

Newsletter



November 2012

Vol.51 No.8

November Monthly Meeting: Transition Planning for Entering and Exiting Practice



John F. McDonnell

Planning ahead for the exit or entrance into practice is becoming more and more necessary. Practice values in Washington, DC, Virginia and Maryland are climbing higher and higher every year, therefore it is important for dentists planning to leave or join practices to have a pro-active plan for their transition.

Although new dental schools are in the planning stages, and some schools have increased their class sizes, the current graduates remain the same at approximately 4,700 per year. On the other hand, the number of deaths, disabilities and retirees are exceeding the number of graduates each year. Therefore, it is important for those planning to leave and those planning to enter practice to have a solid plan and expert advice.

Following this presentation attendees will:

- Understand trends in dentistry that inform practice transition.
- Learn how a dental practice is valued.
- Know how to prepare for entering or exiting a practice.

Mr. John F. McDonnell is the founder and president of The McNor Group, a dental brokerage and transition firm, serving both sellers and new owners. Mr. McDonnell is a past-president of ADS, the largest national brokerage and

practice transition organization in the United States. He is a frequent contributor of articles for Dental Economics and Doctor of Dentistry magazines and a speaker on the subject of practice transition.

Concurrent CPR: Running concurrently from 4:00 – 7:00 will be a CPR re-certification course. The cost will be \$85 and checks should be made payable to the D.C. Dental Society.

The Tuesday, November 13, 2012 CPR re-certification course will begin at 4:00 pm and the scientific lecture will begin at 5:30 p.m. followed by dinner and a business meeting at 7:15 p.m. To register, please contact the Society office or complete the registration form on page 2. The Washington Marriott is located at 1221 22nd Street, NW.

Monthly Membership Meeting Reservation Form

Tuesday, November 13, 2012
Washington Marriott Hotel | 1221 22nd Street NW

- | | |
|--|--|
| <input type="checkbox"/> Scientific Lecture
5:30 p.m. - 7:15 p.m. | <input type="checkbox"/> Dinner Meeting
7:15 p.m. - 8:30 p.m. |
| <input type="checkbox"/> Active / Life / Metropolitan Member (No Charge) | |
| <input type="checkbox"/> Associate (Dinner: \$50.00) | |
| <input type="checkbox"/> Guest (Dinner: \$50.00) | |

Name _____

Name of Guest _____

D.C. Dental Society 502 C Street, NE, Washington, DC 20002
Fax: (202) 546-1482 / Email: info@dcdental.org

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Mark Your Calendar . . .

- November Monthly Meeting: Tuesday, November 13
Give Kids a Smile Day: February 1, 2013
Nation's Capital Dental Meeting: March 7-9, 2013

Letter from the President

DC Office of Boards and Commissions

Dear Colleagues,

On behalf of DCDS members and DC residents we recently provided a comment to the DC Office of Boards and Commissions (OBC) request for public comment on the advisability of eliminating 38 Boards, Committees, Councils and Taskforces. While there is no proposed action at this time, the request for public comment stated that the OBC is considering combining the Board of Dentistry with sixteen (16) other physical and mental health Boards to create a single medical practice regulation entity. The DCDS comment suggested that the Board of Dentistry remain a standalone Board given the complexity that our profession mandates and the importance of oral health.

Please contact the DCDS office for more information on the Office of Boards and Commissions notice and our response.

Sincerely,

Johanna Huijssoon, DMD
President

November 2012 Monthly Membership Meeting: CPR Re-Certification Course

Tuesday, November 13, 2012 | 4:00 p.m. - 7:00 p.m. | Washington Marriott Hotel, 1221 22nd Street, NW

Attendee Name	CPR Course (\$85 pp)	Dinner* (\$50 pp)
_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>
TOTAL ▶	\$ _____	

* If attendees (who are not DCDS members) are staying for dinner, there is an additional charge of \$50.00 per person.

Charge TOTAL ABOVE to credit card (please fill out information below):

Name on Card _____

Card # _____ Exp. Date _____ CVV _____

Billing Address _____

Check Enclosed for TOTAL ABOVE, made payable to D.C. Dental Society.

Return form and payment to: D.C. Dental Society, 502 C Street, NE, Washington, DC 20002

Fax: (202) 546-1482 | Email: d.c.dentalsociety@dcdental.org

DCDental Society Affinity Program

The DCDS Foundation has begun a partnership with TD Bank that will financially benefit the Foundation and those organizations served by the Foundation. The TD Bank Affinity program has designated the DCDS Foundation as one of its affiliate partners.

New and existing TD Bank customers- both business and individual account holders- can register with their branch representative. By identifying the DCDS Foundation as their affinity partner, TD Bank will track designated affinity partners and annually make a financial contribution to our foundation. There is no cost to the account holder at all.

You can share this news with your friends, patients and family members who have existing TD Bank or are thinking of opening a TD account.

TD Bank hopes to raise the awareness of the community to their dedication to provide superior customer service with affordable and convenient banking services as well as supporting the charitable works and mission of the DCDS Foundation.

For more information, contact the society at 202-547-7613 or your local TD Bank representative.

2013 Give Kids a Smile – Volunteers Needed!

The tenth annual Give Kids a Smile day is scheduled for Friday, February 1, 2013. This year's event will again be held at Howard University College of Dentistry, in conjunction with the American Dental Association.

As you know this invaluable program relies on the time and financial support of our members. Screenings will be held in early December. We will email you as soon as the school and dates of screening dates have been finalized.

If you are interested in volunteering to screen students, perform services on GKAS day or making a monetary donation to the support this great program please contact our office at 202-547-7613.

District of Columbia Dental Society *NEWSLETTER*
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Subscription is included in membership dues. The views expressed by the advertisements and member contributors do not necessarily reflect the opinions or official policies of the D.C. Dental Society and should not be considered as an endorsement.

Postmaster: Send address changes to the District of Columbia Dental Society *Newsletter*, 502 C Street, NE Washington, DC, 20002-5810

2013 Nation's Capital Dental Meeting

March 7 – 9, 2013 | Walter E. Washington Convention Center Washington, DC

The Dawson Academy

Functional Occlusion: From TMJ to Smile Design

Does your dentistry keep you awake at night? Stop worrying and discover solutions! Learn how understanding occlusion saves you time and reduces your frustration.

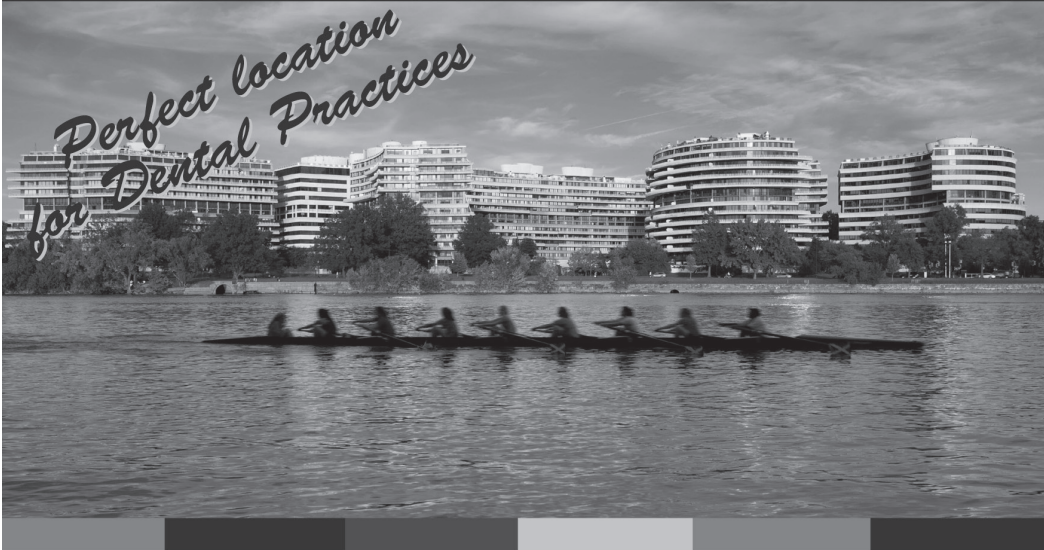
In this 19 CE hours foundational seminar in the "Concept of Complete Dentistry Series", participants will learn the timeless message that good, esthetic, and complete dentistry must begin with a thorough understanding of occlusion and the functions of the masticatory system. The cornerstone of The Dawson Academy philosophy is a comprehensive understanding of how the TM joint, muscles, proprioceptive input, lower anterior teeth, upper anterior teeth, lower posterior teeth, and upper posterior teeth are designed to function in harmony with one another.

Members who register by November 21, 2012 will receive the early registration price of \$1,395, a \$200 discount. As you may remember, this course sold out in 2012, so please register early while seats are available and save money!

Please visit dcdental.org/capmeet.asp to register today!

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DCDS Staffing Updates and Anniversaries

Greetings from 502 C. Street. It has been a pleasure to meet and work with so many of our members during my first three months and attending/participating in my first ADA conference.

As many of you are aware there was a recently staffing change and Ms. Monique Jackson was hired as our new Administrative Assistant. She has been a D.C. resident for 30 years and is a graduate of Howard University's School of Business. She brings a wealth of experience to DCDS. Please join me in welcoming her into the DCDS family and wishing her a long and distinguished career.

I am also pleased to recognize our two other staff members whom you have gotten to know over the years. Ms. Audrey Tillery, Finance and Membership Coordinator just celebrated her 28th anniversary with DCDS and Mrs. Taryn Habberley, Clinical Programs Director began her 10th year with the Society. Please join me in thanking them for their hard work and dedication over the years.

If you are in the neighborhood please stop by to say hello!

Best Regards,
Todd R. Philbrick, CAE
Executive Director

Welcome New Member

Hyo (Vivian) R. Lee, DDS

307 Maple Avenue West, Suite H
Vienna, VA 22180

p: 703-938-5920

e: dlawoyin@howard.edu

- Virginia Commonwealth University, 2001
- Associate Member



Right to left: Hyo (Vivian) Lee & Dr. Russo



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Editor's Corner Tips of the Trade

With many transitions occurring in dentistry and the trend of more offices integrating technology into their everyday practice, a lot of changes are taking place in our everyday clinical practice. As a result, it may be difficult to distinguish between companies that offer superior services that have proven themselves and are impactful for our practices and those that have not. Therefore, we would like to highlight those services that our members have used and already have had positive experiences with. If you have currently integrated new technology or service into your practice and would like to feature these products, please contact me at drabron@dcperio.com. This month's recommended services come from Dr. Robert Emery and Thomas Sokoly. Both are electronic tools you can use to reach out to patients and enhance patient communication.

Smile Reminder from SolutionReach is a great online marketing tool that helps your practice acquire, retain, educate, and reactivate patients by utilizing features such as appointment reminders, patient surveys, electronic newsletters, personalized birthday greetings, and many other customized marketing programs

Constant Contact is another online marketing tool that allows you to grow your practice and boost patient communication by utilizing email marketing through email newsletters, as well as social media marketing through Facebook, Twitter, or LinkedIn. It also features real-time reports that allow you to track those who have opened your emails, as well as friends they have forwarded them to.

Sincerely,

Armin Abron,
Editor and Board Member

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If you're looking to expand, relocate or open a new office in Prince William County, now is a great time to consider Bull Run Plaza. Located in the heart of the Manassas retail hub, the center has a dynamic mix of retail, convenience and service businesses, including a state-of-the-art day care center, dance studio, beauty school, Ross, Dick's Sporting Goods and Michael's. More than 166,000 people live and some 70,000 people work within 5 miles. Just off Route 234/Sudley Road, the center has easy access from I-66. Advertising is available on an electronic reader board, which is seen by nearly 1 million cars per month. And as a bonus, over 11,000 SF of lab/storage space is available at a highly-reduced rate!

Agent for this property:
Will Collins, 571-382-1225
wcollins@rappaportco.com

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Classified Ads

Job Listing – part time (NW DC):

NW – Available at 18th and I Streets, NW 1/2 block from Farragut West Metro, 7th floor of a 10 story brick building. This 1,600 square foot beautiful suite has floor to ceiling windows, three new operatories with a forth possible, two work station/offices, reception area and front desk. Floors are all natural and porcelain stone. Conveniently located near shops, restaurants, post office, and 3 metro stops – Farragut West, Farragut North and Foggy Bottom. Perfect for a starting or part time dentist. Available 3-4 days a wee for \$500/day. You will have an office to yourself.

Job Listing – part time (DC):

We are an upscale cosmetic, implant and general dental office looking to add a Prosthodontist, Periodontist or Oral Surgeon with 2+ years experience. We pride ourselves on total patient care and satisfaction. This is a part time position with the potential for full time. Must be licensed in DC. Please email resumes/CVs to dcdentalspa.jobs@gmail.com.

Job Listing – part time (MD):

Looking for an experienced GP for upscale Annapolis office. Needed 1-2 days a week. Must be confident with molar edno and extractions. If interested, please email resume and cover letter to aboutsmiles@gmail.com

Job Listing – part time (DC):

We are an upscale cosmetic, implant and general dental office looking to add a Prosthodontist, Periodontist or Oral Surgeon with 2+ years experience. We pride ourselves on total patient care and satisfaction. This is a part time position with the potential for full time. Must be licensed in DC. Please email resumes/CVs to dcdentalspa.jobs@gmail.com.

Practice for Sale:

GP, downtown DC near Farragut metro. 3 Ops. digital records, digital radiography. Good team. 600K gross. If interested please contact molarmandc@gmail.com.

Space to Share:

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