is at [www.agd.org/orlando08](http://www.agd.org/orlando08). Be sure to frequently check this website to learn the latest information on courses and speakers. Meeting attendees can take advantage of online registration for the meeting, courses, and events by visiting the registration section.

Admission to all lectures is free to dental professionals who are registered attendees of **AGD2008Orlando**. Seating is available on a first-come, first-served basis, so you do not need to register for specific lectures. Lectures are coded with a letter “L”—for example “L09.”

The Academy of General Dentistry’s (AGD) participation courses are now available for registration. Register early to ensure your seat in the popular participation courses (limited seating). Use the **course search** tool to search for courses by date, subject, course code, or speaker, and then visit the registration section to register for the meeting and participation courses.

Dental team members are eligible to attend **AGD2008Orlando free** if their dentist has purchased a full meeting registration. Dentists and dental team registrants still are required to pay for individual participation courses and/or individual event fees. **AGD2008Orlando** is an ideal way to involve and educate your entire dental team!

The meeting isn’t all work, though! There are plenty of opportunities to play, too! On Wed., July 16, 2008, the AGD will host the **First-time Attendee Reception**. This reception is invite-only and is a great opportunity for those who are attending an AGD annual meeting for the first time. Join us for a reception that’s sure to make you feel amongst friends. You will see why AGD members are as well known for their camaraderie as they are for their commitment to lifelong learning.

The **Welcome Reception** will be held in the Exhibit Hall on Thurs., July 17. We’ll have a cash bar, hors d’oeuvres, and entertainment—so you can have fun and enjoy your time with colleagues, friends, and family while checking out great products and services from our exhibitors.

And what’s a trip to Walt Disney World® without meeting the characters?! At the **Character Breakfast** on Fri., July 18, treat your family to a special morning with some special friends. Sure to bring a smile to every child’s face, breakfast with the characters is a perfect way for young and old to get up-close-and-personal with their favorite Disney characters without the theme park crowds!

Join us at the AGD Premier Celebration on Sat., July 19, in the Hemisphere Ballroom at the Walt Disney World Dolphin for an event that has something to please everyone—from hot jazz to contemporary rock and every musical taste in between—this celebration is going to rock!

And don’t worry—the kids can party, too! Children whose parents are attending the Premier Celebration have their own special event—a “Youth Celebration.” Children will have the opportunity to participate in age-appropriate activities, including arts and crafts, video games, foosball, board games, movies, a DJ, karaoke, magicians, and face-painting! Food and drinks will be provided.

There’s so much going on at **AGD2008Orlando**, it’s just too much to list here! For more information about the meeting, visit [www.agd.org/orlando08](http://www.agd.org/orlando08).
Your AGD Membership Card is more Than Just a Card!

Starting with the fall continuing education programs, we will be using a scanning system to send documentation to the AGD and NYSDA (if you are an ADA member as well) at all meetings. If you look at the back of your card, you will see a bar code...this is your new card with a 6 digit AGD membership number. Over the next few months we hope to go to this system 100%, so you will not need to sign in, but will sign in with a scan of your card. We will still hand out completion forms at the end of the course, but this system will allow us to send accurate information to the various agencies.

We will also be working with our local study groups to move towards the scanners, as well. This way you will be assured of proper credit for all NYSAGD sponsored courses.

Remember...bring your card to all our courses, as no sign in could result in no credit.

NEW RATING RULES FOR NEW YORK DENTISTS

Dentist’s Advantage announces the immediate implementation of new rating rules for Dentists in New York.

The New York Department of Insurance has approved new rating rules for Dentist’s Advantage in the state. These new rules provide up to a 15% variance off of current rates.

Terms, conditions and minimum premiums apply; accounts must qualify in order to be eligible for these new rating rules. Eligible accounts can realize a savings in their annual premium. In order to be considered eligible for these new rules an account must have a minimum premium of at least $2,500 before any new rating rules are applied. Additionally, there are 9 categories of risk characteristics that will be evaluated for each account. Up to 10% variance may be available for each category, not to exceed a total of 15% variance.

Existing clients of Dentist’s Advantage will be eligible to be “re-rated” at their 2008 policy renewal. New clients are immediately eligible to be rated under the new rating rules.

This material is for informational purposes only. All conditions of coverage, terms and limitations are defined in the policy. Policy features may vary by state. The Dentist’s Advantage Program is a division of Affinity Insurance Services, Inc. Policies are underwritten by Fireman’s Fund Insurance Companies. Policy credits cannot exceed 60% of base premium.
March 15, 2008

An Open Letter to All New York AGD Members:

The most “expensive” meal I’ve ever had was a priceless experience. The “chef” was a woman with multiple sclerosis. I was treating her through the Donated Dental Services (DDS) program. She could no longer work and couldn’t afford extensive dental care. She was always on time for appointments, and consistently thanked us for making an important difference in her life. As a token of gratitude she made a pan of lasagna for me and the staff. I figured it was the most expensive lasagna ever because I had provided close to $6,000 in treatment. Seriously, however, it was truly priceless. The meal did more than nourish our bodies. It touched us deeply.

My career has been enriched through involvement with DDS. The staff and I have received much more than we’ve given. DDS screens applicants to help assure volunteers are only asked to help truly deserving and appreciative people. All patients are prescreened, there is no paperwork, and we determine the treatment plan. Also, DDS arranges volunteer specialists and laboratories, at no cost to us, as needed. We can provide patients excellent and sustainable treatment, as the goal is for them to become dentally self-reliant so volunteers can help others in the future.

More than 13,000 dentists, assisted by 3,000 labs, have provided more than $116 million in care to 77,000 needy disabled, elderly, and medically compromised individuals. The program works for us and patients. We are in full and total control, determining who we want to help, when, and how. The program serves us, so we can serve the patients.

The AGD proudly endorses DDS. I am a true believer, and I’ll bet you will be too after helping just one person. There are many very deserving people applying for help. DDS wants to refer them to the best practitioners our profession has to offer. The program recognizes that AGD members are among that group because of our commitment to professional excellence through continuing education. That prompts me to write. Please volunteer by simply completing the enclosed reply postcard, sign up via the website at www.nddh.org, or call toll free at (888) 471-6334. Don’t hesitate to call me at (856) 429-0404 if you have any questions or want additional information.

Sincerely,

Vinny Mayher, DDS, MAGD
President
Academy of General Dentistry
Save the Date.
July 16-20, 2008
SAVE THESE DATES…………

**April 6** in Hauppauge, 4 MCE Credits, Dr. Lynn Pierri, Marc Sussman, and Michael Resnick on iCAT Technology, Amalgam Recycling and Financial Planning.

**April 11** in Rye, 7 participation MCE Credits, Dr. Justin Kolnick on Shaping the Future of Endodontics.”

**April 11** in NYC, 1 MCE Credit for New Dentists, Dr. Joe DiDonato on Predatory Lending.

**May 9** in Queens, 7 MCE Credits, Dr. Jon Suzuki on “Contemporary Clinical Periodontics.”

**May 10** in Syracuse, 7 MCE Credits, Dr. Jon Suzuki on “Contemporary Clinical Periodontics.”

**May 30-June 1** in New Paltz, 14 MCE Credits, Mohonk Mountain Weekend Escape.

**July 16-20** in Walt Disney World, Orlando FL, AGD Annual Meeting.