

Montgomery Bucks Dental Society

Executive Council Meeting

September 16, 2013

A meeting of the Montgomery Bucks Dental Society Executive Council was held on September 16, 2013 and called to order at 7:05pm by President Dr. Lon Kessler.

EC members present: Drs .Josh Alter, Jerry Axler, Joanne Burrell, Pappy Chhina, Derek Conover, Bernie Dishler, Jay Freedman, Hadi Ghazzouli, , Les Green, Ada Greenfield, Christina Gregory, , Eric Hans ,Stan Heleniak, Amanda Hemmer, Tom Howley, Dave Kaffey, Gene Katz, Lon Kessler, Cary Limberakis, Larry Montgomery, Steve Moriconi, Alyssa Nielubowicz, Anne O'Day, Nancy Rosenthal, Jeffery Sameroff,, Bob Singer, Scott Smith, Craig Soffin, Jim Stevenson, Larry Stone, Angel Stout, Bruce Terry, .

EC members absent: Drs, Dave Bordonaro Rusty Bullock, Ronni Bruck, Joe Persichetti,, Mike Schelkun, Raj Shah

The Minutes from the previous board meeting were approved unanimously.

Dr. Kessler proposed a motion before the board for Dr. Kosteva's request for \$1000 from MBDS for the VFDC. The motion was approved unanimously

Dr. Kessler reported that a \$5 dues increase was reported to the PDA

Dr. Kessler brought a request to the board from "Food for Troops" asking a \$1000 donation from MBDS. Dr. Kessler proposed an ad-hoc committee for donations be formed to review all such donation requests in future.

Dr. Limberakis proposed MBDS having another "shredding event". This request will be passed on to membership/sponsorship comms. for the following years budget and planning.

Dr. Howley reads the MBDS Exec. Board Guest Policy for all board meetings. The policy is available per request from the Exec. Director.
The policy was approved by the board.

- **President's Report:**

We have completed our budget for 2013-14. Our CE program brochures have been sent out and we hope to have good attendance at our CE courses this year. We will have our audit committee make sure our finances meet IRS guidelines since there were some questions raised over the summer. Our accountant feels we meet the necessary IRS requirements. PDA has changed the date of the Philadelphia student

outreach event to Thursday, September 12. It will be held at the Triumph Brewing Company from 6:30-8:30pm.

TD Bank was pleased with the turnout to our June 21st practice management CE event; they have increased our budget for a similar program next year from \$3,500 to \$5,000. Milestone, M&T Bank expressed interest in supporting our CE Programs. First Niagara has expressed interest in funding our membership programs. Dr. Freedman has been working hard at putting these programs together I have been in touch with Demandforce so that we may improve communications with our members via text as well as e-mail. We are also in the process of updating our web page to give it a new look and make it more user friendly.

We have a great EC and I am looking forward to a successful year

Executive Committee Reports:

- **President-Elect's Report**

Dr. Anne O'Day no Report

Corresponding Secretary Report

No Report

- **Recording Secretary Report**

No Report

- **Treasurer's Report**

Dr. Angela Stout reviewed the financial status of the society and reports the society is in good financial shape.

- **Directors to the Second District**

All Board members were encouraged to attend Lobby Day.

Dr. Stone reminded all about the Gordon Christiansen CE at Valley Forge

- **Standing Committee Reports**

- **Bulletin**

The committee has been working very hard to continue to provide relevant and interesting information in our Bulletin. We have been trying to include photos and write ups from current events within the society as well as interesting articles that pertain to members. There will be six issues this year, one to be sent out approximately one month prior to each dinner meeting. If you have any photos or would like to contribute to our next issue please contact me at hemmer.amanda@gmail.com.

B. Informatics

The Informatics Committee has been creating email announcements, website updates, and mailings to promote upcoming events such as the Healthlink Golf Tournament at the end of September, our Distinguished Speaker Series, as well as our 2013-2014 CE Program. Please notify alyssaniel@gmail.com if there are other upcoming events requiring advertisement.

The Informatics Committee has also requested a budget item to update the website (www.mbds.org). The committee will begin to work with our web design team who will create 3 initial unique designs for our review if this item is approved.

The committee is still attempting to increase our presence on Facebook. Please send photos from events to alyssaniel@gmail.com so that our Facebook page can remain up-to-date and active. Please “like” us on Facebook!

- **Business Manager**

Over \$4000 in checks have already been received from sponsors for ads in this year’s Bulletin. Please contact me or Amanda Hemmer with contact information of any potential advertisers you’d like us to contact.

- **Continuing Education (full day)**

The full day CE programs are set and have been announced for the 2013-14 academic year.

The CE committee will be meeting at 6pm at Blue Bell CC prior to our executive meeting on

Sept. 16 in order to get a head start on 2014-15.

I would like to remind everyone that the Valley Forge program with Dr. Gordon Christiansen will be

On Thursday Sept 26th and will be free to anyone signing up for the complete CE package.

Also, there will be limited attendance at the November 15th "hands on" endodontic program with Dr. Joe

Camp,

So don't delay!

- **Member Programs (evening meetings)**

All 5 evening programs are completed. I think we have a great line up of speakers this year with several outstanding leaders in their field.

We are rebranding the evening CE meetings beginning with a new title for this series of programs. The evening meetings will now be called:

"The Montgomery Bucks Dental Society Distinguished Speakers Series"

2013/2014 Program is as follows:

- 9/23/13 Monday Dr. Steven Weinberg – Prep vs. No prep Veneers: an overview
- 10/28/13 Monday Mr. Evan Laine, JD – Malpractice: Lessening the Risk
- 11/25/13 Monday Dr. Michelle Cantwell - Dental Sleep Medicine: an introduction to oral appliance therapy
- 1/30/14 Thursday Dr. Markus Blatz - Ceramic Restorations: a CAD/CAM update **NOTE THIS IS A NEW DATE AND A THURSDAY**

- 3/31/14 Monday Dr. Thomas Sollicito – Tempromandibular Joint Disorder: Diagnosis and Management

Please note the January 30, 2014 meeting is a NEW date and is on a Thursday.

Meeting times are unchanged. 6pm cocktails, 7pm dinner, 8pm presentation

All meetings will be held at Normandy Farms.

E.Sponsorship

No report

Social Programs

No report

Fellowship & Advisory

As we all know, our friend and colleague, Dr. Rusty Bullock is in the recovery phase of a serious illness. 2nd District notified many board members (as Rusty was a past President) and many of us sent out individual cards.

Rusty has taken a health related leave of absence form organized Dentistry for this year.

MBDS purchased a Cheese, Crackers and Fresh Fruit tray along with a card from us all and I delivered it to Rusty in early August. He called a day or two later, thanking all of us for our well wishes.

- **Audit**

No Report.

- **Budget & Finance**

A few line items were amended.

- **Nominating**

No Report

- **Constitution & Bylaws**

No Report.

- **Membership**

- TD Bank's sponsored (\$3,500) Practice Management program held June 21st at Normandy Farms was a big success with over 100 individuals in attendance. We also received some sponsorship money from The Handpiece Guy, Benco and Caulk. I have been following up with the 12 non-members to encourage their active participation. This program made a small profit.
- TD Bank was so impressed with the turn out, that our program budget for 2014 has been increased to \$5,000 and I would like the Board to consider another practice management program around the same time of year, so I can start working on it now. I would also again include some minor sponsors to assist in acquiring a dynamic speaker
- TD Bank's Affinity program will be generating our first royalty at the end of the calendar year, but MBDS has a very poor participation to date. In addition to a low percentage that have signed up, every new TD depositor generates a one time \$25 payment to MBDS. Do the math...100 new depositors gives us \$2500. Let's work this!
- 1st Niagara Bank is also interested in sponsoring membership programs. Based on the success of the "Scent Event", spearheaded by Dr. Rosenthal, 1st Niagara

is in the process of completing the necessary paperwork to commit financial resources to sponsor “Scent Event 2”. Time and details TBD.

- 1st Niagara Bank is also in the process of working with me on a pilot program, tentatively named “Dental Economics 101”, which could be 2 to 3 programs specifically focused on the business model of a dental practice. They would fund it entirely and it would be taught by one of their VP’s, who is also an Assoc. Professor of Economics at Del-Val College. Members and non-members would pay a nominal tuition.
- M&T Bank have expressed an interest in sponsoring a “Women’s Dinner”, but the details and specific commitment need to be finalized.
- Dr. Rosenthal still has ADA MPG Grant money and will organizing another HR program for members and non-members. Location will be at Abington Memorial Hospital, date and time TBD.

Most of the membership activities to date have been focused at creating the financial resources to allow for the funding of relevant membership programs that once funded, will be organized and supervised by “Action Committees” for each separate event. My goal is to have well funded, membership related activities that will have a ZERO impact on our budget, but still present a series of attractive and robust programs!

As an aside, when visiting my youngest in Honolulu, Hawaii last month, I made it a point to visit the Hawaiian Dental Association and try to learn about their challenges and successes. I learned a good deal, but applicable to membership, the HDA’s most pressing concern was how to increase their market share from 94% to 100%. MBDS, the states biggest single component, could through the dedicated effort and hard work of us all, increase our market share (which I believe now stands at 57%) and have a dramatic impact on our component, our district and our State. I look forward to any and all suggestions, initiatives and help! I think the growth in membership should be one of our top priorities!

- **Membership Benefits**

No Report.

- **New Dentist Subcommittee**

No report

- **Membership Insurance Programs**

No Report

- **Insurance Review**

There was one activity to report:

A patient submitted a letter concerning failure to receive insurance reimbursement for an oral appliance to treat his sleep apnea. The patient was covered by Medicare and had United Healthcare as the secondary insurer. The dentist was informed (or misinformed) that if Medicare denied payment the secondary insurer (United Healthcare) would pay towards the appliance therapy. United Healthcare also denied services.

Some background information is indicated here. Sleep apnea can be treated with oral appliance therapy. It is a medical condition that must be diagnosed by a physician, generally a board certified sleep physician. In order to obtain Medicare reimbursement for oral appliance therapy the doctor (dentist) must be a DME (durable medical equipment) supplier. The dentist must register with Medicare and apply. This is a tedious process (40 page application, \$500 plus application fee), and requires onsite inspection of the facility. Medicare will not pay for an appliance unless the above conditions are met. Secondary insurance does not pay unless the primary insurance (e.g.: Medicare) approves the therapy.

At the time of treatment the dentist was unaware of the abovementioned preconditions and was misinformed by his insurance expediting service of the preconditions. This was ascertained by my conversation with him.

I referred this case back to Dr. Bob Singer, Chairperson of the Montgomery- Bucks Dental Society Patient Relations Committee.

Ethics & Law Enforcement

One of the MBDS Board members referred me to an advertisement found on Amazon Local by a dental practice the issue is resolved.

I have two more pending similar advertisements which have been brought to my attention. I will report fully on these as they become finalized.

Patient Relations

We have a large number of cases, 14, although one turned out to be a Peer Review case.

Most are resolved, several are still working

- **Community Dental Awareness**

No Report

- **Interprofessional Relations**

No Report

- **Government Relations**

Dr. Dishler reported that \$150,000 has passes in the state legislature for the Donated Dental Services

- **Executive Director**

No Report

Ad-Hoc Committee Reports

No Report

- **Unfinished Business**

The board made a motion for a donation to Abington Hospital's GPR in the amount of \$10000 over the next 3 years. There were no seconds and the motion was removed from the floor.

- **New Business and Motions for the Board**

Dr. Limberakis made brought a new motion for a donation to Abington's GPR program in the amount of \$7500 over a 5 year period. The motion was discussed by the board and approved with one abstention.

A motion was made to approve the budget as amended

If there are any website issues please email Dr. Amanda Hemmer and copy Dr. Tom Howley.

Announcements:

None

Adjournment of the meeting at 8:48PM

Respectfully submitted,

James M. Stevenson DDS

Recording Secretary