

Montgomery Bucks Dental Society
Executive Council Meeting
May 26, 2015
Blue Bell Country Club, Blue Bell, PA

Present: J. Burrell, P. Chhina, B. Dishler, H. Ghazzouli, C. Gregory, S. Heleniak, T. Howley, D. Kaffey, G. Katz, L. Kessler, C. Limberakis, S. Moriconi, A. O'Day, K. Patel, J. Persischetti, L. Pulaski, R. Singer, L. Stone, A. Stout.

Call to Order: 7:06pm, President Burrell

Minutes from the March 12, 2015 MBDS EC meeting were unanimously approved.

• **President's Report -**

I want to thank everyone for their continued commitment to our organization. It is individuals like you who take pride in their profession and commit that "volunteer" time, that make this organization successful.

I would like to take a moment to once again thank Anne O'Day for her leadership as our immediate past President.

I would like welcome some new members to our board:

Lisbeth Pulaski Chair of the Membership Benefits – she has been working on various committees and has graciously agreed to Chair.

Jonathan Limberakis Chair of the Interprofessional Relations Committee – Jonathan is a soon to be graduate of the Abington GPR program. He will be joining his father's practice in Jenkintown.

Kruti Patel – editor in training for the bulletin. Kruti is also a soon to be graduate of the Abington GPR program. She will be working in the area.

I have several goals for the upcoming year:

- Women's Dental Event: This project is moving forward for Friday November 13th. Amanda has been able to secure Dr. Maxine Feinberg as another ADA leader who will be giving the opening remarks to the forum. TD bank has graciously agreed to sponsor the event as well as BENCO, AMH and MBDS. Financially we will be in good standing. We have started our "Save the Date" campaign. We are working out the details on who should have what email addresses etc. (i.e. we do not want to give a PDA mailing list to BENCO.) We are working on a more detailed mailing with the topic and agenda etc.

- Community Awareness committee: I have spoken with Joe and Ben regarding this. Our goal is to involve new members to take on multiple small projects with the hopes of it not being an overwhelming task. I.e. Karen Conn has agreed to write an article in the early Fall MBDS bulletin on "How to institute a Candy Buy Back Program in Your Office." The goal being, let's not re-invent the wheel, but many practitioners are already very successful with this project in their own offices, so let's share the "how to." We would like to have pictures of the "mounds" of candy we send overseas in a follow up article. Perhaps some local publicity in the newspapers. We would like to focus on an undetermined project for February – National Dental Health Awareness Month. As such I

have strongly encouraged Joe and Ben to have a committee meeting to brainstorm and organize an event. I feel this would be a great way to have new, younger members become involved. I am requesting an initial \$500 for this committee to have some “seed” money to have a dinner meeting and follow-up meetings.

- New Members/Young Dentist: Last year was a very successful year with the many events. We need to continue to support this very important area.

- Continuing Education. – Larry has done a great job over the many years in organizing our all day Friday CE; however he has expressed an interest in having assistance and stepping down sometime in the future. We need to form a committee and evaluate the direction for all day CE and appoint a chair to oversee this in the future.

- Bulletin – Amanda has done a tremendous job for the past several years. Anne and Amanda have graciously agreed to co-chair to give Kruti a “learning” year. We need to support them with ideas for articles and with pictures.

- I will make every effort to hold timely meetings and “stick” to the agenda. That being said, it is important that each committee send in a report to allow everyone a chance to review prior to the meeting – this includes me!! I will be asking “Is there anything to ADD to the report?” In addition, Lon and Nancy need our full support by having budget requests in a timely manner – I believe due in August 1st - in order for them to be approved and incorporated in the budget.

- I am open and welcome to new ideas for this upcoming year, once again, thank you for your support.

B. President-elect Report –

Dr. S. Moriconi welcomed Dr. Burrell as president and wished her the best during her presidency. No additional report.

C. Corresponding Secretary Report –

Dr. Pappy Chhina, it was discussed that according to the PDA; there are 339 Non-Renewals for the entire state of PA. Discussion of having EC board members call non-renewals directly to encourage them to renew their membership. No action plan finalized. Motion to add up to an additional \$500 to the Membership committee budget to be used for retention and recruitment of new and old members. Discussed. Motion unanimously approved.

D. Recording Secretary Report -

Dr. David Kaffey thanked committee chairs for turning in their reports in a timely manner.

E. Treasurer Report –

See attached balance sheet and Profit & Loss report

F. Directors to Second District – Drs. J. Burrell, J. Freedman, S. Heleniak, N. Rosenthal,
B. Terry

2nd District has been busy with a variety of initiatives aimed at greater member involvement, CE, membership and community outreach. After the successful joint New Dentist Event in March (hosted by Montgomery Bucks and Chester Delaware, a greater sense of cooperation between the components has been created. Discussion of cross attendance for membership activities has been discussed, so that 2nd District members can attend events that are closest to their location. While in the early stages, it is important that members and activities be easy to attend, welcoming and not geographically prohibitive.

An Ad Hoc Committee has been established to investigate the use of electronic billboards for a "Is your dentist special? Is your dentist ADA?". The purpose would be to raise the public's awareness of members and hopefully drive some membership growth from non-members. The billboards would be on heavily traveled highways and would be evenly distributed over the District. There is a meeting 6/11 and so there will be more to come at the next MBDS Board meeting.

An Ad Hoc committee has been established to investigate the creation of a "Give Vets a Smile" program. Following the success of GKAS, this would allow organized dentistry to reach out and help those who have sacrificed so much to safeguard our freedom. It was noted that the VA has approached the ADA for help, as their system cannot meet the demand and a group in San Diego has already successfully done one. More details to follow!

Day on the Hill is Tuesday, June 2nd. All 2nd District volunteers can get free round trip bus transportation from King of Prussia courtesy of a bus provided by PDA. Please register in advance at the PDA web site and let Dr. Limberakis know if you intend to ride the bus. Parking is in the far lot by Dick's Sporting Goods, across "Mall Blvd". The bus will board at 6:45am and return around 3pm.

Finally, the re-invented District dental meeting, re-named the Greater Philadelphia Dental Conference at Valley Forge is "FREE" to all MBDS members. 18 credit hours of world class CE, exhibits, hands on programs, a variety of social programs and special staff programming, scheduled March 2 - 4, 2016 at the Valley Forge Casino and Conference Center. Members will have to register, but it will be an awesome 3 days and the 30th anniversary!

G. Communications:

• **Bulletin** –

Deadlines for future Bulletin publications to be circulated and posted on MBDS website

b. **Informatics** –

The informatics committee will be expanding for the 2015-2016 year. A new committee member will head the "social media" component of the committee to increase the social media presence of MBDS.

The Informatics Committee has been creating email announcements and website updates to promote upcoming events such as the 2014-2015 Distinguished Speakers Series and the 2014-2015 Continuing Education program. Please notify alyssaniel@gmail.com if there are other upcoming events requiring advertisement via e-mail, website postings, and/or mailings.

Please also continue to send photos from events to alyssaniel@gmail.com so that our website and Facebook page can remain up-to-date and active.

c. Business Manager –

- 1) The classified ad has been updated for 2015-2016 year.
- 2) Sponsorship Brochure-In the process of finalizing. Once completed, I will work on securing all past bulletin sponsors for renewal
- 3) Accepting Credit Card payments-we have a PayPal account-I will use as another form of payment

H. Education:

• **All Day CE:**

Dr. Larry Stone is looking for someone to help with this committee with the intent of taking the committee over as sometime in the future. Contact Dr. Joanne Burrell if interested. The 2016-2017 All Day CE dates were reviewed and approved.

The full day continuing education programs are set for 2015-16 and the materials have been forwarded to Anne O'Day. The brochure should be available shortly.

b. Distinguished Speakers Series, Evening CE:

My report is that the last meeting April 4, before the President's Banquet has been filled. Dr. Richard Sobel will be speaking on "Safe and Effective Opioid Prescribing".

• **Sponsorship:**

The sponsorship brochures have been finalized and have gone to print for 2015-16.

The committee is now soliciting sponsors for all of the programs.

If anyone knows of any new contacts or parties interested in sponsoring programs and placing ads in our publications please contact Dr. Heleniak or Dr. Ghazzouli.

I. Fellowship:

a. **Social Programs –** no report

b. **Fellowship & Advisory –**

In an effort to reach out to more members, it was discussed to send via

email "Happy Holiday" email blasts along with electronic promotions of future events. Budget to be submitted soon.

J. Finance:

a. Audit –

Our current protocol of having an outside annual audit conducted by the MBDS accountant is acceptable. No changes or recommendations made at this time.

No activity; but an external and independent audit will be undertaken after this fiscal year, over the summer.

b. Budget & Finance-

The committee requested that all committee Chairs make sure they submit their annual budget requests by the appropriate deadlines. Classification and clarification of line items of the budget is underway. Dr. Kessler suggested that the MBDS EC consider a paid outside bookkeeper. Committee chair states they will try to have a budget in place by August 2015. No further discussion.

K. Governance:

• Nominating –

The previously circulated list of Emergency Delegates to 2nd District was reviewed, voted upon, approved unanimously.

b. Constitution & Bylaws- no report

L. Membership:

• Membership –

The New Dentist Event held jointly in March with Chester Delaware was a huge success with over 100 attending. Hopefully, the new dentist committee can share some metrics. It is my understanding, that the two components are looking to repeat with a similar program, but in the fall 2016, so that the same group of potential and new members can be engaged and followed throughout the academic year.

The New Dentist Conference is being held in conjunction with the national ADA meeting in Washington, DC and I would encourage all new dentists (10 or more years out) to attend. Abington Hospital's GPR will be sending 3 of their 4 residents.

I am investigating several social venues (Horizon Theater, Bucks County Playhouse to name two) where a members/new members social activity can be launched. Fun, Networking, bridge building between the generations would be the focus.

Will be working on a PDA level to craft a Residents/Graduate Student specific program.

Membership is still about one to one contact and relevance. It should be every board members responsibility to reach out and make new members welcome and non-members invited.

Don't forget, MOM - n - PA is this Friday and Saturday, May 29 and 30 in Harrisburg. Looking forward to seeing you there.

b. Membership Benefits – no report

c. New Dentist –

Discussion. PDA has contact information for all dentists regardless of their being a PDA member or not. PDA to be contacted for this information to be used for future events. Co-chairs requested that any members, who desire to join their committee, contact Drs. Kaffey and Greenfield.

On March 26, 2015, Montgomery Bucks Dental Society and Chester Delaware Dental Society co-hosted an outstanding new dentist event. The event was held at the Manayunk Brewery and our featured speaker was Dr. David Rice. Dr. Rice is the CEO and founder of IgniteDDS, a company whose mission is to help recent graduates bridge the gap between their formal education and their professional careers.

E-vites were sent to the D3, D4, and residents of all the programs in the Philadelphia area. With an initial response rate of 88 confirmed RSVPs, we exceeded that and had 110 actually show up. Light food and drinks were provided free of charge. Both MBDS and CDDS contributed \$1500 each. We secured sponsorship from PDAIS, Ivoclar Vivadent, and PDA. Patterson supplied gift bags with pens, paper, and hand sanitizer.

The goal was to introduce these new or soon to be new dentists to Organized Dentistry. We do not have metrics from PDA but we understand that a "very large number of people" approached the PDA reps at the event and provided their contact information directly to PDA.

The event was on budget and was considered a huge success.

This was the first of an annual event that we expect to hold jointly with CDDS. We anticipate that 1st District/Philadelphia will co-sponsor next year's event as well.

d. Member Insurance Program –

Committee encouraged all members to get an insurance quote from PDAIS.

M. Peer Review:

a. Insurance Review – no report

b. Ethics & Law Enforcement –

Discussion for MBDS to contact dental practices that do not have the name of the owner of the dental practice displayed on the outside signage.

c. Patient Relations –

Dr. R. Singer thanked Dr. B. Terry for joining is committee. There is one

case currently under review.

N. Public Interface:

a. Community Dental Awareness –

There will be a meeting in August or September 2015 for anyone interested in having a Candy Buy Back program in their offices. Chair to notify membership of meeting date. Dr. C. Limberakis suggested an Ad Hoc committee be formed to explore a “Give Vets a Smile” program. The program would consist of providing needed care, either at no cost or at a very low cost, to Veterans of the Armed Services. It was suggested to contact the local Congressman to locate Veterans would need dental care. Dr. Limberakis and Freeman will spearhead this project.

b. Inter-professional Relations –

All the awards for the various programs were sent out and presented to the various students from several programs.
Harcum College EFDA and Hygiene programs
Manor College EFDA and Hygiene programs
Montgomery County CC Hygiene program
Upper Bucks county Vocational school assistant
Middle Bucks Institute of Technology assistant

The names of the students were sent to Amanda Hemmer to put in the upcoming issue. There should be some pictures of the students receiving the awards which are also being forwarded to Amanda, The cost of the newer type of awards with the engraving and the postage for the awards came to \$695.00 or approximately \$100/award which is in line or very close to what MBDS paid last year for the different awards.

c. Government Relations –

I hope to see most of you at MOM-n-PA on Friday and Saturday. It’s great that we are having it in Harrisburg right before Day on the Hill on Tuesday June 2nd. We will be able to remind the legislators that we are putting our "skin in the game" and helping give dental care to the underserved. And, we need them to help us with our Assignment of Benefits bill. We have great support with influential co-sponsors. I believe this is the year that we get this through. Please answer any Action Alerts that the PDA sends you. We need constituent support to get this done.

d. Executive Director – no report

O. Executive Director – all MBDS EC board members were asked to complete and return the previously sent annual paperwork to Dr. Tom Howley ASAP.

P. Unfinished Business – none

Q. New Business – none

R. Announcements – none

Dr. J. Burrell adjourned the meeting at 8:59pm.

Respectfully submitted,
David M. Kaffey, DDS
Recording Secretary, Montgomery Bucks Dental Society