It’s a Go, CSP Launches a New Website!!

We are excited to finally announce the launch of our brand new website! This project began approximately 2 years ago by the Management Team. The Website Development Task Force was then formed in 2015 chaired by Nick Caplanis, and included, Dave Corradi, Arta Farahmand, Mark Fagan, Casey Herrera and Dee Nishimine. The committee developed the concept of creating a consumer based site that would re-brand CSP, and define periodontists as the “experts” in oral health care. The site was also designed to help drive patients to CSP members. This was in addition to a member oriented site to serve the needs of our members and society, as well as the development of a new CSP logo. The project was ambitious to say the very least, and additional funds were therefore needed to make the idea a reality. CSP is therefore very grateful to the following individuals for their generosity and financial contributions to this project: Dean Ahmad, Sarvenaz Angha, David Anson, Mike Arzouman, Nick Caplanis, Allan Charles, Don Clem, Dave Corradi, Jerry Drury, John Ducar, Mark Fagan, Arta Farahmand, Debra Finney, Jeff Henkin, Casey Herrera, Ron Hunter, Rich Kao, Bob Merin, Rick Nagy, Joan Otomo-Corgel, Steve Pickering, Jay Salzman and Steve Schonfeld. The home page of the website features a consumer side, which includes a CSP member database and the search function is prominently displayed to drive patients to CSP member offices. Current and prospective patients will find useful information about periodontists and the services we provide. Clinical photographs will highlight the procedures that we perform that enhance patient health and esthetics. The consumer side was designed to help promote CSP members and the services they provide to potential patients. CSP members can access a private professional side by clicking in the upper right corner of the website on the CSP logo “Professionals Click Here”. CSP members can learn all about CSP’s activities including the upcoming annual meeting in Santa Barbara and PHC meetings. Only CSP members however are entitled to list their practice information on the site including services provided. In addition, only CSP members have access to CSP member benefits. Social media including Facebook is newly integrated and the site is compatible with all mobile devices.

CSP is extremely grateful to the generosity of our members that helped fund the site, the time and effort of the task force as well as to our executive director Laura Purcell, for working diligently to see this project through. For any questions, feedback or comments please E-mail us.

President’s Message

By Dr. Mark Fagan, President

I would like to begin this message with thanking all the members of the California Society of Periodontists (CSP). While there are several organizations which provide educational experiences, no other organization has as its main objective as advocating for you and your practice. CSP represents its members with state and national organizations to help keep your practice autonomous and thriving. As we all know, there are many outside influences attempting to intrude into how periodontists practice. It has been my honor to represent CSP members for this last year as President. CSP leads in California advocating for your personal and professional relationship with your referrals. As a periodontist, I know how important it is to have strong relationships with my referrals. Over the years, many of my referrals have become personal friends working together for the improved interdisciplinary treatment of our patients. Having a strong relationship with referrals decreases the effect of other marketing materials which bombard them on a daily basis; weak relationships may lead to reduced referrals. Our practice environment has been changing and will continue to change with time. Approaching the future by “doing the same things” may not lead to increased practice potentials. We all need to recognize the changing environment and we need to influence our futures, not allow the environment to dictate our futures.

Our members have seen success in our local Periodontal-Hygiene Collaboratives (PHC’s) which have been held in different locations. Inviting referrals, their hygienists and staff to these half day programs has had a significant positive affect on referral patterns. If you are interested in having a program in your area, please call the CSP office. PHC’s have been so successful for our participating members, CSP is expanding to a statewide stage.

CSP’s annual meeting being held this year in Santa Barbara, provides a unique opportunity to improve your referral relationships. This program is NOT providing information showing our referral relationships.

Welcome New CSP Members!
Joyce Cheng, DDS - Active
James Choi, DDS - Active
Scott Dault, DDS - Active
Negar Tabandeh, DDS, MS - Active
Ngoc Nhung “Pearl” Tran, DMD, MS - Active
Evelyn Huaman, DMD - Retired
Yvette Carrillo, DDS - Student
Amelia David, DDS - Student
Saylee Nimbalkar, DDS - Student

The Periodontal Advocate, The Newsletter of the California Society of Periodontists

Continued on page 3
DANVILLE, CALIFORNIA

EXCEPTIONAL OPPORTUNITY. Seeking dedicated periodontist to join this high quality periodontal practice delivering excellent, comprehensive care to the Danville community and surrounding areas. Well established referral relationships and a highly skilled, experienced team. You can begin as an Associate leading to an outright purchase. Please reply in confidence with your objectives and written goals in a cover letter along with your CV to:

The Sletten Group, Inc. Office: 303-699-0990
Fax: 303-699-4863
Email: pam@lifetransitions.com
What is the Benefit of Bringing Referrals to CSP Annual Meetings/PHCs?

I have not brought a referring dentist to a CSP Annual meeting, but have brought dentists to the AAP Spring Collaborative in Chicago. The first meeting had phenomenal content (Perimplant Issues) for the 2 referring dentists. Both dentists were appreciative and both referred 10+ patients within a month. The best part of taking them to the meeting was the ability to develop a comfortable working relationship. I was an expensive because I flew to the Chicago, paid for their room/meals, and hired a limo from O’Hare to the venue and back (plus used my miles to upgrade their flights). But one of the cases referred immediately after was 5 implants. The second meeting was Perio-Prosth, and I took 5 dentists. This time I paid for registration only (except for my #1 referer whom the total trip I covered). The content was not as strong, but my relationships with them were enhanced.

The bottom line – there will be a stronger relationship when you bring your referrals. There will be a better comfort level with future communication. Pick the right dentist(s) to bring….nurture your teams. Joan Otomo-Cergel, DDS, MPH, FACD, APDC

I brought one of my referring docs to last year’s meeting in Napa. He was impressed with the quality and usefulness of Dr. Vogel’s (check spelling) lecture - lots of specific take-homes on techniques and products. Gave us a lot to talk about. We also got to spend some quality social time together with each other and our spouses. The important thing about the Napa meeting is that it was geared toward the periodontist-restorative dentist team.

My group periodontal practice recently sponsored 30 hygienists from our referring offices to the Perio Collaborative. We had wonderful feedback from the hygienists who attended, and from the referring dentists they work for.

Both of these opportunities to connect with our referring offices were win-wins for our office from marketing and camaraderie standpoints. – Steve Pickering, DDS, MSD

If the CSP can have great topics that help generate discussion and collaboration between the periodontist and their referrals, I will definitely bring my referrals with me to the meeting. An event that would be similar to the interaction that we have when we travel to Scottsdale for a Spear seminar for collaborative learning would be great!

Ultimately the benefit in bringing our referrals would be to provide a learning and bonding experience for our referrals to strengthen that referral relationship. When planning a meeting like this it is important to be mindful that often there are many ways to perform the same treatments and we shouldn’t alienate our CSP members at the lectures, but instead encourage collaboration between the periodontists and the doctors/hygienists that they brought with them. I attended a spring AAP meeting that was a perio/restorative collaborative meeting. One of the lecturers was speaking about bone graft material with growth factors and they made a comment about how all periodontists should be familiar with it and should be using it. I observed a restorative doctor in front of me ask his periodontist host for the meeting, if he used it and he appeared embarrassed and told him “no”.

I think the other major benefit would be that if we could invite 3-5 dentists to the meeting at the same rate as a CSP member, that would provide a benefit for the dentist to attend the meeting with a member vs. attending on their own. My same sentiments apply to hygienists and hygiene collaborative programs. Chris Hayashi DDS, MS
(The good news is that we have lectures in Santa Barbara geared toward our restorative colleagues and the fee is 400$, significantly less than our fee.)

I invited all the doctors and hygienists that I work with and hosted 10 doctors and dental Hygienists to the recent PHC in Millbrae. I also brought my staff. I believe this is a great service that as a CSP member we should take advantage of. The speakers were excellent and encouraged participation so there were great exchanges with the folks we work with. The speakers were direct about referring to the periodontist and shared numerous cases that proved the point. I also feel that the dental community should see that we are making good on our commitment to bring quality CE that is not biased to them. Laura works very hard at all aspects of these meetings. I highly recommend you talk to Laura about sponsoring one in your area.

Casey Herrera, DDS

CSP will continue to advocate for you and your practices in the coming years through it volunteer leadership. CSP has outstanding individuals in leadership positions including all board members. CSP values your membership. Membership is vital to increasing CSP’s ability to advocate for you.

Sincerely,
Mark C. Fagan, D.D.S., M.S.
President

Notice of proposed Bylaws changes were mailed out to CSP members that are eligible to vote on April 8, 2016. CSP members may access a copy of the current (unchanged) Bylaws by logging in to the CSP website, www.calperio.org or by calling the office at 951-371-4321.
It’s time to raise California’s tobacco tax.

Tobacco use continues to be a preeminent public health problem that dentists are on the frontlines of combating, often being the first to see the early signs of oral cancer and other tobacco-related dental problems. While California and the nation have made great progress in combatting tobacco use, it still remains the number one cause of preventable death. 40,000 Californians lose their lives every year from tobacco-related conditions – more than alcohol, car accidents, illegal drugs, murders, suicides and AIDS combined. Furthermore, tobacco use costs the California healthcare system more than $13 billion annually in medical expenses, including $3.5 billion for the state’s Medi-Cal program that provides health coverage for the low-income, which is about 20 percent of the state’s annual spending on Medi-Cal.

A broad group of organizations including the California Dental Association has formed the Save Lives California coalition to address this ongoing problem by placing an initiative on this year’s November ballot in California to raise the state’s tax on tobacco products. Other coalition members include the California Medical Association, California Hospital Association, Blue Shield, American Cancer Society and American Heart & Lung Associations.

The current tax of $0.87 per pack now ranks in the bottom third of states and all but one other state has raised its tobacco tax since California’s last increase in 1998. The ballot measure would raise the tax by $2.00 per pack (to $2.87), with an equivalent increase on all tobacco products, and would apply the tax to electronic cigarettes for the first time. E-cigarettes, which are often candy-flavored products but contain nicotine and several other toxic chemicals, have become increasingly popular among teenagers, who tripled their use of these products between 2013 and 2014.

First and foremost, raising the price of tobacco products is a proven way to prevent and reduce use. For every 10 percent increase in the cost of a pack of cigarettes, teen smoking drops by up to 6.5 percent – and 90 percent of smokers start as teens. By preventing and reducing tobacco use, this measure will save hundreds of thousands of lives and save the state’s healthcare system much more money than the tax itself will raise.

The measure will also generate critical revenue, approximately $1.5 billion annually in the initial years, for important state healthcare programs. In addition to substantial resources for the chronically underfunded Medi-Cal and Denti-Cal programs, as well as prevention and research programs, $30 million would be allocated annually to the state’s oral health program now overseen by the new state dental director, an unprecedented dedicated funding source for this program.

While the campaign is still in the early phases, there will be many opportunities as we get closer to the fall for CSP members to help promote the effort – from informing colleagues to distributing materials to patients and friends. Although recent polling shows voter support for the measure is as high as 67 percent, the tobacco industry will significantly outspend our side and make this a very competitive campaign.

This will be an extremely worthwhile effort and a victory will make a huge difference in the future of healthcare in California.
The California Society of Periodontists presents

A RENAISSANCE IN PERIODONTICS

* ALL ON 4™ * BIOLOGICS * PERI-IMPLANTITIS * LASER CONTROVERSIES *

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“A collaborative meeting designed for periodontists and their referrals”

May 20 - 22, 2016
The Fess Parker Hotel & Spa
Santa Barbara, California

SPECIAL OFFER
BRING FOUR OR MORE REFERRALS AND SAVE ON REGISTRATION - EACH GP $300

Package Deal
A Perio-Hygiene Collaborative was held in Millbrae at the Westin SFO Hotel. There were 115 attendees and the event was attended by hygienists, dentists and Region 5 periodontists. It was a success according to many of the hygienists and general dentists who attended. CSP members Drs. Rich Kao, Dee Nishimine and Peter Warshawsky donated their time to promote periodontists and the treatment we provide with 4 hours of quality lectures and CE for the attendees. The main message of their lectures was proper diagnosis, referral to periodontists and optimal treatment for patients. There was very positive feedback and the attendees appeared to be energized and informed about the positive win-win relationship with their team and periodontist. A special thank you to our PHC sponsors, Crest Oral B, Colgate Oral Pharmaceuticals and Straumann. We also appreciate the extra support from Drs. Joyce Cheng, Casey Herrera, Stephen John, Brenda Lamb-Lewis, Stephen Pickering, Bryan Pope and Igor Rotiman for their sponsorship of the breakfast. Talk to Laura or download the PHC application if you are interested in having a Perio Hygiene Collaborative in your area!!
The PTCA (Patient Treatment Coordinator Association) was established to educate and empower the dental implant and treatment coordinator and bring together like-minded professionals to network, practice share and define our role in the delivery of comprehensive patient care in implant dentistry. The dental implant and treatment coordinator role has responsibilities and needs unlike any other dental team member. This association also provides opportunities for education and growth specific to the needs of this role.

The implant/treatment coordinator carries a multi-dimensional set of responsibilities, which include patient education, referral management, and treatment plan presentation. This is why it is imperative to continually educate the treatment coordinator with both business courses and continued clinical education.

The association was initially established in 2015 as the DICA Dental Implant Coordinator Association. We realized quickly as the association grew that many implant coordinators serve as treatment coordinators in their practices. They see all new patients in their practices and coordinate treatment not just limited to implant cases. The goal was to make sure these treatment coordinators were also represented in what the association was doing and identifying them as a part of this group.

The association began with six implant coordinators from all over the United States, and they formed the Board of Directors. The Board of Directors is equally represented by both periodontics and oral surgery implant treatment coordinators. The Board’s goal is to provide great opportunities without relying on any sole corporate sponsor. This keeps the purity of the group intact and allows for team members to join without any conflicts of interest or exclusion of any interested coordinators. The PTCA champions the specialty practice in implant placement, and members must work in a specialist’s practice. In 2015, the first annual DICA meeting was held in Denver, Colorado. There were over 100 surgical implant coordinators and surgical team members in attendance from all over the country as well as two visitors from the Japanese counterpart, JDICA. The group has continued to grow with overwhelming interest and excitement, and the need for this kind of organization has been confirmed. The mentoring program is just getting started, and newer implant coordinators have been paired with experienced implant coordinators to continue to learn and gain knowledge helpful to their practice and patients.

The 2015 Denver Meeting focused on all areas of the implant coordinator’s job by offering courses and speakers on internet marketing, referral relationship, and continuing education programs. We also had clinicians who spoke on implant supported prostheses and the clinical aspects of patient education. Future meetings will continue to provide team building, business building and a multitude of clinical techniques and explanations by experienced professionals as well as allow for implant coordinators to share ideas of their own.

The 2016 meeting is set to take place August 27-28, 2016, in Dallas, Texas. This year will be a very exciting meeting since we listened to our members and their surgeons who asked to open up this next conference to the doctors as well. The 2016 conference will continue our short but strong history of providing a great lineup of speakers and topics. The PTCA conference will include Dr. Chandur Wadhwani with his “Cementless in Seattle” program, and Dr. Robert Marx from the University of Miami to discuss rhBMP-2 use. We are so excited to have Tonya Reiman, a regular contributor to FOX news and body language/communication expert as well as JoAn Majors, a team approach guru, as our opening and closing speaker. This two day meeting will give you and your team a fresh interest and love for excellent patient care.

How do you get registered your implant or treatment coordinator for PTCA membership? Where do you go if you would like more information on the 2016 PTCA Dallas conference for you and your team or have questions on how to integrate and utilize a treatment coordinator in your surgical practice? Please contact Emily Duross, PTCA-Board Secretary, at Emily@krkimplants.com or Heather Collins, PTCA Executive Director at heather.collins@omsp.com. The new PTCA website is a work in progress and will be available shortly as a future contact source.

Don’t forget to send in your ballot for the 2016 Election

Ballots were mailed out on April 8, 2016 to eligible CSP members. Ballots must be received no later than May 13, 2016.
CSP Perio-Hygiene Collaborative
Carlsbad, California
Saturday July 23, 2016
4 Hours CE

Dental Implant Maintenance - Dr. Erik Sahl
Applicable Approach to Diagnosis, Prognosis & Treatment Planning - Dr. Arta Farahmand
Periodontal Treatment for the Non-Typical Periodontal Patient - Dr. Dee Nishimine