

Bronx County Dental News

A PUBLICATION OF THE BRONX COUNTY DENTAL SOCIETY

Bronx Dentist Helps Administering Covid 19 Vaccine or My Return to Bronx Science

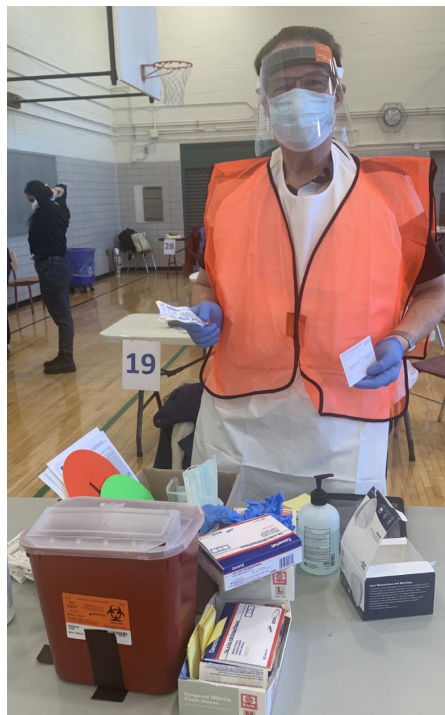
By Dr. Samuel Taller (Bronx Science Class of 1973)

THE PANDEMIC HIT NYC

extremely hard. The Governor shut dental practices down for months and only allowed us to open with strict infection control protocols. The sooner the public is vaccinated, and infection rates drop, the sooner life can get closer to normal. Once the FDA approved the first vaccines, I volunteered to administer them. When the vaccine was readily available, I was contacted by the NYC Medical Reserve Corps and told that they needed help at the Bronx High School of Science. This is where I went to High School. I responded that I would help vaccinate the public.

When I arrived, it seemed like I was back in high school. The cafeteria, gym, auditorium, and hallways were the same as when I attended. I reported to my old physics class to get my PPE. Those in charge set up a professional flow chart of operations for intake, screening, vaccinating and post-op monitoring. The entire group

had orientation and training on procedures and registering who was vaccinated. There were 25-30 vaccinators like me in the gym, administering the Moderna vaccine. Only those with appointments were seen originally, so everything operated smoothly. I was happy to help the community and to do so at the Bronx High School of Science. ■



Save the Date

New Dentist Program

**TUESDAY JUNE 8
7 PM • WEBINAR**

“DSO vs. CEO: Which One is Right for me?”

Presented by Bank of America

**THURSDAY JUNE 17
7 PM • WEBINAR**

The Devil is in the Details

Employment opportunities and how to negotiate an employment contract.

Presented by MLMIC

**TUESDAY OCTOBER 5
6 PM • MAESTROS
CATERERS**

CPR/AED Training

80s Heartthrob Steve Oken Retires After Career as Bronx Periodontist

By Dr. Adam Goodman - Investigative reporter on special assignment

DR. PETER GROSS HAD BEEN REFERRING HIS perio patients to Dr Steven Oken for at least a year before he realized that he was sending them to the wrong Dr. Oken*. It turned out to be a fortuitous mistake as the two would work together for almost thirty years, with Peter estimating that he sent literally hundreds of patients to Bronx Dental Implants and Periodontics.

Dr. Steven Oken Started his practice in 1987, coincidentally the same year as Steve would marry his wife, Sharon. It grew into a hugely successful practice starting accepting roughly 70-90 new patients per month. And after 33 years of practice, at the top of his game and unknowingly just before the dawn of the pandemic early last year, Steve retired.

When I called Steve to interview him, he was waiting for his buddy to come over to jam. Acoustic and electric guitar has been a passion for Steve since sixth grade, when he was lead guitarist and singer for a band, Liquid Light, that would play at some of the local schools and temples in the Plainview, Long Island area where he grew up. He also was a wrestler in high school where he was captain of the team, and even went undefeated one year, for Plainview Old Bethpage H.S., in the 126 pound weight class. But for a boy growing up in the 60's, career paths such as a rock musician or wrestler were much less encouraged than, say, doctor or lawyer, so Steve started at SUNY Buffalo in 1978 as a pre-med major. One night, over a beer with his friend, he had an epiphany to avoid medicine and all its morbidity, and since his quick picking fingers and half-nelson grabbing strong hands were quite adept, he thought dentistry might be a better path. He went to dental school at SUNY Stony Brook, where he was inspired by Dr. Paul Bear, the Chairman of the Department of Periodontics. Upon graduation,



Steve Oken, then and now

Steve waffled between pursuing a GPR or Perio Post Graduate position. When he was accepted into one of the country's only four paying Perio programs, the Periodontics Residency at the University of Tennessee, he could not turn it down. The program was split between the University, where he learned both cutting edge and classical techniques, and the Memphis VA Hospital, where he worked in a more practical setting with medically compromised patients, often with grossly neglected teeth. He recalls it as "a great experience" that provided him with the well-rounded training that would shape his many years of successful practice.

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**Given today's litigious climate, the BCDS Newsletter hired a firm to investigate and subsequently verify that this article was indeed a profile of the correct Dr. Oken*

Starting out in practice, like many of us, Steve worked in several different locations. In 1987, a prosthodontist, Dr. Schector, had a Bronx office that he used as a satellite for his main Manhattan location, and was only using the office one day a week. Steve took over the lease for office and started to gradually drop his other per diem gigs. Dr Schector still worked 1 day per week as Dr. Oken increased his days. One day, Steve heard a scream from the back lab where his assistant was doing some work. He ran back and saw that on the counter was an eyeball staring back at him, floating in a bowl of water. This was years before any such small remote surveillance devices existed; as it turned out, they didn't know that Dr. Schector also made prosthetic eyeballs.

Steve had a successful formula that was innovative at the time - to provide high quality care while also accepting the volume that comes with joining numerous insurance plans. Steve also gained visibility by joining the Bronx County Dental Society. He was appointed to represent the BCDS on the State Council on Ethics, where he served from 1999-2009, until he became President of the BCDS from 2009-11. During his tenure, the Big Apple Meeting had some its most profitable and lively meetings. He also organized several golf outings that raised money for children's cancer.

Over the course of Steve's career, Periodontics changed dramatically. Gone were the days of shrinking pockets by flapping the entire quadrant and lowering the tissue to the bone and attachment down on all surrounding teeth. In recent years he had favored mini flap techniques and laser treatment to target regeneration where needed, using membranes and grafting materials. "I didn't lose many teeth", Steve told me, always saving teeth as long as possible. He feels that the trend for younger practitioners, perhaps unable to resist the demands of growing a practice, are much more inclined to favor replacement with Implants rather than the conservative approach that he'd always favored.

When I called Steve for a follow up interview, he was in the Poconos, in the midst of enjoying his surprise 65th Birthday Party weekend with his wife Sharon

and his three children: Melisa, who is married and living in Pennsylvania, Adam who is in IT marketing sales in Tempe, AZ, and Dean, who is completing his Master's Degree in Systems Engineering at Washington University in St. Louis. When Steve is back home on the Island, he pursues hobbies that include playing guitar, gourmet cooking, pickleball , working out, and when the weather warms up, golf. He also loves to head down to Florida a few times during the winter, but Sharon is still going strong as an Nursing Educator at Pace University and Nassau Community College for critical care nursing, and also an expert witness on healthcare issues for malpractice litigation.

Steve has fond memories of his dental career, all the patients he has helped, and all of the fantastic people he has met and associated with in the Bronx over the years. The Bronx will always hold a special place in his heart! ■

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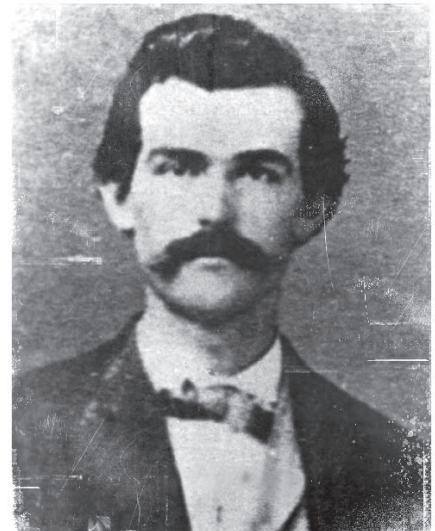
RESTORATIONS THAT CROSS GENERATIONS

Who Knew?

DOC HOLLIDAY, FAMED GAMBLER, DRINKER, FIGHTER, AND

gunman of the American West, best known for joining the Earp brothers in the gunfight at the OK Corral against the Clanton gang, was also a dentist.

Born John Henry Holiday, in Griffin Georgia, Holliday graduated from the Pennsylvania College of Dental Surgery in 1872. Soon after setting up practice he was diagnosed with tuberculosis. Holliday acquired the disease while caring for his mother while she was contagious. He headed to the American Southwest, hoping that the hotter, drier climate would slow the progression of his disease. He practiced a while in Dallas where he won prizes for "Best set of teeth in gold" and "Best set of teeth in vulcanized rubber" at the Dallas County Fair.



His tuberculin coughing fits at inopportune times were affecting his dental practice, so he supplemented his income with gambling. As he headed further west, he developed his reputation for gambling, drinking and gunfights. Deputy U.S. Marshall Wyatt Earp said of Holliday, "I found him a loyal friend and good company. He was a dentist whom necessity had made a gambler: a gentleman whom disease had made a vagabond; a philosopher whom life had made a caustic wit; a long, lean blond fellow nearly dead with consumption and at the same time the most skillful gambler and nerviest, speediest, deadliest man with a six-gun I ever knew."

He wasn't too bad with a belt driven slow speed either! Who Knew? ■

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Changes to Article 175 of the New York City Health Code: Information for Dental X-ray Registrants

ARTICLE 175 OF THE NEW YORK CITY HEALTH CODE WAS repealed and re-enacted in May 2019. This fact sheet describes some, but not all, of the regulatory changes that affect dental X-ray registrants.

Registration:

- You must identify a radiation safety officer (RSO) to oversee your facility's radiation safety program. The RSO must be a dentist or a qualified medical physicist. You must list the RSO when initially registering your facility's dental X-ray equipment. [§175.10]
- You are now allowed to use handheld X-ray equipment that is approved by and registered with the New York City Department of Health and Mental Hygiene. You no longer need to request a variance (i.e., written approval from the Health Department to use handheld X-ray equipment). [§175.47(j)]

Inspections:

- Certified radiation equipment safety officers (CRESOs) inspect X-ray equipment for the Health Department. CRESOs must inspect ALL registered, functioning dental X-ray units on site. You cannot direct the CRESO to inspect some, but not all, of your facility's equipment. [§175.47(b)]

Training and Evaluation:

- You must provide initial training and annual evaluations for X-ray operators. Trainings and evaluations must cover positioning of the X-ray tube; image processing; operator location during X-ray exposure; source-to-skin distance; radiation protection; appropriate radiographic protocol; and relevant regulatory requirements.
- You must maintain records of all trainings and annual evaluations and provide them to the Health Department during inspections. [§175.49(a)(2)]

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Equipment Requirements:

- Beginning on July 1, 2021, low-energy X-ray units that operate at 50 kilovoltage peak (kVp) or less will no longer be allowed for clinical use. [§175.04(a)(8)]
- The Health Department established new requirements for using handheld X-ray equipment. These requirements are in addition to the general requirements that apply to all radiation producing equipment. [§175.49(f)]
- The Health Department established new equipment kVp variance limits. At a minimum, the kVp must be accurate to within 10 percent on variable kVp units and within 20 percent on fixed kVp units. [§175.49(n)]
- Entrance skin exposure values for digital image receptors (including computed radiography) cannot exceed the regulatory dose limits established for E-speed film. [§175.49(q)(4)]

To view Article 175, visit nyc.gov/healthcode and click on 175: Radiation Control. If your facility also has a dental cone-beam computed tomography (CBCT) registration, see additional CBCT requirements described in §175.49(r). ■

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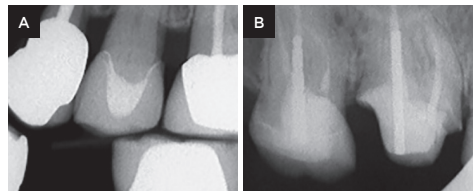
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(A) Tooth #13 – A void-free Predicta Core provides strength and support for an e.max crown. (B) Tooth #3 – Post cementation and core build up accomplished with Predicta Core. Images from Michael Karter, DDS

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NO ONE KNOWS NEW YORK DENTISTS BETTER THAN MLMIC

Whether you are a new dentist or an established practitioner, choosing a professional liability carrier is a crucial decision for your practice. Have you ever wondered what makes one carrier stand apart from another? What exactly should you be looking for when making this important decision?

The strength and stability of your professional liability carrier should be one of your first considerations. MLMIC Insurance Company is not only an admitted carrier in New York State, but is now a member of the Berkshire Hathaway family, which further enhances our financial strength. A.M. Best has recently assigned MLMIC Insurance Company a Financial Strength Rating of A+ (superior). This A+ Rating is a testament to MLMIC's stability and unwavering commitment to securing the future of dentists throughout New York State.

In addition to strength and stability, you will also want to look at coverage options and value-added services. MLMIC dentist professional liability policies all come with built-in coverage and benefits including:

- 1 Legal Defense Cost coverage up to \$25,000 for administrative actions and/or Medicare/Medicaid and/or abuse proceedings
- 2 Contractual liability coverage

- 3 Shared limits coverage for Qualified Professional Entities

- 4 Access to our 24/7 Legal Hotline

In addition to the above, MLMIC also waives the cost for tail coverage (Automatic Extended Reporting Endorsement) for qualified Claims Made policyholders on their retirement from the practice of dentistry, and offers some of the most competitive premiums in the state. Both Claims Made and Occurrence policy options are available, as well as an array of liability limits. Whatever your coverage needs, MLMIC has options for you and your practice.

Finally, customer service is another area to investigate while making this decision. MLMIC prides itself on concierge-level service. Whether you have a question regarding coverage, are reporting a claim, or need risk management support, MLMIC is here for you. With over forty-five years of New York-specific experience, MLMIC is New York's #1 dental liability insurer. There is no better way to protect your practice than choosing a carrier located in your "own backyard"!



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Dr. Richard Madow

Ten Simple Ways to Create a Memorable Patient Experience

Virtual | Thursday, May 13, 2021 | 7:00–8:00pm

What makes one dental practice stand out above the others? What makes a practice have incredible patient loyalty and get tons of referrals? What makes a dentist have higher treatment plan acceptance and more profits? Unfortunately it has nothing to do with your fees, the quality of the materials you use, your crown margins, or even owning the latest high-tech gadgetry.

It's been shown time and time again that the top practices are the ones that know how to provide an incredible patient experience.

Believe it or not, there are some very simple things that you can do right now to produce an incredible experience in YOUR practice – things that can be done by just about any dentist in just about any town! In this brand-new course – “Ten Simple Ways to Create an Incredibly Memorable Patient Experience!” – you will learn at least ten fantastic, simple, and in most cases free ways to make your patients say.... **“Wow! I've never been to a practice like that before!”**

We'll learn things like:

- How to use “The Power of Reciprocity” to increase patient referrals!
- Why “The Blue Sheet” will have people saying great things about your practice!
- The absolute BEST thing to do after treatment. It takes thirty seconds and will blow your patients away!
- Add this simple “trick” to your exam and watch treatment acceptance soar!

If you are finally ready for more patient loyalty, more referrals, more trust, more income, and more fun – don't miss this course!

Objectives:

1. Attendees will learn techniques for memorable patient experiences in order to enhance the success of the practice.
2. Participants will be shown the proper way to discuss treatment needs with patients in order to increase treatment plan acceptance rate.
3. We will learn the importance of customer service and how it relates to increasing practice revenues.

Richard H. Madow, D.D.S.

In 1989, Dr. Richard Madow, along with his brother Dr. David Madow, founded The Madow Center for Dental Practice Success with the goal of helping their fellow dentists achieve success and happiness in their practices. Having been named a “Leader In Dental Consulting” by Dentistry Today for many years running, Rich's publications, articles and blogs are some of the most popular in the dental profession and have reached over 100,000 practices across the world!

Known for his hilarious and spontaneous style, Rich has lectured to standing room only crowds in practically every major city in The United States and Canada, teaching dentists and team members how to enjoy their careers, supercharge their practices, define and create their own personal success, increase profitability, and have more fun than ever before.

The Madow Center for Dental Practice Success has a unique approach to coaching – instead of modules and pre-written programs, each practice is individually guided to overcome their weaknesses and grow their strengths in order to obtain greater income levels and enjoy dentistry more. For more information please visit www.madow.com.

On a personal level, Rich is a life-long and award-winning musician, having performed in many venues across North America. He is currently writing and recording new material, and his latest album, “Coming Through with Static,” can be found on Spotify, Apple Music, and all of the regular streaming sites. Among his other achievements, Rich's book “Is Your Frog Boiling” was an amazon.com bestseller for two full days, and he has traveled to 56 countries.

TO REGISTER FOR THIS ZOOM, EMAIL JOY PATANE AT BRONXDENTAL@OPTONLINE.NET

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“DSO vs. CEO: Which One is Right for me?”

Virtual | Tuesday, June 8, 2021 | 7:00–8:00pm

This course addresses a question every dentist faces at various points in their career; should I work as an associate or venture into private practice by purchasing or starting a practice? The short answer is, “It depends.” Every person is different and places different values on work/life balance, flexibility and income potential and each option has pros and cons. This seminar will help you make an informed decision about which career path is the best fit.

Course Objectives:

1. Understand the difference in personal income based on working as an associate compared to owning a dental practice.
2. Learn what options there are for practice ownership. Whether purchasing, starting from scratch, or entering into a partnership.
3. Build a career path a “business plan” and a personal financial roadmap based on your career path.
4. Learn what financing is available to first time practice owners.
5. Understand employment contracts and what to negotiate or lookout for.

Bank of America Speakers: Dominick Ricciardi & Robert Malandrucolo

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MLMIC Insurance Company

The Devil is in the Details

Virtual | Thursday, June 17, 2021 | 7:00–8:00pm

This program will cover the different types of employment that exist in dentistry, as well as how to negotiate an employment contract. Learn about key provisions that appear in a contract and how they will impact your employment. This is an excellent introduction to employment contracts for new dentists starting their career, as well as seasoned dentists!

MLMIC Speaker: Al Mercado

Al Anthony Mercado is the Managing Attorney of the Downstate Region for Fager Amsler Keller & Schoppmann, LLP. In addition to his managerial responsibilities, Mr. Mercado practices in the fields of professional liability, premises liability, insurance litigation, and healthcare law.

Mr. Mercado litigates cases in both the New York State and Federal courts involving professional malpractice, general negligence, contractual issues, and insurance coverage. He has successfully litigated insurance coverage cases at the trial and appellate level and has prepared and successfully argued appeals in various appellate courts in New York State, including motions to the Court of Appeals.

As a counselor-at-law, Mr. Mercado regularly provides risk management advice to physicians, dentists, hospitals, and medical organizations throughout New York State on various risk management topics. In doing so, Mr. Mercado provides practical guidance on many medical-legal and regulatory issues.

Mr. Mercado has presented lectures to various organizations and medical societies, including the Richmond County Medical Society, the Myanmar American Medical Education Society, the Nassau County Dental Society, the New York State Dental Association, the Healthcare Information and Management Systems Society, and the MLMIC Insurance Company, as well as numerous hospitals throughout the New York metropolitan area. Moreover, he was featured with ophthalmologist John Lombardo, MD, in a highly rated risk management module on the medical-legal issues surrounding LASIK procedures. Similarly, Mr. Mercado has authored and published articles on various legal and risk management topics.

Mr. Mercado is admitted to practice law in New York State and the Eastern District of the State of New York (1993). He is a graduate of the State University of New York at Stony Brook (Bachelor of Science, magna cum laude, 1989) and Hofstra University School of Law (1992). Mr. Mercado is a member of the New York State Bar Association as well as the Suffolk County Bar Association.



TO REGISTER FOR THIS ZOOM, EMAIL JOY PATANE AT BRONXDENTAL@OPTONLINE.NET

2CE Credits. Free to BCDS members.

Cardio-Pulmonary Resuscitation with Defibrillator Training

Tuesday, October 5, 2021 | 6:00pm (EST)

Maestros Caterers | 1703 Bronxdale Avenue, Bronx New York 10462

Buffet Dinner at 6pm *(Kosher meals are available upon request)*
Training Course at 7pm

\$95 Bronx County Dental Society members

\$75 Staff

\$125 Non ADA members

Reservations for this course must be made in advance.

TO REGISTER FOR THIS IN PERSON COURSE, EMAIL JOY PATANE AT BRONXDENTAL@OPTONLINE.NET

Payment may be sent to Bronx County Dental Society, 2157 Tomlinson Avenue, Bronx NY 1046

3 CE Credits

Dr. Richard Lipscomb Jr.

Better Preps, Less Stress...Creating Readable, Workable C+B Margins

Virtual | Thursday, October 14, 2021 | 7:00–8:00pm

Videos and slides will show you what prepped tooth margins should look like, and how to create them. This course will help our team become more efficient in prepping teeth, making impressions, and fabricating provisional restorations. The key to predictable, functional, and esthetically pleasing C+B cases, is producing margins that everyone can see (the Lab Technician, the Dental Assistant, and the Dentist). This allows your lab to build upon a great foundation, the impression-making to be more predictable, and the provisional process becomes faster.

Course Objectives:

- Digital scanned preps and impressions, what the labs want to see.
- Learn what C+B labs are looking for in the preps and impressions that you send them.
- Show how visible margins are created.
- Learn options to manage soft tissue for better access to margins.
- Review techniques on making impressions.
- Learn how to be more efficient in making provisional restorations.

Dr. Richard Lipscomb Jr.

Dr. Richard Lipscomb Jr., General Dentist, is a Restorative Materials and Mini Dental Implant National Speaker. He also runs a private practice in Mitchellville, Maryland, near Annapolis. He has been performing restorative procedures (Composites, C+B Restorations, and Provisional Restorations) for the past 20 years, and has been placing mini dental implants since 2006. During that time, he has overseen hundreds of MDI cases, and has gained the experience to train other doctors on placing mini dental implants and restorative procedures. Dr. Lipscomb has also written many articles, conducted seminars, and given hands-on training on numerous restorative materials.



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