

# Bronx County Dental News



A PUBLICATION OF THE BRONX COUNTY DENTAL SOCIETY

All of us at the Bronx County Dental Society mourn the recent passing of Dr. Joel Friedman. Joel was a friend, mentor and teacher to many of us. He was a strong advocate for organized dentistry and served in countless roles. Among his many accomplishments were serving as the President of the New York State Dental Association and twice as the President of the Bronx County Dental Society.

We are including two articles to honor the memory of Dr. Friedman. One was contributed by Dr. Howard Israel and the other is a reprint from a previous article written by Joel's good friend, Dr. Gordon Gaynor.

## Dr. Joel Friedman Leader, Mentor, Teacher, Friend and a "Real Mensch"

### THE PASSING OF DR. JOEL

Friedman, also affectionately known by many as "Uncle Joel," is a tremendous loss to our profession, to family & friends, patients, residents in training, dental students, and the world community. Most people in the dental profession and in the specialty of Oral & Maxillofacial Surgery are aware of Joel's many professional achievements as a great clinician, leader in dentistry and oral & maxillofacial surgery, as well as his passion for teaching. However, for those of us who knew and "loved him" personally, we were blessed to have been touched by him on so many levels. Joel had the unique combination of abilities to teach,

stimulate, motivate, and provide compassionate care not only to his patients, but also to his students and residents. To know Joel, and he touched so many of us, was to have a wonderful friend who really cared about you.

I first met Dr Joel Friedman, when he interviewed me for an oral & maxillofacial surgery



position at Jacobi Medical Center, Bronx, NY in 1978. I remember being interviewed by Dr. Friedman, as the program director, who was unexpectedly warm and actually served bagels to potential candidates. I was not chosen for the residency program, which in later, more recent years served as a joke between us as friends. Joel's compassion for educating dental

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students and oral & maxillofacial surgery residents served as a common path for both of our professional careers, as we were fellow faculty members at Columbia University College of Dental Medicine and Weill Cornell Medicine, New York Presbyterian Hospital Division of Dentistry and Oral & Maxillofacial Surgery. Over the years we collaborated on many cases, shared our enjoyment of teaching as well as learning from our students and residents. We became close friends, as so many of us who were blessed to be touched by Joel.

Our professional and personal paths diverged of recent years, as Joel returned to teaching at Columbia University and I joined the faculty at Touro College of Dental Medicine. This past year I moved to Colorado, however, we always continued to stay in touch through many of our triumphs as

well as failures. In early February, I received a series of texts from Joel, checking to see how we were doing with our big move to Colorado. These messages were between sessions of Mohs surgery that he was undergoing. It was so hard to imagine someone thinking about the well being of others, while being "under the knife." But that was Joel, always thinking and caring about other people. One week later, I called Joel to see how he was doing and to touch base on so many things. We spoke on the phone for an hour and reconnected as we had done so many times on so many different topics, both professional and personal. I was truly blessed to have this long and wonderful conversation with Joel. It was a severe shock to learn of his sudden passing just days later, and the feeling of a severe personal loss was overwhelming. I am certain that so many of us

whose lives he touched felt the same way. The world would never be the same.

In Yiddish, one of the highest compliments one can receive is to be described as a "real Mensch." This describes an individual with a combination of rare qualities such as high moral character, compassion, treating people with dignity and respect, caring about others and whose actions are dictated by doing what is right. This describes Joel in so many ways. Our world has changed, and we all truly mourn the passing of this great friend.

Howard Israel, DDS  
Professor of Clinical Surgery  
Department of Surgery  
Division of Dentistry and Oral & Maxillofacial Surgery  
Weill Cornell Medicine  
New York Presbyterian Hospital ■

## Up Close and Personal

By Dr. Gordon Gaynor



**IT IS A WONDERFUL TRIBUTE TO HAVE A CHILD** follow in your professional imprint. So it was that Joel Friedman, after having graduated from Hofstra University in 1964, entered the freshman class at Columbia University Dental School. His father, Dr Abe Friedman practiced general dentistry in the Bronx, and he was a long-time member of The Bronx Dental Society, a component of the First District Dental Society.

Upon graduation from Columbia, Joel continued his education at Jacobi Hospital where he pursued a three-year residency program in Oral and Maxillofacial Surgery. The opening of his office in Riverdale in 1971 marked the beginning of a long and fruitful association with The Bronx County Dental Society. The society provided him with access to professionals, which helped Joel build a successful

practice. Over the next forty years, he returned the favor many times over.

He became editor of the Bronx Journal in 1971 when Merwin Wolfe was president and the board included Joe Schachner, Jay Glatt, Hi Rubins and Paul Jaffe. Joel was inaugurated as president in 1979, and he was the only member to be reelected to that post, which occurred in 1994.

Sandwiched between his two terms was a momentous event which launched the Bronx Dental Society, a component of the First District, into The Bronx County Dental Society, a component of NYSDA. That event occurred in 1982, and it was the establishment of the Bronx as a separate judicial district. Along with Dr. Friedman, Les Zucker, Joe Schachner and Bert Bildner work tirelessly to disengage The Bronx from the First District. After a great deal of negotiation regarding finances and membership, on January 1, 1985, The Bronx County Dental Society was born.

Joel's many achievements include his becoming the youngest associate professor of Oral and Maxillofacial Surgery at Jacobi-Albert Einstein College of Medicine. He rose to the position of director of the department, and Joel was chosen to receive the Stern-Gold Award for being the outstanding attending at the hospital at NYPH-CUMC. He is the President-Elect of the State of New York Oral Surgery Society. In addition, he has been re-elected from the BCDA to be one of the delegates to the new House of Delegates.

His contributions to NYSDA include serving on its Board of Governors, including the executive committee, and being a member of the Hospital Dentistry and Dental Education and Licensure committees.

Joel has served on the executive committee of EDPAC, and he is active on the District Claims Committee for the Bronx. For all these reasons, he was chosen to receive the Hertz-Bildner Award in 2006. In 2008-09 he received the Attending of the Year Award

at the NYPH-Weill Cornell Oral Surgery Division.

His dedication to serving society extends to the community where he was an active board member for the Riverdale Mental Health Association for over twenty years and the Riverdale Temple for six years. Joel has recently made a lateral move in his profession from private practice to a full time position as an associate professor at the Weill-Cornell Medical School where he once again was honored with an award for outstanding service.

His greatest challenge and frustration came later in life when he took up the game of golf. His soul mate and greatest fan, Marian, heads a division of Random House Publishing, and shares his interest in the arts. Allison, his daughter, has provided Joel with his most cherished gifts, Jesse and Arielle.

Speaking of gifts, Joel Friedman is one of the best presents that the BCDS has ever received. His motto is "Don't be a critic, be a creator." ■



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# Who Knew

## What did people use before toothbrushes?

**SINCE THE 4TH MILLENNIUM BCE, WHEN URBAN** civilizations first appeared in ancient Mesopotamia, humans have strived to achieve proper dental hygiene. Yet the nylon bristled brush we use today didn't come along until the 1930s. For the thousands of years in between, people relied on rudimentary tools that evolved over time. Here is a look at how people kept their teeth clean before the modern toothbrush.

Sometime around 3500 BCE, the ancient Babylonians created a tool known as a "chew stick." Chewsticks were simple wooden twigs around 5 inches long. One end of the stick was softened in boiling liquid to help separate the fibers, creating a brush like effect. While chewing on the sticks, the frayed fibers would slide between the teeth and help loosen debris. Many early Arab cultures used a shrub called *Salvadora persica* to create their chew sticks. The shrubs aromatic flavor had a mouth freshening effect.

Around this same time, civilizations in Egypt used early versions of a toothpick. Often made from thin pieces of wood, though wealthy individuals crafted toothpicks from brass and silver. In ancient Greece, toothpick were known as *karphe*, roughly meaning "blade of straw".

Dental hygiene was forever changed by the ingenuity of the ancient Chinese. During the Tang Dynasty (618 to 907 CE), coarse hair fibers from the back of a hogs neck were attached to a handle



made of bamboo or bone. For the next several centuries, artisan toothbrush makers around the world drew inspiration from these ancient Chinese brushes and relied on boar's hair.

Europeans often relied on toothpicks as well as rags rolled in salt or soot, believing that coarse substances helped remove debris from teeth. Using a cloth wrapped around a finger was popular along with toothpicks and boar bristle brushes. Brushing one's teeth became common in Britain and eventually spread to the Americas. There are records of George Washington attempting to acquire hog bristle brushes from Europe.

It wasn't until the 19th century, as people's disposable income increased, that toothbrushes became popular among everyday Americans. In 1857 American dentist H.N. Wadsworth received the first patent for a toothbrush design and started large scale production. In 1938, DuPont Chemical Company introduced the nylon bristled brush-Dr. West's Miracle Tuft. The design has been tweaked a thousand times, but the basic nylon bristle has become the standard. ■

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# Fifth letter from the ADA Trustee to the NYSDA Components

April 2024 | Trustee's Corner

## IT'S HARD TO BELIEVE WE ARE IN THE SPRING

season of the 2024 year already. Besides a couple of interesting snow episodes around the country, it ended up being a mild winter. I hope everyone made it through relatively unscathed as we approach the warmer weather. My best to all of you and your families.

The ADA is hard at work as we speak. The year 2024 has been termed the "implementation" year due to all the changes that are being incorporated. Year 2025 has been labeled the "growth" year because of the anticipation of seeing the benefits from the previous three years of agreed upon changes at the American Dental Association.

The new operational platform, Sales Force/Fonteva, will go live July 7th, 2024. There has been an extensive amount of testing over the past year by the ADA IT team to prepare the organization for the new system and its applications. Specific training has begun in April and will continue as the system is implemented. As you know, this will replace our current association management system, Aptify, and will be used in support of the entire tripartite. The Customer Relations portion of the system will help us improve specialized communication with each of our members. Instead of generalized, mass emails to all members at periodic, pre-ordained intervals, this system will target each member with specific interests to that member. In other words, help our members succeed, instead of annoying them. I am very excited we are replacing the outdated Aptify system with Salesforce/Fonteva. All our members will start seeing the benefits of this exceptional operational platform by the end of the summer.

The new Membership Pilot Program had the finishing touches put on it at the end of March.

Currently, there are five states participating in the pilot beginning in January 2025. The program is looking toward potentially incentivizing & customizing membership to facilitate joining and keeping monthly payments to continue ongoing membership. Times have changed in membership financial protocols and the ADA needs to change with them. Discussions will take place at the ADA House of Delegate meeting in October of 2025 after information and data has been collected from the pilot program.



ADA Dentist and Student Lobby Day took place in Washington, DC from April 7th through April 9th. A new attendance record, which included approximately 335 dentists and over 700 students, gathered at the Capitol to explain the positions the dental profession feel is critical to take care of our patients the best way possible. Issues including the Dental and Optometric Care Access Act, specific student debt issues and particular workforce items, including reauthorizing the Action for Dental Health Act of 2023, were discussed in congressional offices to stress the oral health and overall health of the citizens of America. Thank you to all the dentists and students who attended this very important event. Please make sure you share this information with our fellow colleagues and students who were unable to participate. The more information that is transferred, the more knowledgeable all of us are on the critical issues dentistry faces today.

I am thrilled to announce the ADA will be expanding its footprint in the financial ancillary services area. It has been decided to take part in the credit union arena. The ADA already participates in other

financial services for members, including different forms of disability and life insurance plans, but this will be our first venture with a credit union. This will give our members a chance to borrow funds from a pooled source of deposits at a lower interest rate. The goal is to offer a package by the middle of 2025. Stay tuned for further details. This is a great example of your ADA hard at work and thinking outside the box to offer tangible benefits for our members.

As many of you know, there has been several different states around the country working on Medical Loss Ratio legislation, specifically tied to dental insurance. Because of laws implemented through the Affordable Care Act, all medical insurance companies are required to spend a certain percentage of their premiums on patient care and quality measures. This is not true with dental insurances for dental services. Massachusetts set the bar at the end of 2022 with establishing a Dental Loss Ratio of 83% through a state ballot initiative. Since then, state societies

have been working to achieve similar results. A large percentage of states do not offer ballot initiatives, and legislation is the only pathway. Concurrently, ballot efforts are extremely expensive. In November of 2023, the ADA agreed to a National Coalition of Insurance Legislators (NCOIL) initiative with the National Association of Dental Providers (NADP). The model included public transparency of dental insurance company financials, setting of a specific DLR being placed on dental plans that are repeatedly below one standard deviation below the average of all the plans in the state, and a rebate to patients when the dental insurers have DLRs below what has been set for them. That percentage will be calculated from existing DLRS of current dental insurance companies in each state. This model can be used as a starting point for negotiations within each state. The New York State Dental Association is currently supporting sponsored legislation in the state legislature promoting all the aforementioned initiatives with a DLR of 82%. Both of our sponsors, Senator Neil Breslin and Assemblyman David Weprin, are chairs of their perspective NYS insurance committees and members of the executive committee of NCOIL.

I wish all of you a pleasant summer season and I will be in touch with another installment of the Trustees' Corner at the end of September.

Sincerely,  
Brendan

Brendan Dowd, DDS  
ADA Trustee, Second District ■

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# Advertising in our newsletter

**MEMBERS CAN NOW PURCHASE ADVERTISEMENT SPACE IN** the BCDS Newsletter. Our newsletter is a quarterly publication that is emailed to over 300 member dentists.

Rates:

- Quarter Page- \$250
- Half Page- \$500
- Full Page- \$750

If you prepay for 4 consecutive issues there is a 25% discount. Classified ads will continue to be free to members in our newsletter and on our website

To place an ad or classified, contact Joy at [bronzdental@optonline.net](mailto:bronzdental@optonline.net) ■

## See our website:

[www.bronxcountydentalsociety.org](http://www.bronxcountydentalsociety.org)

**THE SITE IS DESIGNED TO BE A RESOURCE FOR MEMBER** dentists as well as the public we serve. Take a few minutes to take a tour of the site. Some of the new features are:

- A Member Center full of resources for your practice. All information here is updated constantly by the ADA and NYSDA to keep you informed in real time.
- A Public Resource Center for the general public. The Find A Dentist feature enables patients to search for ADA member dentists by zip code and specialty.

Please give us feedback. This is your site and we have the ability to adapt it to better serve our members. ■

## Officers and Board Members for 2024

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50 YEARS



### At Dental Lifeline Network, your time and skills matter.

That's why we've made volunteering easy for compassionate dental professionals like you.

From screening those in need to managing coordination seamlessly, we've got it all covered.

When you volunteer with DLN, you change lives, find your purpose, and redefine success.

### Volunteering is easy.

#### Apply

A potential patient applies for the program through an application

#### Screen

A DLN/DDS coordinator reviews and screens the applicant

#### Match

Coordinator matches qualified patient with a volunteer dentist

#### Treat

Volunteer dentist sees patient in their own office

This is Why I Dental.

### Volunteer with Dental Lifeline Network's Donated Dental Services Program (DDS). When you volunteer, you:



#### CREATE BRIGHTER FUTURES

DLN gives you the opportunity to become a beacon of hope. You're not just restoring smiles; you're creating brighter futures.



#### DISCOVER YOUR PURPOSE

DLN provides a supportive community where your success story intertwines with the uplifting stories of those you help.



#### DEDICATE YOUR SKILLS

DLN offers turnkey solutions, from scheduling patients at your convenience to managing coordination seamlessly, we've got it covered.

[WhyIDental.org](http://WhyIDental.org)

## Why I Dental...

At Dental Lifeline Network we understand that your time is valuable, yet we also recognize the profound impact your skills can have on your community. That's why we've made it incredibly easy for compassionate dental professionals like you to give back to those in desperate need of oral care.

From clearing up painful dental infections and helping others eat again, volunteering with DLN's Donated Dental Services (DDS) program will make a lifechanging difference.



For many adults, right here in our own community, dental care is not an option. Dental Lifeline Network is looking for dentists who can change this.

I volunteer because it gives me that warm fuzzy feeling like I had in dental school.

Thomas J. Sniscak, DMD, FAGD



Dental Lifeline Network is a national nonprofit and strategic partner of the American Dental Association. More than 12,700 volunteer dentists and 3,200 laboratories participate in DLN's Donated Dental Services program nationwide.

#### OUR VISION

All vulnerable adults have access to lifechanging dental care.

#### OUR MISSION

We change the lives of America's most vulnerable adults through our coordinated system of care.



[WhyIDental.org](http://WhyIDental.org)



# Dr. Lawrence Holtzman

## Office Based Oral Surgery

Tuesday, June 11, 2024 | 6:00pm

Maestro's Caterers 1703 Bronxdale Avenue, Bronx, New York 10462

Buffet Dinner at 6pm (Kosher meals available upon advance request\*)

Installation of BCDS Officers at 7pm

Lecture to follow

This evening is sponsored by Nobel Biocare. It is free for all BCDS Members and Bronx Hospital Residents.

Dr. Holtzman's Course will include:

1. Extractions
2. Flap Design
3. Dental Implants
4. Surgical Endodontics
5. Treatment of Infection
6. Bone Grafting
7. Oral Pathology

### Dr. Lawrence Holtzman

- Tufts University Dental School - 1986
- New York Hospital/Cornell Medical Center - Internship 1987
- Montefiore Medical Center - Oral and Maxillofacial Surgery - 1990
- Board Certified in Oral Surgery and Dental Anesthesia
- Dr. Holtzman is on staff at New York Presbyterian Hospital/Columbia University Medical Center and has courtesy privileges at Montefiore Medical Center
- Private Practice - Bronx



**TO REGISTER FOR THIS DINNER LECTURE, EMAIL JOY PATANE AT [BRONXDENTAL@OPTONLINE.NET](mailto:BRONXDENTAL@OPTONLINE.NET)**

3CE Credits.

*\*Kosher meal requests must be received one week prior to the course.*

# Jeffrey Hoos, DMD

## If You Can Do Composites Correctly, You Can Do Full- Mouth Reconstruction

Tuesday, September 10, 2024 | 6:00pm

**Maestro's Caterers** 1703 Bronxdale Avenue, Bronx, New York 10462

**Buffet Dinner at 6pm** (Kosher meals available upon advance request\*)

**Lecture at 7pm**

This lecture is presented courtesy of Kuraray Dental

\$35 for BCDS members | \$75 for non-members | Free for residents of Bronx Hospital programs

When a dentist completely understands the steps to create durable, long-lasting composites, they have the building blocks for doing reconstruction cases.

Participants will learn:

- Immediate dentin sealing & resin coating bonding technique
- Stress free composite restorations
- Occlusal principles in a simple way
- Restoring mouths with a functional understanding

### Jeffrey Hoos, DMD

Dr. Jeffrey Hoos is a world-renowned practitioner and author of numerous articles. He has developed many innovative and exciting dental techniques including the patented H & H cordless impression method. Dr. Hoos graduated from Tufts University School of Dental Medicine with a DMD degree after receiving his MS degree in Biology from the University of Bridgeport and his BA degree in Zoology from Drew University.

He has been involved with implant dentistry for the last 25 years and teaches implant dentistry courses. Dentists from around the world regularly visit his practice to learn how to implement his methods. He lectures extensively on practice management as well as implant and cosmetic dentistry.

He recently celebrated his 41th anniversary in private group practice in Stratford, Connecticut and is consistently in the top 1% of the dental practices in the United States.



**TO REGISTER FOR THIS DINNER LECTURE, EMAIL JOY PATANE AT [BRONXDENTAL@OPTONLINE.NET](mailto:BRONXDENTAL@OPTONLINE.NET)**

3CE Credits.

*\*Kosher meal requests must be received one week prior to the course.*

# Dr. Dennis Bohlin

## Making a Difference – Substance Misuse and Your Patients

Tuesday, November 12, 2024 | 6:00pm

**Maestro's Caterers** 1703 Bronxdale Avenue, Bronx, New York 10462

Buffet Dinner at 6pm (Kosher meals available upon advance request\*)

Lecture at 7pm

CE Credits will count toward the new DEA requirements

### Dr. Dennis Bohlin

Dr. Bohlin received his DDS at Columbia University in 1978 and completed his residency at Columbia Presbyterian Hospital in 1979. He has been in private practice in Manhattan ever since.

Dr. Bohlin has expertise in implants and their restoration and all phases of general and cosmetic dentistry.

Dr. Bohlin has special interest and advanced training in substance use disorders and lectures at all five dental schools in NY on addiction and substance abuse in dentistry. He has served on the New York State Dental Association Committee on Chemical Dependency since 1985.

He is a member of the American Dental Association, American College of Dentistry and the New York Academy of Dentistry.

Dr. Bohlin lives with his wife Rosemary and they were blessed with nine wonderful children and 15 adorable grandchildren.



**TO REGISTER FOR THIS DINNER LECTURE, EMAIL JOY PATANE AT [BRONXDENTAL@OPTONLINE.NET](mailto:BRONXDENTAL@OPTONLINE.NET)**

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