Member Honored

Dr. Irv Silverstein wins Gies Award from ADEA
Finally, summer is here! Maybe it’s the native San Diegan in me, but I find myself looking forward to summer the entire year. I just can’t get enough of the long, warm days filled with sunshine… and plenty of golf! In the 4 short years since learning how to play (and becoming subsequently obsessed), I have been continually impressed by the golf community and have developed many close friendships that would not exist if it weren’t for our mutual love of the game.

One such friendship is with a woman at my golf club who was widowed 4 years ago and decided to remain in San Diego even though her only remaining relatives all live in Germany. She explained that she was a member for over 20 years with her husband and they developed such deep friendships through their membership at the club, that many of them she now considers family. I had never been a member at a country club before and initially only joined to be able to use the meeting spaces to host CE events for my referral network, since it isn’t far from my practice and is a truly beautiful venue. The free golf was just a fun side benefit. I certainly did not expect to develop so many friendships with other members. After ending our round at the 19th hole, I reflected on the surprising sense of community I had been developing in my club.

This idea of community has been on my mind a lot in the past months, since so many outlets to network and connect with others has been so very limited over the last year. According to Oxford Languages, the word community stems from the Latin word communis, meaning “common,” and can be defined as “a feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals.” I can’t help but also think about the dental society as another community that I have grown to value deeply over the years. It has afforded me the opportunity to meet numerous colleagues with whom I have developed deep friendships with, and I know I’m not alone in my appreciation for the sense of community our society provides.

I recently had the pleasure of speaking with a fellow member “Dr. G” who moved here from Brazil 22 years ago and joined the society in hopes of meeting colleagues and developing a professional support system. Even though she initially questioned the value, since she was not making much working 1 day a week as an associate, she continued to renew her membership year after year. She explained that while she does not take advantage of the many local CE meetings, she did enjoy social events and attending CDA Anaheim. In particular, she enjoyed meeting and networking with our San Diego colleagues during our hosted lunches, interacting with vendors in the exhibit hall, and Disneyland at night. Over the years she has come to truly appreciate the sense of community and support provided by our society, but none more so than in the last 16 months when an unprecedented phenomenon turned our world upside down.

Dr. G is just one of many dentists who have expressed their appreciation for, and relevancy of, the society since the COVID pandemic emerged last spring. During such an uncertain time, society staff excelled at providing timely and informative updates, fielded an inordinate number of phone calls while working remotely from home, provided free member access to hundreds of online continuing education courses, and distributed thousands of articles of much needed PPE to hundreds of dentists in San Diego, regardless of membership status. If that’s not community, then I don’t know what is! Sometimes we just don’t truly appreciate something until we really need it, you know? Now, who wants to go play a round?!!
I couldn’t contain my excitement.

The year was 1975. Ms. Young, my 3rd grade teacher, just announced her plan to create our first school newsletter. It would be produced by the students and for the students. She invited all to assemble for a day of journalism. Dr. Azaa Elementary School called its students to action.

The day arrived. It was an unusually cold and rainy Spring day in El Centro. And a Saturday, mind you. Did that deter my enthusiasm? Of course not. My mom dropped me off at the school entrance and I ran across the wet walkway and into the administrative office.

No other cars arrived. It was just me and Ms. Young. But did we have a grand time together. We wrote articles with catchy headlines and included the latest in school news. I drew a cartoon panel about the Easter Bunny, who just found out all of his Easter eggs were stolen. And the grand finale — we cranked up the press — literally. It was a bulky state-of-the-art mimeograph machine with that unmistakably crisp heavy smell of fresh (toxic?) purple ink.

I was eight years old. And hooked on journalism. I would soothe my fix by working for my high school newsletter and for the UCSD Guardian newspaper (headquartered at Che Guevara Café. Hmm — ask the UC Regents about that name). I also created a newsletter for my UCSD Pre-Dental Student Organization back in 1986-87. It was pre-Dr. Irvin Silverstein. And I contributed and edited for the UCNS Synapse newspaper during dental school.

At SDCDS, it all started with SDCDS President Dr. Clayton Fuller. I gave the CDA Foundation “Oral Health Begins at Birth” presentation at the SDCDS conference room in January 2005. Afterwards, I had a request for Dr. Fuller: “I want to join the SDCDS Editorial Board.” He probably didn’t hear that often.

He immediately called our editor, Dr. David Richards didn’t answer his phone. “You are on the board,” Dr. Fuller said. I applied for the editor position when it opened up later that year. President and UCSD-classmate Dr. Melanie Parker and President-Elect Dr. Barbara Kabes both interviewed me after an editorial board meeting. No one else applied.

Over the years, I wrote and gave my opinion about many great contemporary topics. Midlevel providers (against), amalgam (for), ethics (for), Resolution 2RC — the CDA Access Report: phased strategies for reducing the barriers to dental care (for, addressing barriers to care [for, of course, I work at a FQHC]. And then there’s dental history. My favorite. I have discovered and written about many historical occurrences in Facets. Some of my highlights from the 19th century:

• Dr. Archibald Hooker, one of the original seven members who created SDCDS back in 1887, was the first librarian of the San Diego Public Library (1882). He was also arrested and thrown into the San Diego County Jail for embezzlement in 1889. This year, I found out he died of food poisoning in Imperial County on March 28, 1918.

• Dr. B.M. Gildea, another of our founding seven members, was one of the 26 founders of the ADA in 1859. Or not. Dental editor Dr. Blandy, son-in-law of Dr. Chapin Aaron Harris (the first dental editor in the world), named his daughter Anne Varina after the wife of the President of the Confederate States of America, because of their great friendship. Dr. Blandy was also part of a grand scheme to relocate the defeated Confederate countrymen into a new homeland—in the country of Venezuela. My friends in Virginia really dug that.

• Dr. Emma Read, SDCDS president in 1895, 1897, 1901, 1902 and 1912. Dr. Read was a beloved SDCDS member and was elected vice president of the Southern California Dental Association (CDA) at the turn of the 20th century. It would be 88 years until another woman, Dr. Harriet Seldis, would serve as SDCDS president.

On a more somber note about our past:

• Three SDCDS dentists lost their practices in 1942. They were imprisoned with their entire families by the U.S. government, along with over 110,000 others. Because they were Japanese Americans living on the west coast during World War II.

• A fourth SDCDS member, US Army Reserve Captain James Arikawa, not only lost his practice, but had his rank stripped away. To avoid incarceration at a “relocation center,” the government let him enlist in the National Guard, then he was activated as a private in the US Army. His friend named General George Patton angrily discovered him assigned to shoveling the horse stables at Fort Polk in Louisiana. He immediately restored his rank and transferred him to Camp Shelby to work with the famed Japanese American 442nd RCT that that battled the German Army in Europe.

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Welcome NEW San Diego County Dental Society Members

Christensen Hou, DDS: NYU 1997
Joshua Parfitt, DDS: Arizona School of Dentistry Univ. 2015, Oral Surgery at Highland General Hospital 2019
Sam Zijoudi, DDS: Univ. De La Salle 2020
Michael Raymond, DDS: Univ. of Texas, San Antonio 1994
Dishel Mansilla, DDS: Univ. de los Andes 1991
Natalie Saldivar, DDS: Midwestern Univ. 2015

Back to Normal?

For over a year now, we San Diegans have joined the rest of the world in a pandemic shutdown. That meant different things in different places, but we in California have been under state order not to congregate, and to remain at least 6 feet from one another when we needed to be inside for things like grocery shopping and even walking in the park. I don’t know about you, but I’m ready to burst out of my bubble.

Our state and county’s public health officials are beginning to loosen restrictions now that more than 50% of the population have received at least one vaccination. Restaurants may seat more people inside, and some theaters and other venues are opening up with limited capacity. To the relief of so many parents, schools are back in session, and parents are able to go back to work, or at least work more productively at home.

What does this mean for you? For the time being, there is very little change in the dental office. At this writing, six feet of distancing must be maintained between patients in the waiting room, and temps should still be taken. Dental practice staff must still suit up as though they were planning a visit to Mars, and aerosolizing procedures must be done judiciously. This abundance of caution, of course, is to protect your patients along with you and your staff. But there is room for optimism.

California has said they will lift Covid restrictions by June 15th. Despite having a mask mandate still in place, that will allow us far more freedom to move about and participate in group activities. For the dental society, that means in-person events. We will host our first in-person clinical CE this year on June 18th at the Officer’s Club at Miramar Air Station: Contemporary Dental Ceramics with Dr. Edward A. McLaran. We’ll soon publish our ‘Day at the Ballpark’ event date (probably in July), and we’re looking at other CE and social events to follow. There may still be a few restrictions in place, but these events should be as close to normal as we can get them for now. I hope you’ll come out for some great CE, and to see your colleagues and friends. We look forward to seeing you too, and to being back to “normal”.

You can donate now and help us to fund events where we treat veterans or children, and to help us fund scholarships to encourage the next generation of doctors.

SDCDF.org

SDCDF is a tax-exempt entity organized under IRS Section 501(c)(3), so contributions are tax-deductible.
Inspirational Campus Leader Battling Stage 4 Cancer Receives One of Dentistry’s Highest Honors

Director of UCSD Student-Run Free Dental Clinic Project receives national award

By Michelle Brubaker, UCSD News

When Dr. Irvin Silverstein, director of UCSD’s Student-Run Free Dental Clinic Project, was diagnosed with pancreatic cancer in 2016, he was told he had just two or three months to live. Now, 58 months later, after several surgeries and aggressive, ongoing treatments at UC San Diego Health, he is being recognized as a recipient of the American Dental Education Association Foundation 2021 William J. Gies Awards for Vision, Innovation and Achievement in the Dental Educator category. The awards honor individuals and organizations that exemplify the highest standards in oral health and dental education, research and leadership. Silverstein learned about the award on a particularly challenging day.

“My pain was at a level 8 out of 10 the day I got the call. I was floored. It truly lifted my spirits when I needed it the most,” said Silverstein, voluntary clinical professor in the Department of Family Medicine and Public Health at the University of California San Diego School of Medicine. “I believe I am still alive today because of the work I do. I love teaching, and my students inspire me every day. This award is really about them.”

Silverstein is one of eight Gies awardees this year. “Through their extraordinary contributions, our Gies awarders are moving the needle forward in dental education and oral health,” said Marsha Pyle, President of the ADEA Gies Foundation. “The Gies Awards honor future-ready initiatives that exemplify the highest standards in oral health and dental education, research and leadership. Silverstein learned about the award on a particularly challenging day.

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Prescriptions, lab work and related services are available at no charge. More than 95 percent of the patients have chronic conditions, such as diabetes, hypertension, hyperlipidemia, asthma and depression, all requiring ongoing care.

When Silverstein was introduced to the project, dental care was provided only intermittently, and there was no structure to teach pre-dental students about the practice of dentistry.

“Dental care is the greatest unmet health need in the country,” said Silverstein. “What struck me the most about the UCSD Student-Run Free Project was its enthusiasm in all the students. The clinic had so much potential, but needed a new structure to allow medical and dental services to work together to better serve our community.”

“I knew that there were a lot of people in pain who could not eat, which leads to bad nutrition. Providing dentures, partials and restorations also improves self-esteem and the ability to obtain employment and become a contributing member of society.”
Beck said the clinic reorganized to add dental care, “but Dr. Silverstein’s inspirational leadership transformed our dental services into a remarkable program.”

Not only did he revamp the dental clinics, but Silverstein was able to raise funds to rebuild the dental clinics into modern and safe environments. He also persuaded other general and specialty dentists to volunteer time to teach students as they treated clinic patients.

Care includes general dentistry and specialties, such as endodontics, prosthodontics, oral surgery, periodontics, pediatric dentistry and orthodontics.

According to latest data, these clinics have provided more than $11.5 million of dental care encompassing more than 41,200 patient visits over the past 18 years.

“Dr. Silverstein made it possible for us to serve all of our patients with outstanding dental care, as well as teaching generations of future physicians, dentists and pharmacists about the integration of dental and medical health. He emphasized the importance of the health of the mouth to the health of the body. His passion is legendary and his commitment to social justice unsurpassed,” said Beck.

The lessons of a Holocaust survivor

Silverstein attributes his work ethic, perseverance and passion to help others to his family. His father was a poor immigrant who came manager in a corporate division developing international aerospace industry. He later obtained a Master’s Degree and attended college, earned an engineering degree and went into the aerospace industry. His father was a poor immigrant who came to America before the age of 18.

“My grandmother is the person who has had the biggest influence on my life. She lost everything before coming to America, yet she had a tiny box in her small apartment with money she collected for the poor. I would say to her, ‘Grandma, we are poor. Look at the holes in my clothes, and I do not have any toys.’ She would respond, ‘You have your health, food and shelter. No one is trying to kill us. We aren’t wealthy, but we are definitely not poor.’

That perspective has had a profound impact on Silverstein. During a career spanning more than four decades, he has made a positive difference in the lives of many – both humans and non-human.

For example, he developed programs that allowed uninsured mothers and children to receive an education and begin a career in dentistry. He also worked on a research project at the San Diego Zoo studying periodontal disease in spider monkeys to show how it mimicked the human condition.

“It was during my time on that project that I realized how beautiful San Diego was and that I wanted to live there.”

Silverstein moved from Los Angeles to San Diego and bought a practice. About a year later, after losing a bet to his aunt, he called a young female professor in Brooklyn. “And the rest, as they say, is history.”

The two married in 1966 after a year of dating and a long-distance relationship.

“We would talk on the phone for hours. We joked that the amount we paid for our phone bills could have easily purchased a plane ticket,” said Donna Kritz-Silverstein, PhD, professor of epidemiology at UC San Diego School of Medicine and the Herbert Wertheim School of Public Health and Human Longevity Science.

Kritz-Silverstein recalled when her husband was first asked to be a guest lecturer for the pre-dental society at UC San Diego. “I asked him when he thought he would be back from the lecture. He told me probably in an hour-and-a-half. Seven hours later, he walked through the door. He said the students had so many questions and he stayed to answer every single one. I could see the excitement in his eyes,” said Kritz-Silverstein, who now serves as the assistant director of the UCSD Free Dental Clinic Project and as an advisor for the students in the pre-dental society.

Teaching the heart of dentistry

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Kritz-Silverstein recalled when her husband was first asked to be a guest lecturer for the pre-dental society at UC San Diego. “I asked him when he thought he would be back from the lecture. He told me probably in an hour-and-a-half. Seven hours later, he walked through the door. He said the students had so many questions and he stayed to answer every single one. I could see the excitement in his eyes,” said Kritz-Silverstein, who now serves as the assistant director of the UCSD Free Dental Clinic Project and as an advisor for the students in the pre-dental society.

“Some of my proudest moments have come from my work at the dental clinic. I have witnessed a student assist a dentist delivering dentures to a young woman who was brought to tears. It changed the trajectory of the patient’s and the student’s life,” said Silverstein.

“You can teach a person how to do dentistry and take tests, but you also have to show them how to have heart. Students give up so much of their free time to manage and run the clinics and serve as chair-side assistants to the volunteer-dentists. The students also help manage our supplies, obtain donations and learn how to set up our clinics. They travel to conferences and learn about the latest in research and technology. We could not serve the community like we do without them.”

Silverstein’s work has earned him international recognition, meetings with local government officials and dinner with President Barack Obama.

“We owe Dr. Silverstein a debt of gratitude for the innumerable patients and students that he has served so graciously with the UCSD Student-Run Free Clinic Project and Student-Run Free Dental Clinic,” said Dr. David Bazzo, interim chair of the Department of Family Medicine and Public Health. “A true humanitarian educator, he has restored dignity and health to patients with dental issues while providing mentorship, guidance and role modeling with true caring and professional behavior. I cannot think of anyone more deserving of the Gies Award.”

Silverstein continues to teach virtually during the pandemic, working between his own medical treatments. Instead of attending weekly, in-person pre-dental society meetings, he and his wife host weekly Zoom meetings with special guests. The meetings are attended by approximately 120 students.

“At UC San Diego where we do not have a school of dentistry, Dr. Silverstein has been the champion, mentor and example for our pre-dental students,” said Dr. David Brenner, vice chancellor, UC San Diego Health Sciences. “He has made amazing contributions to the education of our students. I cannot imagine anyone more deserving of this prestigious educational award.”

When not working, the father of two daughters enjoys spending time with this family.

“One of our daughters, Sarah, is a pediatric dentist who has also gone on several outreach mission trips with me and volunteers in the Free Dental Clinics. The other daughter, Sharona, is in education and works in a college writing center, but makes time to coordinate the yearly Pre-Dental Society food drive and distribution around the holidays. They are both selfless individuals who give to our community in different ways.

“I am beyond grateful to be honored with the Gies Award, but my family and the success of my students are my greatest accomplishments. I hope that my students will be able to pay it forward to make this world a better place.”

Under Dr. Irvin Silverstein’s vision and leadership, the UCSD Student-Run Free Dental Clinic Project has grown to four sites and provides dental care for families without health care in Lemon Grove, veterans served at Veteran’s Village off Pacific Highway and underserved individuals in Pacific Beach and Downtown locations. Project has grown to four sites and provides dental care for families without.

Since 2006, Silverstein has assisted the U.S. Navy in humanitarian efforts. He has coordinated more than 10 missions with dentists, physicians, pharmacists, nurses and other health professionals, as well as engineers and students aboard Navy ships to deliver care to more than 20 underserved countries around the world.

Silverstein has been instrumental in developing training sessions and an educational program for thousands of students that involved noted speakers from academia, dentistry and politics. Over 1250 of his former students are now either in professional school or have graduated.

Silverstein works with numerous organizations, such as the Rotary’s Thousand Smiles and Norcal projects, Bright Island Outreach and Caribbean Health Outreach, which afford pre-dental and dental students, as well as health care professionals, opportunities to be involved with humanitarian assistance.

He is a charter and board member of the Alliance for Oral Health Across Borders, an organization trying to achieve peace through oral health care and education.

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Unnecessary for gentlemen

By Brian Sniez, DDS, CDE

Blast from the past

Editor’s note: Here is a favorite editorial of mine. Originally appeared in Facets May 2013 and was reprinted as the ADA News My View editorial in December 9, 2013.

Nurses are the most ethical profession- als. Members of Congress and car sales- people are the least ethical. Surprised? Those are the findings of the Gallup poll “Honesty/Ethics in Professions” from December 2012.1

Each year, 1,015 randomly sampled adults 18 and over were asked this question: “Please tell me how you would rate the honesty and ethical standards of these 22 fields in terms of their honesty and ethical standards. Please rate them as high, average, low or very low.” There is a ±4 percentage maximum margin sampling error.

Health professionals are the most trust- ed, capturing four of the top five choices. Nurses received a combined 85 percent of “very high” or “high,” followed by physicians (70%), medical doctors and engineers (tied at 70%) and dentists (62%). Two other health professions scored slightly above average: psychiatrists (41%) and pharma- cologists (38%).

Gallup reports the highest score ever achieved was 90% by firefighters — in the poll conducted just after the 9/11 tragedy. This annual poll does not in- clude every profession, however, so no other sub- stance, telemarketers and funeral directors will have to wait for another year.

Gallup has included the dentist category in its recent polls about every three years.

Three out of five believe dentists have the highest ethical standards, which matches our highest score from 2006. Dentists in the last decade have received a rat- ing of at least 50%, which is higher than the usual 50%-range that dentists have earned since first being included in the poll in 1981.

On the other hand, two out of five don’t regard dentists as highly trustworthy. Gallup polls didn’t exist back then, but what would our dental forefathers think? We have come a long way from the 19th cen- tury dental charlatans and quacks who reaped the streets plying the trade of dentistry without respect from the gen- eral public nor the medical profession. It took time to build the rules, too many times the memo- ry, to elevate dentistry in the U.S. into the respected profession of today.

Early dental organizations, from the local to the national level, endeavored to bring art, science, professionalism and ethics to prominence in our field. Although the first or even second national dental organization, the ADA, arrived in 1859 and obviously survived the 19th century. It adopted a constitution the next year, which included an article that targeted the non-ethical dental member:

• Conduct of Members — Any acts of special immorality or unprofessional conduct committed by a member of this Association, shall be referred to the Com- mittee of Arrangements, whose duty it shall be to thoroughly examine into the case and report at the next meeting, if the charges he sustains. Whereupon, by vote, the offending member may be re- rimanded or expelled: a two-thirds vote being required for expulsion, a plurality vote being sufficient for a reprimand.1

But there’s more. On Aug 3, 1886, lead- ers at the ADA annual meeting debated the merits of a freshly written Code of Ethics. Ethics Committee Member and Immediate Past ADA President John H. McQuillen stated “on general prin- ciples (he) was opposed to its adoption, as unnecessary for gentlemen, and its enforcement impracticable upon those who were not.” But after much discus- sion very late into that Friday night, it passed.2

Although it paled in comparison to the scope of our current 6,900-word mem- bership-binding ADA Principles of Ethics and Code of Professional Conduct, the original ADA Code of Ethics clearly captured the essence of doing the right thing — in less than 730 words.

There is much to learn from this origi- nal document. In order to push our ethics forward and earn more of the trust of today’s public, let’s take a step back and learn from the past. Here are major points from the 1866ADA Code of Eth- ics in its exact language:

• The dentist should be ever ready to re- spond to the wants of his patrons, and should fully recognize the obligations involved in the discharge of his duties toward them.

• It is not to be expected that the patient will necessarily obtain a very extend- ed or a very accurate knowledge of professional mat- ters.

• The dentist should be temperate in all things, keeping both mind and body in the best possible health, that his patients may have the benefit of that clearness of judgment and skill which is their right.

• A member of the dental profession is bound to maintain its honor, and to labor earnestly to extend its sphere of usefulness.

• The person and office arrangements of the dentist should indicate that he is a gentleman; and he should sustain a high- toned moral character.

• When consulted by the patient of an- other practitioner, the dentist should guard against inquiries or hints disparag- ing to the family dentist.

• Dental surgery is a specialty in medical science.

• Dentists are frequent witnesses, and, at the same time, the best judges of the actions perpetrated by quacks, and it is their duty to enlighten and warn the public in regard to them.

Though simply worded, the Code made profound statements almost 150 years ago to advance our profession.

Outlined here are a few points made in the Code that aren’t relevant in today’s world (such as prohibition of advertising) and no attempts were made to alter the document to make it gender neutral.

Once again, we need to prove ourselves to the public. Our public’s image of the honesty of our profession should not continue to register as “average,” “low,” or “very low” in such large Gallup num- bers. There is room for improvement.

It is obviously not going to be easy to change the minds of those who do not hold the dentist to such high esteem, yet it is even easier to betray the trust of those who already believe dentists to be honorable. Much can change with every interaction we have with our patients, ei- ther positively or negatively. Harken back to the times when a little bit of ethics helped guide the members of our profession, even before the time that dentistry became regulated and licensed.

“End” continued from page 7

• Dr. Yoshindo Shibuya of Chula Vista, our longtime member who joined in 1957, lived his teenage years incarcer- ated in the Manzanar relocation cen- ters. Sadly, he died last year. For space limitations, I didn’t write about his best friend Ralph Lazo, a Mexican American teen, who walked up to the gates of Dr. Shibuya’s relocation center, volunteered to be incarcerated with his imprisoned Japanese American friends, and lived there. I also wrote about Dr. Terry Tanaka, member since 1964, and my longtime friend since I was a UCSD Student. Dr. Tanaka is retired California as a child with his family and hid out in Arizona to avoid imprisonment.

And my most poignant story?

A Black man walked into a San Diego restaurant for a meal and was refused service. He decided that was enough. So he took great strides, too numerous to men- tion here. But that’s 19th century dentists did everything possible to accomplish that.

We have two to three years before the next Honesty and Ethics Gallup poll again includes dentists, time to get it right.

Let’s be that 19th century dentist.

That brings me to this editorial. I just re- signed. After fifteen-and-a-half years as SDCDS editor, it is over. The end. Time to move on.

I have worked with many great people at SDCDS, both dentists and staff, too many to mention. Thank you all. And I’d just mention two by name. Mike Mettger, our graphic designer. His work was second to none. He is incredible. He patiently worked with me and my big ideas for probably over 140 issues of Fac- cets and forever has my gratitude. And Dr. Bath Kohles. We edited Facets together from 30,000 ft., from her San Francisco hotel room, whatever it took. She even edited a draft while she was in Africa. She supported me through thick and thin. Thanks Barb!

Did I think I would serve this long as ed- itor of a vibrant dental society, which has even more members than over 20 indi- vidual States? No. I thank all of you for letting me serve. Although my elemen- tary school never published a second is- sue, that first issue would start me on an amazing journey of journalism. On the places I went.”

Elevate our profession. As the 1866 ADA Code of Ethics states: “For this, and the many other benefits conferred by the competent and honorable dentist, the profession is entitled to the confidence and respect of the public.” Those 19th century dentists did everything possible to accomplish that.

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Let’s be that 19th century dentist.

References:
1. Gallup Poll, Honesty/Ethics in Professions, December 2012. 1
Learning opportunity at: TDIC

Calibrate Your Risk Radar: Recognizing potential risks in patient care and case selection

By identifying the warning signs of a problem patient or adverse outcome, you may reduce, mitigate or eliminate potential complaints, claims or lawsuits against your dental practice. Through The Dentists Insurance Company’s new seminar, learn how to spot issues arising during treatment from actual cases and Risk Management Advice Line calls.

Understand the importance of good communication, documentation, patient selection and case management. Get expert advice while earning C.E. credits.

Upon course completion, you’ll have more insight and information on:
• Patient and case selection criteria and when to refer
• Warning signs of high-risk patients, situations and cases
• When to contact TDIC for advice on a patient or case
• Building and maintaining trust in doctor-patient relationships

Format: Online seminar or online reader
Credits: 3 ADA CERP
Cost: $50
Register now for the online course. Go to: https://www.tdicinsurance.com/RMConsult

Risk Management Advice Line

Receive one-on-one assistance through the TDIC Risk Management Advice Line. Experienced analysts can address your questions and concerns about potential claims stemming from patient or employee situations. Call to receive the education, support and preventative counsel you need to avoid or minimize a potential claim.

If you belong to a sponsoring dental association (such as the California Dental Association), you can use this confidential service for advice or support at no cost — whether or not you are a TDIC policyholder.

Request an appointment online at a time most convenient for you. Go to: https://www.tdicinsurance.com/rmconsult
Or, call 800-733-0633 during business hours for assistance.

Please note: a call to TDIC does not constitute the reporting of a claim, although callers may be referred to the TDIC Claims Department when appropriate. The Risk Management Advice Line does not provide legal advice. For access to additional risk management resources and reference guides, log in to your account or register as a first-time user:

MENTORSHIP PROGRAM

Join SDCDS’s Mentorship Program which aims to connect seasoned and experienced dentists with new dentists.

Build and cultivate relationships with fresh faces

Exchange ideas and perspectives on various issues going on with your practices

Practice troubleshooting and problem-solving with your mentees

Unique, tailored support and encouragement from a trusted mentor

Get the latest ideas, techniques and best practices from established and experienced dentists

Share knowledge and expertise

Go online for more info or to apply: http://sdcds.org/mentorship-program/
Please contact Meg Hamrick, our Membership Coordinator, with any questions membership@sdcds.org or (619) 275-7188

CDA’s Well-Being Program

When a dentist professional is suffering from alcohol and chemical dependency, the practice, patients and peers are suffering, too. Make a connection to receive support, treatment and recovery today.

Call or text for 24/7 confidential assistance
San Diego
619-275-7190
I’ll take my dentist skilled... with a side of kind

A while ago, when I reviewed our office’s intake forms, there was a question on our dental history form that asks what dentist qualities are important to a patient. At first, I thought that question would be brushed over until I began to see some of the answers patients were writing. In fact, I have yet to see a form with that question blank. They might skip the question that asks “do you flow?”, but apparently, patients were taking the time to answer a question about qualities in a dentist they value or are seeking different from their previous dentist(s).

I thought all this interesting because I didn’t get that question when I filled out my new patient questionnaire at my new primary care physician’s office. I had asked a physician friend for a referral and that was it. Soon after calling to make the appointment and answering basic informational data, I then received my standard list of medical questions to complete. And I have to pick up where they left off. Knowing the exact type of zirconium a patient’s crown is maybe useful information, but not necessary. Such information may or may not be relevant. Frankly, a patient may or may not even remember which tooth actually was restored with a crown. But what they do remember is how they felt through the whole procedure and thereafter. Hence, the importance of the question about what they are looking for in a dentist. If I ever get a response that read, “I’d like a more monolithic zirconium crown, mine is too cubic,” I will dye my hair pink. Based on the responses I have been reading, it seems that most patients care about being cared for.

Dr. Barakat graduated from Boston University School of Dental Medicine, completed an AEGD residency in Detroit and practiced in New England before moving to San Diego. She is currently in private practice and is the President of the San Diego AEGD component. She is a regular contributor to the AEGD’s Daily Glimpse blog.

Helpful Tips

Cross Training Series
Taken From: California Society of Periodontics - February 27, 2021 in Conjunction with Laura Purcell

Morning Huddle
Meaning for scratching off day-to-day things such as:
1. Scheduled and unscheduled appointments
2. Lab work, surgical guides, and “special order” surgical items
3. Priorities for today
4. Monthly meetings
5. Giving recognition to team members, empowering staff to strategize, and working on building a sense of community.

Monthly Meetings
Meaning for tackling bigger house keeping items like:
1. Office goals including production, new patients, ordering, and “wish list items”
2. Ideas for improving customer service such as check-ins, answering calls, greeting etc.
3. Office upgrade ideas like digitizing, uniforms, and electronics
4. Team building like: sharing goals, discussing roadblocks, and updating the team on projects
5. Giving recognition to team members, empowering staff to strategize, and working on building a sense of community.

I’m taking my dentist skilled... with a side of kind.
FOR SALE/LEASE

Attention dental practice buyers!
We’ve sold over 350 San Diego dental practices since 2001. Most of our listings are sold in less than 30 days. Get added to our Buyer Notification List so you can find out about our newest listings before they appear in ads. Ken Rubin Practice Sales, Inc. call 619.299.6616, krpрактисесаles.com

Available for Lease - Mission Valley Location
Up to 3,737sf available for lease in Mission Valley, perfect for dental office. Next to Riverwalk Redevelopment (4,500+ units) w/ great exposure & parking. Tenant improvement allowance possible. Contact: Reg Kobzi | CBRE | Lic. 00917639 | 858.546.4604 | regkobzi@cbre.com

DNA Space in Walmart Oceanside Center
1,600 sq ft dental office space located in Oceanside Walmart and Von’s anchored power center. For more information please contact Reg Kobzi | CBRE | Lic. 00917639 | 858.546.4604 | regkobzi@cbre.com

Existing Dental Office Available in Scripps Ranch For Lease
Existing Dental Office of approx. 1,500 SF now available for lease in Scripps Ranch Supermarket Anchored Center. For information contact Reg Kobzi | CBRE | Lic. 00917639 | 858.546.4604 | regkobzi@cbre.com

Practice for Sale or Associate to Buy - Great Opportunity! Super Low Overhead!
Established fee for service office, 20 yrs of good will, out of network w/ all insurances, 4 days/week. Gross collection $400k/yr. 4 ops, digital X-rays, Dentrix, multilingual staff. Low overhead, work w/ all insurances, 4 days/week. Gross collection $740k/yr. Established fee for service office, 20 yrs of good will, out of network. Email practicesale2021@gmail.com.

Del Mar
Beautiful, pristine and desirable beach community of Del Mar; 635sf Dental suite for lease. Perfect for a first or second office. Plumbed and ready to see your first patient. Available December 1, 2021. Contact Craig DeWitt, Craig@dentalx.com 619.465.2651

Beautiful Boutique Dental Practice for sale in Pacific Beach at Mission Bay
Upgraded interior, large operatories and low overhead. Currently open only 2 days/week with an active and growing patient base. 2020 collections $127K. Perfect for a new or seasoned general dentist or a specialist. Easy freeway access and ample parking. Come check out this stunning start-up and see how you can make it your own. There is so much potential! Seller retaining existing patient list. Asking price $59K (negotiable); dentalpracticefor.sale2021@gmail.com

Furnished Ready to Occupy Dental Office in Hillcrest for Lease
2 Furnished ops – DCI 1253 chairs, 2 more plumbed; Lab w/ Red-Wing grinder, Kent vibrator and tools; Perp area w/ Peri-Poo II processor & Steri-Dent autoclave; Furnished office manager space; Furnished reception area w/ receptionist desk; Private office; Tools & Supplies for General/Perio, Endo & surgery. Contact: bernet@pacbell.net or 619.548.2436

Pacific Beach Dental Office for Lease

SUPPORT SERVICES

Anesthesia associates
I.V. sedation and general anesthesia in your office. Dental Anesthesia Associates - Board certified Dr. Marco Savittieri, Dr. Tyler Tomkinson and Dr. Regina Dusdy. Providing anesthesia services to San Diego County Dental Society members. Dentalanesthesiaassoc.com. Call Brigette at 760.451.0392. We thank you for your continued support!

Dental equipment repairs
All makes and models, 35 years’ experience. U.S. Navy retired dental equipment repairman. San Diego Dental Equipment Service and Sales. Stove at 619.200.2023

Office based dental anesthetics
Board-certified, licensed, insured, Anesthesiologist available to provide general anesthesia (or IV sedation) to patients in your office, pediatric or adult. Please contact me for more info. or questions. 40winksan@gmail.com or 206.948.2468

AVAILBLE FOR HIRE

In-house implant surgeon/prosthodontist
Misch Implant Institute Faculty; available 1-4 days/week, including evenings and Saturdays. Implant placement; grafting; extractions; 25+ years of private practice and in-house surgical experience. See website, inhouseimplantdentistry.com for additional details and dentist testimonials. 618.359.2876

HELP WANTED

Dental Wanted
General Dentist wanted for our growing El Cajon, CA office. Immediate fill. Up to 5 days available. Email resume to ACMII@yahoo.com or fax to 619.448.7147

General Dentist for Kids
Associate needed in busy fee for service practice. 760.352.1371

ORAL SURGEON OR ORTHODONTIST

Willing to relocate or share dental office? Call us 619.729.9834 during business hours from 8am to 5pm Monday to Friday. Email Lefh825@gmail.com.

ADVERTISE IN FACETS

New Advertisers Wanted
Classified Ads start at $40. Ads posted here & online at sdcds.org. Ad deadline for the August issue is July 1st, 2021. 619.275.7180 or admin@sdcdds.org

FREE online learning for SDCDS Members

• Live Webinars
• Recorded Classes
• Earn 1 Interactive CEU/class
• Receive weekly CE newsletter
• Dental Podcasts

Members have access to Viva Learning’s 1,200 CE units now through September 2021! Since many in-person events were canceled due to COVID-19, we here at the San Diego County Dental Society are doing our best to accommodate our members. We partnered with Viva Learning to launch FREE online dental CE courses exclusively for our 2,000+ members.

Follow these directions to get started:

STEP 1 sd.dentalsocietyce.com

STEP 2 Log in to top right hand corner

STEP 3 Username your ADA number (note: if it starts with a 0, drop it)

STEP 4 Temporary Password: onlinece

Trouble logging in? Contact CE Coordinator Fernanda at (619) 275-7188 or admin@sdcdds.org

It all starts with a conversation. Let’s start one to see how we may be able to help.
**Wednesday June 22**

**How to Control Your Overheads at 60% or Less**

*Online Seminar*

**Summary**: How to Control Expenses and Regain Practice Profitability. Actionable “Tips and Strategies to implement these into your practice. Real-life examples from Gary’s own practice, Life-Savers, Live Q&A / Coaching Session with Gary Takacs.

**Speaker**: Gary Takacs

**Date**: June 22

**Time**: 5:00-8:00pm

**Location**: Online (zoom link will be sent June 21st)

**Register**: online, (619) 273-7188 or membership@sdcds.org

**Pricing**: Free

**Includes**: Dinner & refreshments (please indicate special dietary needs when registering).

**Register**: sdcds.org, 619.273.7188 or admin@sdcds.org

**Pricing**: Free

**Sponsor**: Thriving Dentists

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**Thursday June 23**

**Marketing Secrets of the Multi-Million Dollar Practice**

**Summary**: Expert advice on everything you need to know about how to market, leverage digital media, increase efficiency, reduce overhead, and improve practice profitability.

**Speaker**: Jonathan Millar

**Date**: June 23

**Time**: 6:00-9:00pm

**Location**: Online (zoom link will be sent June 22nd)

**Register**: online, (619) 273-7188 or membership@sdcds.org

**Pricing**: $99

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**Thursday June 30**

**Upcoming Changes: CalSavers**

**Summary**: Learn the latest on this new mandatory retirement savings program for California’s workforce.

**Speaker**: Elizabeth Clark and Abiy Fisseha

**Date**: Thursday, July 8

**Time**: 6:00 - 8:00pm

**Location**: SDCDS Office, 619.273.7188 or admin@sdcds.org

**Pricing**: $40... (or use your *1 free member benefit CE for 2021).

**Register**: sdcds.org, 619.273.7188 or admin@sdcds.org

**Pricing**: Free

**Sponsor**: California Dental Association, Fortune Management, California Dentists Guild, Garfield Refining, Garfield Refining Corporation

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**Thursday July 7**

**Your Retirement Assets: Location and Allocation**

**Summary**: Understand why the “location of your money” is just as important as the investment decisions. We’ll discuss the role of tax advantaged retirement accounts to shelter and grow your assets. Asset Allocation: Picking funds, stocks, and bonds to invest in is almost the last step in the investment process. Learn about what comes first.

**Speaker**: Elizabeth Clark and Abiy Fisseha

**Date**: July 7

**Time**: 5:00-6:00pm

**Location**: SDCDS Office, 619.273.7188 or admin@sdcds.org

**Pricing**: $40 (or use your *1 free member benefit CE for 2021).

**Register**: sdcds.org, 619.273.7188 or admin@sdcds.org

**Pricing**: Free

**Sponsor**: California Dental Association, Fortune Management, California Dentists Guild, Garfield Refining, Garfield Refining Corporation

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**Thursday June 23**

**BLS Renewal for Healthcare Providers**

**FREE CE*!

**Summary**: Register early if your CPR card is expiring. Limited spaces available.

**Speaker**: Edward A. McLauren, DDS, MDC

**Date**: June 23

**Time**: 6:00 - 8:00pm

**Location**: SDCDS Office, 619.273.7188 or admin@sdcds.org

**Pricing**: Member $40, nonmember $60, member staff $50

**Register**: sdcds.org, 619.273.7188 or admin@sdcds.org

**Pricing**: $50

**Sponsor**: California Dental Association, California Dentists Guild, Garfield Refining, Garfield Refining Corporation

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**Friday August 26**

**Shred-A-Thon**

**North County**

**Summary**: Join us for this exclusive members-only event while we lighten your office load! We will accept up to 10 (ten) boxes per member. Certified destruction will occur infill. Please visit our website for what we will and will not accept. **X-rays will need to be separated prior to drop off.**

**Date**: August 26

**Time**: 5:00 - 8:00pm

**Location**: Encinitas Pediatric Dentistry, 135 Santry Rd #200

**Pricing**: Free for SDCDS Members ONLY

**Register**: online (619) 273-7188 or membership@sdcds.org

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**SDCDS** is an ADA CERP Recognized Provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. SDCDS designates each activity for a specified number of C.E. Units.
San Diego County Dental Society

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