

# NYSDA

AN OFFICIAL PUBLICATION OF THE NEW YORK STATE DENTAL ASSOCIATION

## news

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Marshall Fagin, East Amherst, member, Eighth District Dental Society, and assistant Karen Liese treat patient who presented at NYSDA Volunteer Dental Project Saturday, March 19, in Brockport. NYSDA has received state funding to hold more projects to provide free care for patients without dental homes.

## Touro College of Dental Medicine Set to Open this Fall

NEW YORK STATE is about to get its first new dental school in 50 years. Touro College of Dental Medicine is set to open this fall at New York Medical College in Valhalla, Westchester County. Its anticipated enrollment on opening is 110 students. It plans to grow to include approximately 440 students when at full capacity.

Touro College of Dental Medicine will include a four-year predoctoral program for students, a continuing education program for practicing dentists and a 132-chair community dental clinic focused on providing affordable treatment to patients in underserved communities in the Hudson Valley and the Bronx.

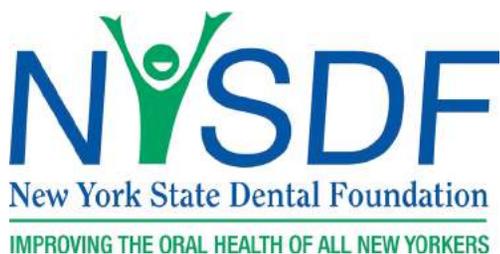
Jay P. Goldsmith, D.M.D., an oral surgeon and former professor, program director and deputy chief in New York Medical College Department of Dental Medicine, has been appointed founding dean of the dental school. Edward F. Farkas, D.D.S., general dentist from New York City, has been named senior associate dean for clinical affairs and chairman of dentistry. Ronnie Myers, D.D.S., who was vice dean for administration at Columbia University College of Dental Medicine, will serve as senior associate dean for academic and administrative affairs. ☘

## Job Well Done

Dental Foundation Volunteer Registry celebrates the charitable work of dental professionals.

*G. Kirk Gleason, D.D.S.*

The New York State Dental Foundation greatly appreciates the tremendous amount of charitable service—both here in New York State and throughout the world—done by members of the dental profession. The Foundation Board wanted to recognize this volunteerism and shine a light on the profession's altruism to the public and elected officials, so we've developed a way for you to log the hours you spend providing pro bono charitable dental care and education to vulnerable and at-risk populations who aren't already in dental treatment.



elected officials that the dental profession is at the forefront of helping to solve complex, overall health issues.

At the end of the calendar year, participants in the Volunteer Registry will receive a certificate recognizing their good work. The certificate is a great way to communicate to your patients the way your practice goes the distance to ensure a healthier population.

We've designed the Volunteer Registry in such a way that it will be easy for you to record your volunteer hours. Just follow the steps outlined below.

### How to Log Volunteer Hours

It is important to remember that you must be registered and have a volunteer account with the New York State Dental Foundation before you can begin logging volunteer hours. It's easy to register:

- a. Visit [www.nysdentalfoundation.org](http://www.nysdentalfoundation.org).
- b. Click on the Register icon at the top of the page.
- c. Complete the registration process with your information.

We're doing this through the NYSDA Volunteer Registry, which launched on May 15.

You are no doubt familiar with the NYSDA Continuing Education Registry, which the Foundation administers. The new Volunteer Registry is a way for you to record the hours you (and your staff) spend volunteering your services to vulnerable populations. In turn, NYSDA can use the total number of hours its members spend doing charity work as quantifiable proof to our

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## Important CE Reminder for Dentists Taking MCE Courses

IN ORDER TO RECEIVE credit for NYS mandatory continuing education, you must make sure that the entity sponsoring a continuing education course is approved to provide MCE credit by NYSDA, NYSED, ADA CERP, or AGD PACE. NYSDA approves only its 13 component dental societies and the New York State Dental Foundation.

Information regarding sponsors approved by NYSED is available from the New York State Education Department, State Board for Dentistry, 89 Washington Ave., Albany, NY, 12234-1000; (518) 474-3817, ext. 550; fax (518) 473-0567. A list of sponsors approved by ADA CERP is available at [www.ada.org/98.aspx](http://www.ada.org/98.aspx). A list of sponsors approved by AGD PACE is available at [www.agd.org/education-events/pace/find-a-pace-provider.aspx](http://www.agd.org/education-events/pace/find-a-pace-provider.aspx).

If you are unsure whether a sponsor offering a continuing education program is approved, contact the Dental Board (518) 474-3817, ext. 550; email to [dentbd@nysed.gov](mailto:dentbd@nysed.gov). ☞

# The Invisible Numbers that Impact Practice Success

Gary Kadi

Most dentists measure and track key metrics in their practice, including production and collections. But there are three critical numbers that are often “invisible” to the doctor. These invisible numbers create blind spots that can have an impact on the practice, dentist, team and patients. Ignoring these numbers will leave the practice status quo—patients will not get any healthier, the team will not grow, and the dentist’s quality of life and finances will remain the same. Conversely, knowing, measuring and managing these three numbers can increase efficiency, effectiveness, team motivation and the dentist’s financial peace of mind. In my experience, dentists who implement the processes behind these invisible numbers produce, on average, \$360,000 more in the first year.

### INVISIBLE NUMBER 1: RECARÉ

The goal of recare is not just to fill the schedule, it is to help patients get healthy. This invisible number starts with changing the mindset of the practice. The dentist and team no longer react to what patients or insurance dictate. Instead, they proactively establish a practice standard of care called a Healthy Mouth Baseline—the minimum level for the patient’s soft tissue, hard tissue and overall body health the practice is committed to delivering. Having a Healthy Mouth Baseline means patients are asked about their overall health instead of merely identifying “what hurts.” Then, when dentistry is diagnosed, it is tied to the patient’s dental and overall health. The goal should be 80% of patients scheduling and showing up for their recare appointment. To achieve this goal, the recare call needs to communicate concern, authenticity and passion for the patient’s dental and overall health. This is easy to do when the team understands that soft tissue disease is directly connected to heart attack, stroke, diabetes and rheumatoid arthritis, all of which are sourced from the mouth.

### INVISIBLE NUMBER 2: TRUE TREATMENT ACCEPTANCE

True treatment acceptance is the percent of treatment accepted versus treatment presented. If every patient accepts only a portion of the care recommended, that is not 100% treatment acceptance. We have found that a reasonable goal for true treatment acceptance is 67%, because one-third of patients will accept the dentist’s recommendations no matter what, one-third won’t no matter what and the remaining one-third may or may not, depending upon the value the team communicates and if its members can help patients overcome barriers to treatment.

To do this effectively, we’ve identified five steps. They are:

1. Identify the patient’s personal motivators—family, occupation and recreation—whatever it is that made the patient come in for treatment. Then communicate how care aligns with the patient’s motivator.

2. Use the Healthy Mouth Baseline and educate patients about why the dentist established a standard level of care.
3. Present care with the problem, consequences of inaction and then the solution. The patient must “own” the problem first before he or she will consider treatment as a solution.
4. Share information among the team so there is consistency.
5. Fit treatment into the patient’s lifestyle. This means scheduling to fit the patient’s needs and overcoming financial barriers by offering patient payment solutions, like third-party patient financing.

### INVISIBLE NUMBER 3: DAILY PRIMARY OUTCOMES

Daily primary outcomes give the dentist the amount of dentistry—by team member—that needs to be on the schedule every day to meet the practice’s production goals. For example, if the practice goal is to produce a million dollars a year with one dentist working 16 days a month with one hygienist, when you do the math, it means the doctor needs to do \$4,500 a day and the hygienist \$1,000 a day to meet the goal. This gives the appointment coordinator a definitive goal. It is his or her job that by the end of the day, taking into account all the changes that can happen, the doctor has \$4,500 and the hygienist has \$1,000 on the schedule.

These three invisible numbers should be measured and monitored by the team and doctor. The daily primary outcome is the urgent blinking light that affects all other things and should be reviewed by the doctor weekly. The other two numbers should be reviewed by the doctor monthly. The team, managed by a team leader, should be looking at the numbers every morning, especially daily primary outcomes, because that number is their guiding metric of success for the day.

When all three of these “invisible” numbers are proactively managed, measured and monitored, the doctor and team can get off the production rollercoaster, confidently take vacations and consistently know they are on track to make their practice goals. They’ll also find the doctor has more enthusiasm and energy, knowing he or she is creating health instead of fixing teeth, which will make his or her days happier and patients healthier. ☞



Gary Kadi is CEO of NextLevel Practice, speaker, author and researcher, whose goal is to re-energize practices and help dentists implement systems and raise their profit margins. He works with CareCredit, a NYSDA-endorsed vendor, to develop educational materials for the dental profession. For more information about CareCredit, call (800) 300-3045 (#5), or log onto [www.carecredit.com](http://www.carecredit.com).

DOCTOR		HYGIENIST
\$4,500 a day x 16 days a month	+	\$1,000 a day x 16 days a month
= \$1,000,000 a year		

# How's Your Digital Presence?

There are many facets to a dental practice. Running the online part just may be the most difficult if you are unfamiliar with the terms and forced to do it alone.

IN TODAY'S WORLD, dentists have to keep up with so much just to stay competitive. A business without a digital presence is at a disadvantage so, tough as it is, practitioners must adapt. Otherwise, their practice is lost amongst the hundreds—if not thousands—out there that exist just in their area alone.

It used to be that if dentists wanted to reach potential patients, they would have to shout their message to the masses with flyers, direct mailers, local TV and radio commercials, depending upon their budget. But now, they no longer need to search for patients, because with the accessibility and convenience of the Internet, people have become information seekers rather than information consumers.

But now that everyone's online, a dentist needs the correct tools and a strong, consistent presence to succeed. The rules are always changing, but it is just as important as running the business itself.

## SEARCH ENGINE OPTIMIZATION (SEO)

Consumers of anything are impatient and want everything to be easily accessible. If it isn't, they move on pretty quickly. How does a dental practice become accessible?

Search engine optimization (SEO) is the practice of affecting visibility in search results through unpaid, organic means. That means there is no advertising money involved directly in reaching potential patients. It also means that when an interested consumer is looking for a business, the results that show up on a search engine are the most relevant to the person's interests. This is vital because it's been shown that 85 percent of people do not click to the second page of results, and there are only 10 listings per page. The higher a dentist's ranking on a results page by using SEO, the better. He or she is reaching potential patients and they already want to do business.

Key points about SEO:

- SEO results are unpaid.
- Efforts are spent 100 percent on interested parties and not wasted on others.
- SEO delivers measurable results.
- SEO has to do with the content on a site and the way signals are sent to Google.
- This tactic takes at least three to six months to develop, but once the ball is rolling, it snowballs.
- Rankings are organic and based on keywords that people search for.
- SEO covers various types of searches, such as video, image, shopping and news.

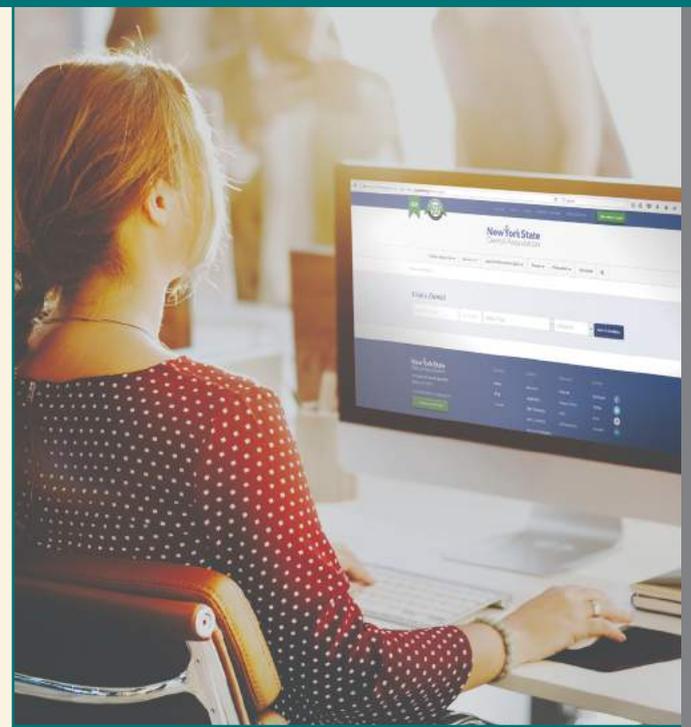
## PAY-PER-CLICK (PPC)

Pay-per-click, which is a medium used to direct consumers to websites, is also instrumental in running a business online smoothly. To start, a business (a practice) provides an advertisement to Google and an ad-spend budget that can be drawn from. When an interested searcher types in certain keywords, search results will appear, but

so will advertisements called "AdWords" that look just like search results.

Say for example, someone is searching for a dental practice nearby. They could type in their zip code or city with the phrase "dentist." If a dentist is utilizing PPC, his or her advertisement would show up. If the placement and messaging catch the prospective patient's attention, he or she could possibly click on it to get redirected to the dentist's website, rather than clicking on one of the organic listings. Like the name implies,

*continued on page 4*



# 1st Quarter 2016 New Members

DIST	NAME	CITY	DENTAL SCHOOL	YR GRAD	DIST	NAME	CITY	DENTAL SCHOOL	YR GRAD
NYC	Marjorie Baptiste	New York	Tufts Univ School of Dental Medicine	2008	8th	Sabiha Samad	Hamburg	New York Univ College of Dentistry	2011
NYC	John Capriccio	New York	Georgetown Univ School of Dentistry	1970	9th	Jee Hoon Ha	New York	Univ of California Los Angeles	2012
NYC	Anthony Carter	New York	Baltimore College of Dental Surgery	2010	NAS	Joshua Abrahams	Mineola	New Jersey Univ of Med & Dentistry	2009
NYC	Graig Fischgrund	New York	New Jersey Univ of Med & Dentistry	2009	NAS	Shraddha Adhvaryu	New Hyde Park	New York Univ College of Dentistry	1989
NYC	Youngmo Kang	New York	New York Univ College of Dentistry	2008	NAS	Antonio Casanova	Garden City	New York Univ College of Dentistry	1994
NYC	Ann Layvey	New York	Univ of Pennsylvania Sch of Dent Med	2010	NAS	Justin Maccaro	Williston Park	Harvard School Of Dental Medicine	2013
NYC	Scott Levitz	New York	Stony Brook Univ-State Univ of NY	2014	NAS	Vanita Mudgil	Hicksville	New York Univ College of Dentistry	1999
NYC	Charley Levy	New York	Columbia Univ College of Dental Med	2010	NAS	Koshy Thomas	Syracuse	Baltimore College of Dental Surgery	2012
NYC	Caroline Nup	New York	New York Univ College of Dentistry	1989	QUE	Ariel Bales-Kogan	Elmhurst	Boston University Sch of Grad Dent	2003
NYC	Neha Patel	Utica	Stony Brook Univ-State Univ of NY	2014	QUE	Inhye Choi	Bayside	Stony Brook Univ-State Univ of NY	2014
NYC	Evan Rosen	New York	Univ of Florida College of Dental	2010	QUE	Jeffery Chu	Woodside	New York Univ College of Dentistry	2005
NYC	Liron Samra	New York	New York Univ College of Dentistry	2011	QUE	Thomas Filip	Woodside	Univ of Pennsylvania Sch of Dent Med	2009
2nd	Rita Estephan	Brooklyn	Tufts Univ School of Dental Medicine	2013	QUE	Suruchi Goel	Far Rockaway	New York Univ College of Dentistry	2010
2nd	Abraham Ganz	Brooklyn	New Jersey Univ of Med & Dentistry	2011	QUE	Patricia Izquierdo	Corona	New York Univ College of Dentistry	2013
2nd	Katarzyna Gilewicz	Rego Park	New York Univ College of Dentistry	2014	QUE	Svetlana Musheyev	Jamaica	New York Univ College of Dentistry	2013
2nd	Cherish Leung	Staten Island	Western Univ	2014	QUE	Dilpreet Sidhu	Astoria	Stony Brook Univ-State Univ of NY	2012
3rd	Megan Curran	E Greenbush	Tufts Univ School of Dental Medicine	2014	SUF	Ava Kamenshchik	Coram	Stony Brook Univ-State Univ of NY	2012
7th	Tal Rapoport	Rochester	Hebrew Univ	2006	SUF	Mogeh Mozaffarian	St James	Univ of Pennsylvania Sch of Dent Med	2003
7th	Analia Ribeiro	Rochester	Venezuela-Univ de Carabobo	2014	SUF	Ahmed Noureldeen	W Babylon	New York Univ College of Dentistry	1990
7th	Jacqueline Wingate	Canandaigua	Arizona Schl of Dentistry & Oral Hlt	2012	BRX	Jessica Kenemuth	New York	Univ of Pennsylvania Sch of Dent Med	2014
8th	Anna Bailey	Hamburg	Univ at Buffalo-State Univ of NY	2013	BRX	Brittany McCrorey	New York	Meharry Med College School of Dent	2014
8th	Michael Gengo	Amherst	Univ at Buffalo-State Univ of NY	2013					

## Digital Presence continued from page 3

the dentist pays only if someone actually clicks on the dentist's ad, not just if it is seen. This means you, the dentist, are reaching only people who are interested in your service, and only paying for people who actually take the time to learn more about you.

Key points about PPC:

- PPC is paid advertising.
- This strategy works well with keywords and has immediate results.
- PPC provides results that are measurable and trackable.
- Ads have to be tested and changed frequently to get the best return on investment.

## SEO vs. PPC

Using both strategies is ideal, but what are the differences between SEO and PPC? It depends upon what the dentist's needs are and what his or her limitations are in terms of budget, time and goals.

- SEO is a long-term strategy because it takes time to build and see results. PPC is relatively quick and has fast turnaround time in terms of getting a practice seen on page 1 by prospective patients.
- SEO does not accrue cost over time, but PPC does. Thankfully, the dentist pays only based on the click-through rate.
- SEO takes maintenance, but PPC takes even more time to maintain. Making sure you aren't going over budget and adjusting to business influxes can take time and research to optimize a digital strategy.
- SEO and PPC are like the differences between getting braces versus a surgery. Both will drive positive results, but, like braces, SEO takes a lot of upfront effort that pays off in the long run for a very long time, whereas PPC is likened to surgery: it delivers immediate results for a current situation.
- Running strong PPC campaigns at the start can help a dentist achieve SEO goals faster.
- Both SEO and PPC rely on search engines and produce results based on keywords used.

There is no denying how much of an impact the Internet has on businesses and how much extra work it is to keep up with it. NYSDA's endorsed vendor ProSites helps take away the stress of another big thing to worry about so dentists can focus on their practice and patients full time. To reach ProSites, call (888) 932-3644. ☞

# Oral Surgeons Install Officers

AT THE 67<sup>th</sup> Annual Meeting of the New York State Society of Oral and Maxillofacial Surgeons April 17 in New York City, Brian Bovino of Manhattan was installed as president. Also taking office were: Glen Donnarumma, Tonawanda, president-elect; Vincent Carrao, Manhattan, vice president; Joseph Fantuzzo, Rochester, secretary; and William Pochal Jr., Elmira, treasurer.

During the educational portion of the meeting, members heard presentations developed around the theme "Legal and Ethical Issues for Today's Oral Surgeon." Suzanne U. McCormick, M.S., D.D.S., an oral surgeon and former president of the California Dental Board, addressed the topic "Ethics in Surgery: Culturally Competent Care." NYSDA General Counsel Lance R. Plunkett, J.D., LL.M., followed with "Legal Changes that Affect Dental Practice."

NYSSOMS will next meet on Sunday, Nov. 13, in Manhattan for a presentation on "CT-Guided Dental Implant Surgery." ☚



Newly elected NYSSOMS President Brian Bovino, left, presents outgoing president Douglas Smail with plaque recognizing Dr. Smail's service and leadership in office.

## Job Well Done

*continued from page 1*



Robert Calcagno, Rochester, member, Seventh District Dental Society, volunteers to provide free care to patient at dental project in Brockport, the third "miniMoM" offered this year by NYSDA.

### LOG YOUR VOLUNTEER HOURS

Log in with your personal volunteer account information at [www.nysdentalfoundation.org](http://www.nysdentalfoundation.org) by clicking the Log In button on the Volunteer Registry section of the web page.

Click the "Log Hours" icon.

Search and find the specific non-profit organization or volunteer opportunity you volunteered with; if the organization is not registered yet, enter the contact information for that organization each time you log your hours volunteered for that specific organization.

Select your hours and dates of volunteer service, and click "Done!"

We hope you will take advantage of this wonderful opportunity to record and track your annual volunteerism. And I encourage you to stay informed about upcoming volunteer opportunities by "liking" us on Facebook, following us on Twitter @dentalfoundation, and regularly checking our website, [www.nysdentalfoundation.org](http://www.nysdentalfoundation.org).

On behalf of the Foundation Board, thank you for all that you do to treat people in need and for helping the profession in its ongoing efforts to educate elected officials and policymakers about the intrinsic importance of oral health prevention and treatment. ☚

*Dr. Gleason is chair of the New York State Dental Foundation Board.*

## It's Time to See How Your Office Liability Insurance Measures Up

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# The Science Behind Smiles

A real smile can't be faked. And those who have it just may live longer.

*Alina Lukashevsky, D.D.S.*

**A** beautiful, authentic smile is an involuntary form of self expression. Universal in its message, a smile can communicate joy, excitement and caring, all without language.

From a dentist's perspective, the essence of smiles is in their anatomy, as well as cosmetic artistry. However, instead of writing about veneers, whitening or any of the other many services and techniques that can enhance a smile, I thought it might be interesting to present research on the phenomenon of the smile itself.

In 1862, the French neurologist G.B. Duchenne studied the muscles that cause us to smile and arrived at some interesting conclusions. A necessary characteristic of any smile, he found, is that the corners of the lip pull up with the help of the cheek muscles (zygomatic major). However, true joy is expressed on the face by the combined contraction of the muscles around the lips and, very importantly, muscles around the eyes (orbicularis oculi). Of the two types of smiles, one being voluntary, Duchenne said, "the first obeys the will, but the second is only put into play by the sweet emotions of the soul." Artificial smiles can be performed at will because the brain signals that create them come from the conscious mind, prompting contraction of (zygomatic major) muscles in the cheeks. Real smiles come from another part of the brain and, in addition to the

*Dr. Lukashevsky's article first appeared in March as a blog entitled "The Science of Genuine Smiles" in the Healthy Living section of Huffington Post.*

zygomatic major muscles, also cause the orbicularis oculi muscles to contract around the eyes, as mentioned in Psychology Today. This might be why we use the expression "sparkle in the eyes" when we talk about someone who is truly happy.

There are two main types of smiles, and an authentic smile correlates with overall health, emotional fulfillment and longevity. Psychologists LeeAnne Harker and Dacher Keltner analyzed 141 college yearbook photos of women, then matched up the smile ratings with personality data collected during a 30-year longitudinal study. Women who displayed true, Duchenne-worthy expressions of positive emotion in their 21-year-old photos had greater levels of general well-being and marital satisfaction at age 52 than those whose smiles were not Duchenne-worthy.

In a more recent study published in the Journal of Psychological Science, Ernest Abel and Michael Kruger of Wayne State University extended this line of research from emotional outcomes to a biological one: longevity. Abel and Kruger rated the smiles of professional baseball players captured in a 1952 yearbook, then determined each player's age at death (46 players were still alive at the time of the study). The researchers found that smile intensity correlated to longevity, with those smiling the biggest living longer than those who didn't smile at all.

The Duchenne smile is perceived as more sincere, honest, friendly and approachable. Cultivating such a smile would have a positive influence on a person's feelings, state of being, and may influence his or her interpersonal relationships. So regardless of your age or sex, if you want to live a long and happy

life, the Duchenne smile may be the most valuable gift you can give another person—or yourself. ☘



*Dr. Lukashevsky practices dentistry in New York City at NYC Dental Associates in SoHo. She is a graduate of New York University College of Dentistry and completed her general practice residency at Jamaica Hospital. She is involved in multiple social causes, philanthropies and volunteers for The Blue Card, which is a charity that aids Holocaust survivors in receiving funds for dental treatment. She says she is excited to help patients improve their smiles and make them feel welcomed.*

# Is Your Telephone Sabotaging Your Practice?

Details matter in building a successful practice.

Siwei Dodge

DR. JOHN (not his real name) is an acquaintance. When we met last week, he mentioned he's been doing all sorts of things to promote his practice recently, but they didn't seem to work that well.

"Something is not right. I don't know what's wrong," he said.

He was right. But little did he know that his telephone was sabotaging his practice.

About three weeks ago, I got his postcard in the mail and finally decided to call his office.

Here's what happened:

**Front Desk:** "Morning, Dr. John's Dentistry. This is Mary speaking. How may I help you?"

**Me:** Hi, I'd like to know if you take ABC insurance plan?

**Front Desk:** "I'm not sure, let me check. Can you hold please?"

**A few minutes later.**

**Front Desk:** "We are not in-network with your insurance plan. Bye-bye."

**End of phone call.**

Dr. John did a decent job to get me to call his office, but lost me as a potential patient over one phone call!

In a minute, I will show you how to train your staff to answer the phone call properly. But now, let me explain why it's important to your practice success.

Here's the reality. Your patients get, on average, 5,000 marketing messages a day, from the moment they wake up till the moment they go to bed. They get them on their car radio, in their emails, on TV. When you finally cut through the clutter and get a patient to call you, you lose on the telephone because there's no training in place to teach your staff how to properly answer a potential new patient's call.

In fact, a well-scripted phone answering process is found in every successful dentist's office.

Now, I will show you what's the right way to handle the previous phone call so that no new patient's phone call falls through the cracks.

**Front Desk:** "Morning. Dr. John's Dentistry. This is Mary speaking. How may I help you?"

**Caller:** "Hi, I'd like to know if you take ABC insurance plan?"

**Front Desk:** "Thank you for calling. Let me check. Meanwhile, may I have your name and email address please?"

**Note:** Always ask for the caller's name and contact info, so you know who's calling and you'll have contact info (email, phone number, etc.) to follow up.

**Caller:** "This is John Doe. My email is JohnDoe@email.com."

**Front Desk:** "Thank you. How did you hear about us?"

**Note:** This will help you understand how you get in front of a potential new patient. It could be your mail promotion, a referral from an existing patient or TV commercial, but you won't know until you ask.

**Caller:** Oh, I got a postcard from you last week.

**Front Desk:** That's wonderful. We're glad you called. Mr. Doe, I just got the insurance plan you asked about. Currently, we are not in-network with ABC insurance. But we have many patients come to us because of the quality of care we provide."

**Note:** If the conversation ends just because you're not in-network with ABC insurance, you lose a potential new patient. It's rare for a patient to make a decision like this only based on his insurance plan, so it's important for you to address other factors, such as the quality of the care, the painless experience, new patient discount, etc.

**Patient:** "Um, I'm not sure."

**Front Desk:** "It's OK, Mr. Doe. I just want you to know that we can file the claim for you on your behalf and ABC insurance company pays our office directly. There will only be a nominal difference in our fee and ABC insurance company's proposed fee, and it's somewhere between \$X and \$Y dollars, depending upon your

case. If you'd like, we can discuss more before your first appointment. Will Friday at 2 p.m. work for you?"

**Note:** This can help you move the process along without being pushy. Yet, it provides you with an opportunity to win over the prospect.

Although your office can't win over every potential new patient. Having well-trained staff and well-scripted answers, you'll recover more money previously being left on the table. ☘

Ms. Dodge is a business growth strategist from Rochester with a Master's degree in finance. She writes about the business side of dentistry. Queries about this article can be sent to her at SiweiDodge@gmail.com, or through her website, www.SiweiDodge.com.



## A Credit Card Processor That Knows Dentistry

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NYSDA endorses Best Card for its members' credit card processing needs and also uses the service in its Central Office. Best Card was started by a dental association specifically to help dentists with complex industry regulations and to get the best rate on transactions dentists process the most. As a result, our members are saving an average of \$1,480 a year, and are receiving unparalleled customer service with Best Card.

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# CLASSIFIEDS

## FOR SALE

**BROOKLYN:** Excellent location. 40-year-old practice; part time for last 3 years. 925 square feet, 2 operatories, room for 3. Bus and subway on corner. 10-year lease. Very low overhead. Selling below market price. \$200K part time; asking \$100K. Motivated seller. Contact Dr. Steve by phone: (516) 982-9206; or email: jackofdiamonds31@aol.com.

**PUTNAM COUNTY:** Doctor motivated to sell and just reduced practice and real estate selling prices. Extremely successful Perio practice with new patients from NY and CT. 3 ops, fully digital, 1,000 square feet with available 450-square-foot office next door. Gross receipts trending \$825K. Contact Henry Schein Professional Practice Transitions Consultant Mike Apalucci: phone (718) 213-9386; or email: michael.apalucci@henryschein.com. #CT108.

**COLUMBIA COUNTY:** Practice located in busy retail space. \$600K gross. 4 ops, paperless records, digital X-ray and digital Pan. Large portable patient base. 2,023-square-foot office. Contact Henry Schein Professional Practice Transitions Consultant

E. Scott Weinberger: (518) 512-9988; or email: escott.weinberger@henryschein.com. #NY174

**NORTHERN NY:** Profitable FFS practice. Close to recreation. Recent remodeling. Easy Dental, Dexis, soft tissue laser. Low overhead. Ideal for satellite practice. Grossing \$366K. Contact Henry Schein Professional Practice Transitions Consultant by email: Marty.Hare@HenrySchein.com; or call (315) 263-1313. #NY117.

**SYRACUSE:** Western suburb. Practice nestled in great village. Priced to go. Fee-for-service; 3 days/week. Gross revenue \$450K in 2015. Potential for 5-day week is outstanding. Practice and building = \$450K. Doctor ready to retire. Building for sale with rental income. 4-operator practice; superior staff. Contact Henry Schein Professional Practice Transitions Consultant Donna Bambrick by phone (315) 430-0643; or by email: donna.bambrick@henryschein.com. #NY148.

**CAPITAL REGION:** Well-established periodontal practice near highways and major university. 6-7 operatories and digital X-rays. Mix of FFS and insurance. New software and computers. Gross

receipts \$800K+. Discounted for quick transition. Real estate also available. Contact Henry Schein Professional Practice Transitions Consultant E. Scott Weinberger by email: escott.weinberger@henryschein.com; or call (518) 512-9988. #NY107.

**BROOKLYN:** Established pediatric practice in community with growing families. 2 operatories with 3 chairs and digital X-ray. 1,200-square-foot office close to public transportation. Doctor ready to retire. Contact Henry Schein Professional Practice Transitions Consultant Michael Apalucci: (718) 213-9386; or email: Michael.apalucci@henryschein.com. #NY149.

**SYRACUSE:** West side. Opportunity knocking to view patient-centered, well-established general practice. Experienced, well-trained staff, utilizing Dentrix in 8 well-equipped ops, complete with digital. Gross receipts \$1.6M. Contact Henry Schein Professional Practice Transitions Consultant Donna Bambrick: (315) 430-0643; or email: donna.bambrick@henryschein.com. #NY159.

**SARATOGA COUNTY:** 2014 gross = \$1.14M. Beautiful new facility. Digital X-ray/Pan, Dentrix; 4 ops, plumbed for 6. Located on very busy street in growing area. Off-street parking. Contact Henry Schein Professional Practice Transitions Consultant E. Scott Weinberger: (518) 512-9988; or email: escott.weinberger@henryschein.com. #NY173.

**BUFFALO:** A must see. General practice in Buffalo suburb. 3 ops with one plumbed. Retiring doctors to leave turn-key operation that has great potential. Contact Henry Schein Professional Practice Transitions Consultant Donna Bambrick: (315) 430-0643; or email: donna.bambrick@henryschein.com. #NY161.

**CAPITAL REGION:** 100% FFS family practice with healthy finances. 4-operator practice equipped with digital X-rays and practice management software. Real estate to lease or purchase. Uniquely located. Doctor willing to stay for transition. Contact Henry Schein Professional Practice Transitions Consultant E. Scott Weinberger: (518) 512-9988; or email: escott.weinberger@henryschein.com. #NY144.

**CENTRAL NEW YORK:** College town home/office. Big city benefits/small town atmosphere. \$500K+ FFS practice. Fully digital with 4 ops and additional op ready for expansion. Contact Henry Schein Professional Practice Transitions Consultant Marty by phone: (315) 263-1313; or email: marty.hare@henryschein.com. #NY102.

**NORTHERN WESTCHESTER:** 6 operatories; 2,200 square feet. Fee-for-service practice doing general dentistry and higher end procedures. Grossing \$745K. Doctor is available to stay part time or retire after transition. Contact Henry Schein Professional Practice Transitions Consultant Michael Apalucci: (718) 213-9386; or email: Michael.apalucci@henryschein.com. #NY167.

**FINGER LAKES/SOUTHERN TIER:** Walk to work and restaurants. Beautiful view on scenic river in low-stress FFS practice established in 1919. Long-term client base in "the coolest small town in America." 4-5 ops, digital X-ray, intraoral camera, laser. Last 5-year average gross \$840K/net \$470K, with 44% overhead and 8 weeks vacation. Owner ready to retire but can stay 1-2 years for transition. Building with upstairs apartment available or can lease from seller. Contact: skident@aol.com.

**NORTHERN WESTCHESTER:** Dental office for sublet in modern professional building with ample parking. 2 operatories with another plumbed. Fully furnished reception area, private office and business area. Fully equipped lab. Great opportunity to eventually own equipment with no initial investment. Call for details, evenings: (914) 533-2754.

**BUFFALO:** Profitable and long-established general practice with great history of success available for sale; seller retiring. 6 treatment rooms, digital, Dentrax. Current gross \$586K on 4 day/28-hour work week. Immediate growth potential as seller refers all endo, perio and oral surgery; no marketing or advertising. Asking \$353K. Contact Dr. Joseph Hyde at (716) 445-6236; or email: docjoe2233@gmail.com.

**LONG ISLAND:** Perfect starter or satellite office. Small family practice. Beautiful Long Island community with premier school district. Magnificent 4,200-square-foot home. Exceptional tax advantages. Contact: walkerjz@optimum.net.

**MARYLAND, DC, VIRGINIA SALES:** No buyer's fees. Columbia, MD – 4 ops; retiring. Grossing over \$400K part time. Landover Hills, MD – 4 ops; grossing \$500K. Retiring. Free standing building. Salisbury, MD – Pediatric specialty grossing \$1.7M. High-net income. Call Polcari Associates for more information: (800) 544-1297; or email: info@polcariassociates.com.

**MID-HUDSON VALLEY:** Adult restorative practice. Well-established for 28 years. Emphasis on cosmetic and implant dentistry. Modern, 1,800-square-foot, 4-operator office with AAA location. Paperless, digital, 100% FFS. Revenue consistently \$800K on 21 patient hours/week with 8-10 weeks vacation annually. Easy transfer; owner can stay on; experienced staff. 15 minutes to Poughkeepsie, Newburgh or Kingston. Real estate available. No brokers. Letters of interest via email to: ddspractice@aol.com.

#### PARAGON Practice Opportunities

"We Put the SUCCESS in SUCCESSion"

**BROOKLYN:** \$400K/year, 4 fully digital ops. Beautiful facility.

**SOUTHERN NASSAU:** \$350K/year, perfect merger.

**SOUTHERN NASSAU:** \$700K, fully computerized and digital.

**ITHACA:** \$1.4M/year, 6 ops, 32 new patients/month and no PPOs.

**DUTCHESS:** \$1M/year collections, 4 fully digital ops.

**MIDTOWN MANHATTAN:** Ortho. \$600K/year; ideal merger or satellite.

**MIDDLE ORANGE:** \$2.2M, 4,000 active FFS patients.

**SARATOGA:** 6 ops, \$1.2M, 3,500+ active patients. SALE PENDING.

**ORLEANS COUNTY:** \$875K/year, 5 ops, <50% overhead. SOLD.

**NORTHERN NASSAU:** \$485K, 3 ops, digital. SALE PENDING

**SOUTHERN NASSAU:** \$1.4 M/year, over 3,000 active patients.

**ROCHESTER:** \$225K/year, 3 ops, excellent merger opportunity. SOLD.

**WESTCHESTER:** \$250K/year, 500 active patients. SALE PENDING.

**EASTERN SUFFOLK:** \$1.4M/year, 8 ops.

Visit our website [www.paragon.us.com](http://www.paragon.us.com) to learn more about all of our opportunities or contact us today!

Dr. Jonathan S. Carey, Dr. Ira Newman

Phone: (866) 898-1867 / E-mail: info@paragon.us.com.

**CATSKILLS:** Are you, doctor, ready for your own practice? Step into this longstanding, low-pressure general practice 90 miles from NYC. Modern office suite in professional building. Enjoy great lifestyle with beautiful country living. Easy financial terms. Owner retiring. For information, please email: cala75@verizon.net.

**POUGHKEEPSIE:** Growing office located at street-level retail location. 1,500 square feet, four ops, clean and modern. 90 miles north of NYC. Grossing \$1.3M. Digital pan and intraoral X-rays. Computerized. Associates in place. Long-term lease, low rent, low overhead, good margin. For more information, contact: (315) 516-9900; or email: explorerone@gmail.com.

**MANHATTAN:** Newly renovated dental office for sale. Practice not included. 3 ops; approximately 1,100 square feet. Private office, private bath, computers and screens in every operator, plus more. Professional building at 30 East 40th Street. Please call (516) 659-0289.

**SOUTHERN TIER/STEBEN COUNTY:** Well-established general practice. 1,200 square feet. 3 operatories, providing diagnostic and restorative oral care. Dentrax Practice Management Software and Pan. 2,500+ active patients; grossing \$908K attained on only 30-hour/week. Doctor ready to retire. Selling price: \$495K. Motivated seller. Contact Henry Schein Practice Transitions Consultant Christina Palma at (585) 370-5301; or email: christina.palma@henryschein.com.

**TOMPKINS COUNTY:** Well-established general dental practice located in growing, highly desirable community. Practice provides diagnostic, preventive, and restorative oral care. Seven well-equipped treatment rooms, nine employees and 1,800 square feet of leased space in highly visible strip plaza with ample room for growth and parking. Since 2001, practice provides full range of general dentistry services with expertise ranging from crown and bridge to oral surgery and prosthetics. 40 hours per week and utilizing intraoral camera, imaging system, laser unit, digital X-ray, panoramic X-ray and patient education software. Also uses Eaglesoft dental management software and operates as paperless office. Gross receipts are \$1.9M. Contact Henry Schein Practice Transitions Consultant Christina Palma at (585) 370-5301; or email: christina.palma@henryschein.com.

**SUFFOLK COUNTY:** Exceptional opportunity in Suffolk County, Long Island. Excellent street visibility and heavy traffic flow. Established 30 years with solid, active patient base. Grossing \$400K. Building available. 1,700 square feet. 3 ops, 5 plumbed, private office and staff lounge are some of the amenities. Inquiries to drkaren4@verizon.net.

**MANHATTAN:** 30 Central Park South. Full 3-op dental office for sale. Lease buyout. 8-10 years available. No patients included. Contact: nycdentalspecialty@gmail.com.

#### FEATURED CLEMENS GROUP LISTINGS

**BRONX:** Parkchester. Long-established, 7-chair, decently equipped, paperless office. Consistently grossing \$1M. Super high-traffic area and substantial visibility. Major transportation and residential hub with over 13K apartments, condos, rentals, large commercial and retail center. Practice does no marketing and sees 100 patients/month. Loyal, well-trained staff without benefits. 40% capitation; 5% Medicaid. 90% of practice has insurance. Totally underserved area; practice can easily increase 50% first year with new ownership. Bronx is today's major city growth area with Parkchester target of growth. Motivated seller ready to move south.

**MANHATTAN:** Upper West Side. Well-established. Rare opportunity to acquire 6-chair, turn-key, paperless office. Consistently collects \$1.4M. Better PPOs and private. Hygiene grossing \$453K. Owner works 25 hours. Perio, surgery and implants referred out. 400 new patients annually. Owner will stay 2 days/week for one year. Office will work for both chairside or non – chairside owner. Will net \$200K to chairside owner after bank loan in first year. Over 20% return to non-chairside owner with addition of specialists to staff. New, competent, experienced owners and fresh energy should easily grow practice to \$1.8M in first year. Asking \$1.4M. Serious inquiries only.

**BROOKLYN:** Grossing \$500K. Long-established at best location in high-traffic area with parking. Recently relocated on same block. Built and fully equipped new, state-of-the-art facility that can accommodate 6 chairs. Seller offering flexible transition options. Lots of patients and plenty of dentistry to be done.

**MIDDLETOWN:** Grossing \$431,787. Long established, 2 chairs expandable to 4. Digital, mostly insurance, with 30 hours of hygiene. Owner does conservative treatment and wants to retire. Will make good deal for practice and real estate. Terrific starter in busy growth area or merge into your office.

**DUTCHESS COUNTY:** Grossing \$928K. 5-chair, hi-tech office with well-established, large patient base. FFS. Conservative treatment. Endo, perio, surgery and ortho referred out. Nets over \$400K. Earn \$275K after debt service. The real thing. Rare find. Asking \$750K.

**NEW HAVEN COUNTY, CT:** Well established with insurance and private. \$1M+ in revenue for past 3 years. Paperless, ADec-equipped. 4 chairs, expandable. Store front in major shopping center. Net around 50% with 500 new patients/year. \$348k in hygiene. Turn-key. Asking \$750K and worth more. Very positive demographics and highly expandable. Conducive to group practice.

**NASSAU COUNTY:** New Hyde Park. Long-established, 3-chair, expandable and highly visible practice on main road across from major shopping center. Over 700 real active patients; all FFS. Most specialties referred out, including perio, implants, surgery and ortho. Can be moved to your office or sold fully equipped with new, long-term fair market lease. Average gross \$400K. Asking \$225K. Give your practice a major shot. Seller and hygienist will stay for transfer. Seller relocating out of area.

**MID-SUFFOLK OMS:** Well-established, well-equipped office with CT scan, etc. Doing \$1.1 M but partial disability limits production. Producing over \$800K on limited hours. Ready to get back and grow to next level. Real estate available. Great situation for first practice or satellite. Ready to make deal.

Contact The Clemens Group for more information at (212) 370-1169; or visit us online at: [www.theclemensgroup.com](http://www.theclemensgroup.com).

#### FAIRFIELD COUNTY, CT

Offered by The Almonte Fallago Group.

Turn-key office with ready-to-grow patient base. Fantastic opportunity for young Endodontist. Located at intersection of main street and only 35 minutes from NYC. Office in beautiful professional building. Features 2 operatories with new lighting, reception area and waiting room. Recently renovated with new laminate wood floors, operator chairs, cabinets and more. Must see. Price: \$331K.

For more information please call the Almonte Fallago Group

(866) 211-9602 / Email: info@almontefallagogroup.com.

Practice #2038.

**ORANGE COUNTY:** Dental Practice for sale: \$295K. Incredible opportunity. Regionally recognized dentist retiring. Grosses \$440K with 36-year history in prime location. Loyal patient base. Beautiful 1,200-square-foot condo owned by dentist. Office available for rent or sale. Turn-key and willing to stay during transition period. Currently in operation 3 1/2 days a week. Would easily gross \$600K if open additional days. Full-time, active hygienist. 2 operatories equipped with new digital imaging system; 3rd room plumbed and equipped. Inquiries to: cacki26@aol.com; or call (845)753-5314.

**CENTRAL SUFFOLK COUNTY:** Farmingville commercial building and dental practice. \$649K. Valuable commercial property in high-traffic area; fully equipped and functioning with 4 operatories, office, reception area, waiting room, kitchen, 2 baths. Permanently zoned to be dental office. Successful, long-established, profitable practice in place with relatively low overhead. Upstairs living quarters may be rented or lived in. Owner/dentist will be happy to discuss practice details if buyer is interested. Contact Susan at (516) 512-1511; or email: szfallon@yahoo.com.

#### FOR RENT

**BENSONHURST, BROOKLYN:** For lease/sale. Modern dental practice in very busy area; located on first floor, corner building. Approximately 1,000 square feet; high ceilings. Three fully equipped ops, custom cabinets, flat screen TVs, computerized, central AC & heat. Nitrous oxide, pulse oximeter. Eagle software systems, digital Schick X-rays, panoramic machine. Waiting room area and nice size reception area, plus flat screen TV. Equipped lab area, kitchen storage room, basement. Alarm and stereo system, phone system, 24-hour surveillance camera. Private office with separate entrance. Near public transportation. Long-term lease option and available immediately. Please contact us at (718) 435-0045.

**MANHATTAN:** Operator for rent full time on Park Avenue at 35th Street. Large, 10 x 12 self-contained treatment room and office. Desk, filing cabinets, reception area, waiting room. Residential building; accessible 24/7. Please call (212) 686-0158; or email: mk39@nyu.edu.

**MANHATTAN:** Midtown. 1-2 dental operatories available in newly built, high-end dental office. Ideally located in Class A building with attended lobby just off Fifth Avenue/Rockefeller Center/St. Patrick's Cathedral. Excellent views of St. Patrick's spires on high floor. Private office for doctor; excellent reception-desk space. Rent reasonable. Email: rfriedm3@optonline.net; or call: (516) 817-9907.

**MANHATTAN:** Space available in established dental practice recently renovated with modern facilities. First floor of luxury doorman building in desirable Murray Hill location. Daily rates also available; minimum 2 days/week. Please contact Camille by email: nmousavi1@yahoo.com; or call (212) 532-0690.

**MIDTOWN MANHATTAN:** Facing Central Park South. Computerized dental office with Wifi for lease. Great opportunity; be on your own. State-of-the-art décor; newly renovated; modern office and equipment; handicap access. Near all public transportation. Available immediately full time or part time. To schedule appointment, email: drdakaplan@gmail.com; or call: (212) 489-4867 or (917) 679-6013.

**WHITE PLAINS:** Modern, state-of-the-art operatories available in duplex office with reception. Available FT/PT. Turn-key. Rent includes digital radiology with Pan, equipment, Nitrous, all disposables. Start-up or phase down. Need a satellite or more space? Upgrade and down size. Please call (914) 290-6545; or email: broadwayda@gmail.com.

**MANHATTAN:** 1 or 2 operatories for rent full time or part time in beautiful office on 55th Street off Fifth Avenue. Windows; 24-hour building, doorman and private office. Very reasonable rent. Please call (212) 581-5360; or email: kghalili@gmail.com.

**MANHATTAN:** One operatory for rent in recently renovated Midtown building and office located at Madison Ave and 52nd St. Reasonable rent. Please call: (212) 688-2820; or email: info@drkarena.com.

**NORTHERN WESTCHESTER:** Seeking Pediatric Dentist to rent/share space. New state-of-the-art, digital, 2500-square-foot office for rent 2 or 3 days/week. 4 operatories, fully equipped and furnished. Please call (347) 328-3132.

**MIDTOWN EAST:** Spacious, fully digital 1-2 operatories with/without staff available for GP or specialist. Private elevator/office/Panorex and lab on premises. Full- or part-time arrangement available. Please contact: 964dental@gmail.com.

**GARDEN CITY:** Brand new office in the heart of Garden City. 1-3 operatories for rent full time or part time with possible front desk space/private office. Located at 601 Franklin Avenue. Prime loca-

tion. Ground floor, private entrance, close to transportation. Plenty of parking; great building. Weekends also available. Inquiries to: (516) 579-0330, ask for Diana; or email: lidg601@gmail.com.

**MANHATTAN:** Operatory for rent on Upper East Side. Newly renovated, spacious and modern office in prime location. Fully equipped and furnished op with your own private office, reception area for your staff and storage available. Full time or part time with minimum 2-day commitment. Contact: doc144@aol.com.

**HEWLETT / FIVE TOWNS:** 1-5 operatories available per diem or monthly. Prestigious professional building; state-of-the-art. Staff available: reception, assistant, hygienist; or yours. Great opportunity for young dentist or dentist looking to reduce overhead. Email: DentalRental2016@gmail.com.

**MIDTOWN MANAHTTAN:** East 58th Street. Beautiful, clean dental operatory for rent. 24-hour building, near public transportation. 1 or more days available. Inquiries to: drpegler@yahoo.com; or call (917) 885-6692.

**MANAHTTAN:** Dental office for rent with Central Park views. No patients. Selling lease hold improvements. 30 Central Park South.

4 ops, front desk, private office, lab, A-Dec chairs. Contact: nycdentalspecialty@gmail.com.

**GREENWICH VILLAGE:** Dental space available part time 2-3 days. Sublet long-term lease available for dental specialist (Endodontist, Periodontist or Pedodontist). We are general dental practice located in Greenwich Village, downtown NYC, that refers out to specialist. Benefits of subletting: getting internal referrals. If interested please email: iloveny80@gmail.com; or call (212) 254-1422 or (718) 744-8056.

## EQUIPMENT FOR SALE

**GENDEX & DEXIS INTRAORAL X-RAY SENSOR REPAIR:** We specialize in repairing Gendex & Dexis dental X-Ray sensors. Repair and save thousands over replacement cost. We purchase old/broken sensors! Visit: [www.RepairSensor.com](http://www.RepairSensor.com); or call (919) 924-8559.

**KODAK/CARESTREAM & SCHICK INTRAORAL X-RAY SENSOR REPAIR:** We specialize in repairing Schick CDR & Kodak/Carestream RVG 5100 & 6100 dental X-Ray sensors. Repair and save thousands over replacement cost. We purchase old/broken sensors! Visit: [www.RepairSensor.com](http://www.RepairSensor.com); or call (919) 924-8559.

## CONTINUING EDUCATION

**NEWARK CE EVENT:** June 17-18

Lectures on antibiotics, restorative dentistry, surgical extractions, social media marketing, cracked teeth, occlusions, splints and elevating flats will be presented. AGD PACE approved.

Website: [www.weteachextractions.com](http://www.weteachextractions.com).

Email: [drtommymurph@yahoo.com](mailto:drtommymurph@yahoo.com)

Phone: (843) 488-4357

Tuition: \$800/day; 8 hours CE

Location: Embassy Suites, Newark Airport

## SERVICES

**TAXES:** Your office, business or personal. Specialty dentists. Personable CPA. Call Stuart A. Sinclair, CPA, at (516) 935-2086. Visit our website: [www.dentaxsolutions.com](http://www.dentaxsolutions.com); or e-mail: [stusinclair@yahoo.com](mailto:stusinclair@yahoo.com). Offices located at 1120 Old Country Rd., Plainview, NY 11803.

**NATIONWIDE DENTAL PRACTICE APPRAISALS:** DENTAPPRAISE since 1992. "Ballpark" and "Premier" editions. For buyers, sellers, estate planning, mediation, partnership. Created by experienced practice appraisers and brokers. For details and brochure, email: [info@polcariassociates.com](mailto:info@polcariassociates.com); or call Polcari Associates at (800) 544-1297.

**IT SERVICES | NY METRO AREA:** Computer Network Installation, Configuration, Service and Maintenance. 20+ years of experience. Specialized in Dental and Oral Surgeon practice technologies. Providing integration support services for EagleSoft, WINOMS CS, Dentrix, Dexis, Care Stream, EasyDental, ICAT, Panorex, Bite Sensor, Film Scanner, Kodak 3D, Schick, Patterson, Invivo, etc. Visit us online: [www.bsddynamics.com](http://www.bsddynamics.com). Inquiries to: [eli@bsddynamics.com](mailto:eli@bsddynamics.com); or call (347) 987-0044.

## OPPORTUNITIES WANTED

**NY METRO & LONG ISLAND:** Accomplished restorative dentist (Dawson-trained) and lecturer/teacher, available part time to do complex restorative, full-mouth reconstruction, veneers, implant restorations in the right general practice or specialty setting. Will mentor if desired. Email: [ProfDent2016@gmail.com](mailto:ProfDent2016@gmail.com).

## OPPORTUNITIES AVAILABLE

**SYRACUSE:** Endodontist. Seeking Endodontist to join our group. Excellent compensation and benefits. Opportunity to join cohesive group performing state-of-the-art treatment, including surgery. Contact Dr. Jeffrey Maloff by email: drjms4life@gmail.com.

**HUDSON, NY:** We are looking for experienced dentist. Offering up to \$45K sign-on bonus. Dentist must have at least 2 years of experience. Well-established office with great patient base. Hudson, NY, is a great location and only a few hours away from NYC and Boston. Generous benefits and compensation package and future ownership available and encouraged for qualified Associates. Doctors in our group enjoy traditional doctor-patient relationship while practicing in team environment, offering opportunity to discuss clinical cases with peers and support for professional/group development and growth. Apply today. Email CV to: sahildebrand@amdpi.com; or call Sarah Hildebrand at (781) 213-3318.

**LONG ISLAND, SUFFOLK COUNTY:** OMFS practice seeks BC/BE Surgeon for active practice. Transition for sale also available. Fully updated EMR and cone beam scan. Laser and WINOMS integration. Owner willing to rent space, as well as consider outright sale. Available for conversion if desired to general dentistry practice. Perfect location, 30 mins from the Hamptons. Professional building. Central Suffolk County/South Shore. If oral surgeon wishes to join our team, all options open for discussion. Leave detailed information for immediate contact. Reply to: compduck@aol.com.

**LONG ISLAND:** Large pediatric dental practice on Long Island seeking skilled general dentist who is comfortable treating our adolescent patients and able to do endodontics. Approximately 2-3 days per month to start, with room for growth. Please email resume to: longislandpediatricdental@gmail.com.

**DENTIST:** Consulting firm seeks Practice Transition Consultant nationwide. Immediate need in Capital Region of New York. Unlimited earning potential. Email: careers@paragon.us.com; or call (866) 898-1867.

**MANHATTAN:** Retiring or losing your lease? Join us in our modern, high-quality, FFS restorative practice. Ideal for dentists seeking an exit strategy. Our experienced staff will help you seamlessly transfer and integrate your patients into our well-managed office. Financial arrangements will be tailored to suit your individual needs. Please call (212) 697-1122; or email: doctann@aol.com. We're looking forward to hearing from you.

**LONG ISLAND:** Periodontist. Growing Long Island practice with large patient base and four general dentists on staff seeks enthusiastic periodontist to join our team and meet the demand we have for periodontal services. If interested, please send CV to: eidental@aol.com and indicate availability.

**NEW YORK STATE:** Exciting opportunities for dentists, hygienists and assistants to provide children with quality dental care in schools across New York. No evenings or weekends. Email resumes to: jobs@smileprograms.com.

**UPSTATE:** Saratoga County. Excellent opportunity for motivated individual to become member of well-established, progressive office in Halfmoon, NY. Position currently 3.5 days/week, Tuesday through Friday; looking to expand to 4-5days/week. Ideal candidate will be given opportunity for partnership track. Email or fax CV and cover letter: info1@halfmoonfamilydental.com; or fax: (518) 373-8159.

**CENTRAL NJ:** Exclusive Oral Surgery, LLC, seeks BE/BC OMFS in central New Jersey just 25 minutes from Manhattan. Perform full-scope oral and maxillofacial surgery in modern, digital offices. Have partnership teams agreed upon prior to initiating work. Highly competitive salary with benefits. Check out our website: www.exclusiveoralsurgery.com. Please email CV to: singladdsm@gmail.com.

**NATIONWIDE RECRUITMENT:** Flexible Locum Tenens opportunity. Midwest Dental is seeking experienced dentists to fill daily/weekly/monthly locum tenens needs to cover leaves and extended vacations. Perfect for dentists wanting to pick up extra hours. We offer competitive pay and give you complete freedom to work as many locum sessions as you'd like. May involve travel with overnight stays. Typically includes 32-36 hours/week when needed. Opportunities available at practices across the country. Contact Colleen Bixler at (717) 847-9069; or cbixler@midwest-dental.com.

**LAKEWOOD & ELMIRA:** Great dentist wanted. \$\$\$ signing bonus. Midwest Dental is seeking great dentists to lead our Mondovi Dental practices in Lakewood and Elmira, NY. Excellent compensation and benefits, great work-life balance and unlimited opportunity for professional development. Support team handles administrative details, allowing you to lead your team while focusing on dentistry. If you possess passion for providing quality care and seek a rewarding career opportunity, please contact Brad Smith at (715) 590-2467; or email: bsmith@mymeritdental.com.

**ONEONTA:** DHPESA area. Full-time dental position available in well-established practice. Offering patients full range of dental care, including endodontics, oral surgery, prosthodontics and orthodontics. Also sleep apnea appliances (Oaysis/Herbst). Outstanding collaborative work environment. Experienced team to help you meet your individual goals. Competitive salary and full benefit package. Qualified candidates eligible for loan forgiveness. HPSA (Oneonta). Please email CV to: tbell@ammobiledental.com. For more information about specific benefits available to practitioners in federally identified provider shortage areas (DHPESA), contact Mercedes Susi by email: msusi@nysdental.org.

**ROCHESTER:** General dentists and specialists. QDental is well-established yet growing group practice located in Rochester area. We offer guaranteed salary to start, with unlimited production-based earnings potential thereafter. In addition to compensation, we offer comprehensive benefits package with medical insurance, life insurance, 401(k) and malpractice insurance. Our practice includes large, stable patient base, opportunities for continued education, training and mentorship, as well as long-term practice and regional career growth. If you are committed to providing high-quality dentistry and would like to be part of our dynamic team, please contact us. Inquiries to: mtateo@qdental.com; or call (585) 429-5351.

**TRIBECA:** Endodontist. Modern PPO restorative practice in Tribeca looking for endodontist to work on flexible basis. Please have 3 years minimum of experience in private practice. We have an endo-microscope, Adec chairs setup for endo rotary handpiece and all new equipment. Please email: tribecadentist@hotmail.com.

**MIDDLETOWN:** Seeking part-time Perio-Prosthodontist or Periodontist with excellent dental/people skills, outgoing personality, good work ethic and positive attitude. Able to place implants, bone grafts, membranes, remove teeth, soft tissue grafts and other Perio procedures. Minimum of 2 days/month. Join this state-of-the-art, FFS office in one NY's fastest growing areas. Privately owned practice for 40+ years has 3 Associates and 3 hygienists. Resumes to: info@nygentledentistry.com.

## ASSOCIATESHIPS AVAILABLE

**BRONX:** General dental associate leading to sale. Newly renovated, high tech, 20-year-old practice. Very busy, highly successful. Inquiries by email: dds2740@aol.com; phone: (718) 618-0162; or fax: (718) 618-0173.

**MANHATTAN (CHELSEA):** General Dentist sought for PT associate position in FFS/PPO digitized modern busy office. Individual must be highly motivated, possess superlative clinical and communication skills, be proficient and comfortable in all areas of dentistry, and have a minimum of 3 years experience. Experience in cec, rotary endo and Invisalign a plus. Goal is to move to FT and be a long-term addition to our team. Please send CV and availability to: dentistnyc212@yahoo.com.

**SOUTHWEST NASSAU COUNTY:** Associate wanted. Unique opportunity for self-starter. Potential buy-in/buy-out of 35-year-old complex restorative and general practice. No insurance. Computerized, digital X-rays, laser, etc. Email resume to: DentalAssoc2016@gmail.com.

**MANHATTAN:** General Dentist. Seeking highly motivated individual who is detail oriented, compassionate and eager to serve patients with the best dental care possible. Excellent opportunity for general dentist in well-established Manhattan private practice. Part time to start. Please email: mgilmannyc@gmail.com.

**EAST ISLIP:** General dentists skilled in all phases of dentistry needed to join growing Long Island practice. We are proud to provide comfortable and trusted dental care seven days/week. We need associate dentists for early morning, evening and weekend hours. Great opportunity for enthusiastic dentists to grow and excel in patient-centered practice. Associate agreement will outline compensation. Check out our website at eastislipdentalcare.com. Please send your CV to: eidental@aol.com.

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**ROME:** Seeking well-rounded individual to join our team. Full-time associateship in private practice providing general dentistry to patients of all ages. Guaranteed base pay \$160-180K with benefits, including health, malpractice, CE, relocation reimbursement, 2 weeks vacation and 6 paid holidays. Candidate must relocate to Rome, NY. Call Tara at (315) 336-3677; or submit CV to: shaikgentledental@yahoo.com.

**FINGER LAKES REGION:** Dentists wanted for high-quality group practice with 3 locations in beautiful Finger Lakes. State-of-the-art facilities. Highly skilled staff; tremendous support to realize your potential. Previous associate earned \$300K. Generous benefits and sign-on bonus. Live, work, play and raise your family in wonderful vacation destination. Inquiries to Jessi at (315)536-3341; or email: j.eaves@eavesdental.com.

**ROCHESTER:** General dentists and specialists. QDental is well-established yet growing group practice located in Rochester area. We offer guaranteed salary to start, with unlimited production-based earnings potential thereafter. In addition to compensation, we offer comprehensive benefits package with medical insurance, life insurance, 401(k) and malpractice insurance. Our practice includes large, stable patient base, opportunities for continued education, training and mentorship, as well as long-term practice and regional career growth. If you are committed to providing high-quality dentistry and would like to be part of our dynamic team, please contact us. Inquiries to: mtateo@qdental.com; or call (585) 429-5351.

**MIDTOWN:** Well-established Manhattan dental practice needs energetic, experienced and motivated part-time associate. Must be excellent diagnostician and highly skilled in all aspects of restorative work. Requires gentle touch, outgoing personality and superb chairside manner, competence and exceptional comprehensive treatment planning. Seeking presentable, professional and mature individual with years of experience. In other words, looking for the perfect dentist. In return, we offer great patients and outstanding crew. Please send resume to: HISCare1934@gmail.com.

**MIDTOWN:** Periodontist. Well-established Manhattan general practice needs experienced Periodontist. Part-time position; 1-2 days/week. Must be personable, have superb chairside manner, be competent and have excellent clinical skills in all aspects of surgical procedures, including implantology. Exceptional supporting staff in friendly, welcoming environment. Please send your resume to: HISCare1934@gmail.com.

**TROY:** Seeking passionate and caring general dentist to join our practice. Located in medical building near RPI on upper Hoosick Street. Completely digital office with caring and experienced staff. Strictly PPO/FFS. No Medicaid. Excellent compensation. Two days/week to start. New graduates welcome. Please email: familydentistalbany@gmail.com.

**HOLBROOK:** Long Island family practice seeks part-time associate possibly leading to full time and partnership for the right person. Days are flexible. Please call (631) 244-5724 for more information.

**MONTGOMERY, NY:** Immediate opportunity for general dentist. Masci & Hale Advanced Aesthetic & Restorative Dentistry. Exciting opportunity for dentist to join well-established, FFS practice. Full-time position including 1-2 evenings, 2 week days, plus Fridays and some Saturdays. Possible future partner/owner opportunity. All information is confidential. Please send resumes to: drsmh@frontiernet.net.



Dr. Fred Halik

## F.J. Halik, Past President, Dies

FREDERICK J. HALIK, D.D.S., a past president of the Seventh District Dental Society and the State Dental Association, died April 27 in Rochester. He was 93. Dr. Halik was president in 1990, when the organization was still known as the Dental Society of the State of New York. A recognized leader within the organization, he had years of service as a DSSNY Governor, ADA Delegate and Alternate Delegate, member of the Council on Dental Benefit Programs and chairman of the Council on Membership.

A Rochester native, Dr. Halik followed his father into the dental profession. He was a graduate of the University of Rochester and the University at Buffalo School of Dentistry. After a tour of duty as a captain in the Army-Air Corps Dental Corps, he earned a certificate in periodontology at Columbia University. He returned to Rochester as the first licensed periodontist in the area. While practicing dentistry, Dr. Halik was an associate professor of clinical dentistry at the University of Rochester School of Medicine and Dentistry, senior attending dentist at Strong Memorial Hospital, and a consultant at Rochester General Hospital, Eastman Dental Center and the VA hospitals in Canandaigua and Bath.

Dr. Halik was particularly interested in forensic odontology, was a consultant to the Monroe County Medical Examiner, a fellow in the American Academy of Forensic Science, and wrote and lectured on the topic. Working through DSSNY, he helped gain passage of the Missing Persons and Identification of Unknowns Act of 1987. In 2001, he was recognized with the Jarvie-Burkhart Award, highest honor bestowed by NYSDA. It was just one of many awards he received in his life. Among his other accolades are the Award of Merit from the Rochester Academy of Medicine and the Pierre Fauchard Academy New York State Section Honor Award.

Dr. Halik remained active in organized dentistry until his death, serving as president and executive director of the Foundation of the Pierre Fauchard Academy. And he wrote monthly reports from the Seventh District for *The New York State Dental Journal*. He is survived by his daughter, Dr. Sherrie Bernat; son, Jeffrey; six grandchildren; and four great grandchildren. He was predeceased by his wife, Mildred "Woodie," and daughter, Beverly. Contributions in his memory can be made to Seneca Waterways Council Boy Scouts of America, 2320 Brighton Henrietta Town Line Rd., Rochester 14623, or Rochester Rotary Charitable Trusts, 180 Linden Oaks, Ste. 200, Rochester 14618. ☞