



District of Columbia  
DENTAL SOCIETY

# NEWSLETTER

July 2017, Vol. 63, No. 7



Dr. Carol Blake

## *A Letter from the DC Dental Society President Carol Blake, DDS*

Dear Colleagues:

I'm very honored to begin my term as President, and look forward to working with my fellow Board members on matters of importance to the Society. I would like to thank immediate Past President Dr. Tom Sokoly for his dedication and commitment to this Society.

My overarching goal this coming year as your President is to lead initiatives that continue to move forward the realization of our strategic priorities that the leadership set in November 2016. If you have not read the strategic plan, I encourage you to visit the [DCDS website](#) and view them.

Key to this objective is to focus our energies on how we as an organization can attract more members into the Society and begin to identify and develop new programs and services that will be valued by them. As a society, we already provide many programs that allow our members to succeed and excel throughout their careers, such as our monthly CE presentations, but the needs and wants of new- and mid-career dentists have evolved so we must also evolve to remain relevant.

Over the summer we will be conducting non-member focus groups with new- and mid-career dentists around the city to begin to engage them, understand their needs and determine what would make being a DCDS member a must for them. We will also be utilizing this information to develop pilot initiatives to test new Society programs and services.

As a member, you are our greatest ambassador to dentists in our community on the benefits, both professional and personal that organized dentistry has provided you. I encourage each of you to reach out to a young- or mid-career dentist in your office building or that you may know peripherally and invite *(continued on page 2)*

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(continued from page 1) them to a future DCDS event.

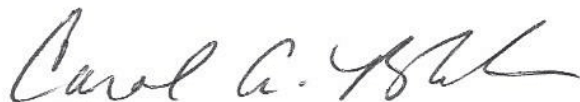
I am proud to announce that Dr. Margot Culotta-Norton has agreed to serve as my presidential appointee to the DCDS board for the 2017-2018 term. Dr. Culotta-Norton is a past DCDS President and has dedicated many years to the success of this Society. I look forward to the ideas and perspective she will bring to our Society, and to working closely with your new and returning board members.

I hope to see you all at the September monthly meeting that will be held Tuesday, September 12, at the Westin Georgetown. The topic of this meeting will be announced in the coming weeks. Please make sure to keep an eye out on the calendar of events on the [DCDS website](#) for our 2017-2018 monthly meeting series dates and CE topics. I look forward to seeing you there.

I know that together we can provide support to our members; optimize opportunities to build our culture, leadership, identity, and financial reserves; shape the future of our profession; and improve oral health for all members of our community. I look forward to the great work we will accomplish together, and I hope you have a great summer.

*We are DCDS: passionate about our profession, our community, and our future!*

Sincerely,



Carol Blake, DDS

President, DC Dental Society



For over 75 years, dentists in the Mid-Atlantic have trusted R.K Tongue Co. to safeguard their financial wellbeing and professional reputations. The D.C. Dental Society officially endorsed us in 1998 and every year since then to provide a comprehensive suite of insurance and financial services to its esteemed membership. We remain steadfast in our commitment to protecting your assets and your reputation.

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## Members Celebrate at June Awards Dinner

On June 13th, the DC Dental Society Annual Awards Dinner gave members and invited guests the opportunity to celebrate this year's award recipients while catching up with one another prior to the summer break. In addition to annual Society awards, outgoing President Dr. Thomas Sokoly was recognized for his service, and President-elect Dr. Carol Blake was installed as the 2017-2018 Society President.



## Congratulations Incoming Board Members

The DC Dental Society is pleased to announce the incoming 2017-2018 Board members, who started their terms following the June Awards Dinner. We are thankful to all of the candidates for their willingness to volunteer their time to benefit the Society: Dr. Carol Blake, President; Dr. Christos Loukaitis, President-Elect; Dr. Steven Guttenberg, Vice President; Dr. Michael Blicher, Secretary; Dr. Ladan Basiripour, Mid-Atlantic Dental Meeting Chair; Dr. Ionna Bettios, At-Large Board Member; Dr. Pierre Cartier, At-Large Board Member; Dr. David Spiegelman, At-Large Board Member; Dr. Stephen Tigani, At-Large Board Member; and Dr. Margot Culotta-Norton, Presidential Appointee. See the full board roster on the [DCDS website](#).

## Congratulations 2017 DCDS and DCDS Foundation Awardees

The DC Dental Society and DC Dental Society Foundation recognized the contributions and work of several exemplary members at this year's annual awards dinner. Congratulations to this year's award recipients: Dr. Ali Fassihi, Sterling V. Mead Award; Dr. Adam Eskow, Committee Member of the Year Award; Dr. Johanna Huijssoon, Special Recognition of a Member Award; Dr. Robert Donahue, DCDS Foundation Community Spirit Award; and Dr. Ben Williamowsky, DCDS Foundation Humanitarian Award.



# Is Your Website Compliant with the Americans with Disabilities Act?

The Americans with Disabilities Act (AwDA) requires that places of public accommodation, including physicians' and dentists' offices, be accessible to persons with disabilities. With the advent of the internet, and of websites that businesses utilize to provide additional access to the public, the U.S. Department of Justice has taken the position that websites open to the public must also be accessible in various ways to persons with sight or hearing impairment. This interpretation may affect the websites of our members.

Recently, several ADA member dentists in Texas received letters from attorneys alleging that their websites violate the AwDA because the websites are not accessible to individuals with disabilities. The letters typically request the payment of some amount of money in order to avoid a lawsuit, and may also insist on prompt compliance with the law. As it is possible that DCDS member dentists may receive similar letters, we thought some guidance might be helpful. To assist members with this issue, the ADA has prepared the following documents:

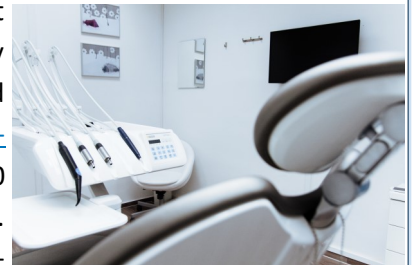
- 1.) "[Website Accessibility](#)" – A summary of steps that members should consider in the short term to make their websites less susceptible to a claim.
- 2.) "[Website Accessibility Claims: Strategies for Dentists](#)" – A "white paper" that describes in greater detail strategies for members (and their attorneys) in case they receive a demand letter of the type described above. The paper also includes the actions that members might consider in order to make their websites more fully accessible to persons with disabilities in the long term.

## EPA Reinstates Final Rule On Amalgam Separators

The Environmental Protection Agency issued a final rule on June 9 requiring most dental offices nationwide to install amalgam separators. The final rule, which closely follows the ADA's best management practices, will be effective July 14, 2017, and the date for compliance is July 14, 2020. The EPA had issued the final rule in [December 2016](#), but the agency withdrew the rule following the White House's January 20 memorandum ordering federal agencies to freeze all new or pending regulations.

The ADA commended the agency for what it considers "a fair and reasonable approach to the management of dental amalgam waste." In a [statement](#), ADA President Gary L. Roberts said, "The ADA shares the EPA's goal of ensuring that dental amalgam waste is captured so that it may be recycled."

The ADA provides more information at [ADA.org/RecycleAmalgam](http://ADA.org/RecycleAmalgam).



## Bylaws Changes Passed at June Awards Dinner

The modifications to the Society's bylaws to allow eligible members the opportunity to vote by absentee ballot for the election of officers and at-large board members was passed at the June awards dinner. Members also approved several modifications to reflect current practice and correct numbering and spelling errors. A PDF version of the bylaws with all the approved recommended modifications is available on the [DCDS website](#). Lastly, any amendments to the bylaws will now require a 2/3rds vote.

# Save the Date: ADA New Dentist Conference October 19, Atlanta, Georgia

How do you get what you want in life?

[Mel Robbins](#) – who is best known for delivering one of the most popular Tedx Talks in the world, “How to Stop Screwing Yourself Over,” – will provide that answer and more as the opening keynote for the ADA New Dentist Conference. Mel is one of three keynotes for the conference, each focusing on the daily topics of leadership, innovation, and personal development and community building.



New this year, you can customize your own [New Dentist Conference journey](#). A dedicated CE track was selected by new dentists – these courses have a fee for ADA 2017 attendees but are included in the conference registration. There's structured programming for part of the day and the rest is up to you!

Atlanta is not what you expect. Ranked among *Lonely Planet's* top [10 places in the U.S. to travel to in 2017](#), stay within budget and check out the many free and cheap things to do in the city including national landmarks, scenic parks, and strolls through the various neighborhoods.

Mark your calendar for October 19-21 in Atlanta. Limited space is available. Flip through the New Dentist Conference Preliminary Program and register at [ADA.org/NDC](http://ADA.org/NDC).

## Congratulations 2017-2017 Excellence in Continuing Education Certificate Recipients

Eight members will receive Excellence in Continuing Education Certificates in recognition of earning fifty (50) or more hours of continuing education between June 1, 2016 and May 31, 2017. Congratulations to the following members for their achievement:

Dr. Pierre Cartier

Dr. Said Mokhtarzadeh

Dr. Robert Emery

Dr. Edward Mopsik

Dr. Steven Guttenberg

Dr. Angela Noguera

Dr. Chris Loukaitis

Dr. Keith Progebin

If you are a member who achieved fifty (50) hours of continuing education between June 1, 2016 and May 31, 2017 but are not listed above, please contact the DC Dental Society business office at (202) 367-1163 or [info@dcdental.org](mailto:info@dcdental.org).

# Member Get A Member



Building the future of our profession ... together!

**ADA** American  
Dental  
Association®  
America's leading  
advocate for oral health

## Share why you're a member of the ADA

As an active member, you know first-hand the value of a strong ADA — greater recognition for the profession, more resources for members, and a louder voice in Washington and across the country.

Most ADA members say they **would recommend membership to colleagues**. Now, here's **your** chance!

### ADA Member-Get-A-Member

Any ADA member dentist is eligible to participate in the **2017 ADA Member-Get-A-Member Campaign**.

With your help:

- **The ADA benefits** by being able to represent another member dentist.
- **The new member you recruit benefits** by taking advantage of all membership has to offer.
- **You benefit** by strengthening the ADA and sharing the value of membership with another colleague — plus there are incentives and prizes for recruiters! For details visit [ADA.org/MGAM](http://ADA.org/MGAM).

### Recruiting is Rewarding

You will be rewarded with a \$100 gift card for each new, active member you recruit (up to five members or \$500 in gift cards)! Or you may decline the incentive and ADA will contribute \$100 to the ADA Foundation. Please see *Campaign Rules* for full details at [ADA.org/MGAM](http://ADA.org/MGAM).

**Participate in the 2017 Member-Get-a-Member Campaign and help build the future of our profession!**

**Don't Delay!** For resources to assist your recruiting efforts, plus complete guidelines and rules visit [ADA.org/MGAM](http://ADA.org/MGAM), send an email to [mgam@ada.org](mailto:mgam@ada.org) or call the ADA Member Service Center at 800.621.8099.



## Crest 3D White Glamorous White Whitestrips Receive ADA Seal of Acceptance

The American Dental Association (ADA) announced the Crest 3D White Glamorous White Whitestrips as the only home-use tooth bleaching product to receive the ADA Seal of Acceptance.

In May, the ADA Council on Scientific Affairs accepted Crest 3D White Glamorous White Whitestrips based on the finding that the product is safe and effective in whitening natural teeth when used according to the manufacturer's instructions. In 2016 the Council developed rigorous requirements for both safety and efficacy in this new category.



"Crest 3D White Glamorous White Whitestrips clearly met these requirements and were awarded the ADA Seal of Acceptance, assuring consumers that this product is both safe and effective for home-use tooth bleaching," said John Dmytryk, D.M.D., Ph.D., chair of the Council on Scientific Affairs Seal subcommittee.

The Whitestrips mold to the shape of teeth and come off cleanly, according to the P&G Crest website, and are recommended by the company for use once a day for 30 minutes.

"We want people to know that our whitening technology has been thoroughly vetted by a trusted third party for dental professionals and users alike," said Paul Sagel, P&G research fellow and Crest Whitestrips inventor. "When it comes to whitening, there can be some misunderstanding around how effective and safe whitening treatments are to the user. We hope having the ADA Seal will provide users even more clarity and confidence in their whitening choice with Crest 3D White Glamorous White Whitestrips."

For more information about the ADA Seal program, visit [ADA.org/Seal](http://ADA.org/Seal). For more information on teeth whitening, visit [MouthHealthy.org](http://MouthHealthy.org).

## ADA 2017 Life Membership Inductees

Congratulations to the following members who will be conferred ADA Life Membership starting in 2018. Life Membership is bestowed upon member dentists 65 years of age or older who have accrued 30 years of continuous membership or 40 total years of membership.

Dr. Valerie Andrews

Dr. Robert Hood

Dr. Paul Cohen

Dr. Judith Penski

Dr. Gael Delany

# Ransomware: Key Steps for Dental Offices to Avoid It

Ransomware is one of the most talked about and discussed IT topics in the world today. Ransomware (a type of Malware) is software that hackers use to infiltrate your network, lock or encrypt your practice data and demand a ransom from you in order to un-lock it. A common form of ransom requested is payment made in Bitcoin because it is very difficult to track.

There are multiple pro-active steps an office can take to reduce your chance of a Ransomware attack or limit the impact of an attack if you become a victim of one.

**First, make sure all team members receive "Basic Training"** on the most common ways a Ransomware attack can occur. Ransomware attacks are usually carried out by a "Trojan" that is able to enter your network when someone accidentally downloads a file while working in your office or when another security vulnerability is found in your network.

**A second simple but impactful step the team can take to protect your office is to limit or restrict the use of internet browsing while at the office.** When a user clicks on a link from a webpage, there are many different things that can occur. One action that can occur is that an unsafe file could be downloaded to that user's computer within your practice. In order to reduce the chance of this occurring consider defining browsing permissions and make sure you only navigate to well-known and respected websites.

**Another common way unsafe files are accidentally downloaded is when a user opens an email from an unknown or unexpected sender and clicks on a link or attachment included within the email.** A best practice to reduce the chances of this occurring is to let your Dental IT partner know if you receive emails from senders with links or attachments that you do not recognize. Your IT partner can take steps to block future emails from those senders. Also, sometimes you'll receive emails from users that you know but are unexpected. If you are uncertain about a communication you receive, it's best to err on the side of caution and reach out the sender to confirm the communication came from them prior to clicking on any links or attachments within the email.

**The next essential step you should take to reduce the risk of a Ransomware attack is to ensure you are partnering with a well-respected and dedicated IT expert within your industry.** Your IT partner should be keeping up with the latest security trends in the industry and should have a game plan on how to mitigate your risk.

**Some common steps a strong IT partner may recommend in order to try and help you reduce the chance or limit the impact of a Ransomware attack are:**

- Back-up and encrypt your data off-site. If you become a victim of an attack, having a clean and reliable copy of your data is essential to limiting the impact of an attack.
- Keep up-to-date with patches for your operating system and other software programs within your practice in order to fix the vulnerabilities within software programs that are found over time.
- Invest in a quality antivirus and malware software solution. Once the software is installed, make sure that software is set to automatically update and complete routine scans of your network.
- Create user roles for team members on the network and restrict permissions for those roles so that team members only have access to the files and directories that are essential to their job functions.

The DC Dental Society endorses DDS Safe from The Digital Dental Record. For a free data assessment visit [www.dentalrecord.com/dds-safe](http://www.dentalrecord.com/dds-safe) or call DDS Safe at 800.243.4675.



# Classifieds

## Real Estate Opportunities

OFFICE FOR LEASE — Share space in a dental office in Chevy Chase (just outside the city). 4 fully equipped treatment rooms; time and lease arrangements flexible. Contact Neil Cohen via phone at (301) 654-7760 or email at [ncohen@us.net](mailto:ncohen@us.net).

PRACTICE FOR SALE – Established 26 years , Two Operatories, Digital, Paperless. Gross \$56SK in 2016. Option to buy building with additional rental unit. Great Investment. Located at street level in a busy commercial area. Sale price: \$375K. Contact Dr. Cameron at (202) 462-1925 or at [ocamerondds@aol.com](mailto:ocamerondds@aol.com).

PRACTICE FOR SALE— Bethesda, MD. 2 operatories, plumbed for 3. First floor of professional building with parking. Grossing \$425K. Contact Polcari Associates Ltd. At (800) 544-1297.

PRACTICE FOR SALE— Annapolis, MD. Condo complex grossing \$300K P/T. Buy or rent condo. Contact Polcari Associates Ltd. At (800) 544-1297.

PRACTICE FOR SALE— Carroll County, MD. Health issues, 4 operatories. Free standing. Grossing \$350K. Restorative. Contact Polcari Associates Ltd. At (800) 544-1297.

PRACTICE FOR SALE— Beltsville, MD. 2 operatories. Shopping center grossing \$300K. (800) 544-1297.

## Advertise with DCDS

Classified ads in the DCDS Newsletter are easy to coordinate. Simply fill out an [advertisement contract](#) and e-mail the completed contract and your ad to [info@dcidental.org](mailto:info@dcidental.org). We will then send you an invoice and request payment information. Without the payment, your ad will not run.

### Deadlines:

The Newsletter is usually distributed on the first Wednesday of every month. Ads are due to the Society two weeks in advance in order for them to appear in the next newsletter.