

The NEW JERSEY SOCIETY OF PERIODONTOLOGY & IMPLANT DENTISTRY PERIODICAL

FALL 2017



NJSPID MEETING

SPEAKER:

Dan J. Holtzclaw, DDS, MS

DATE:

November 8, 2017

TIME:

7am-8am
Registration & Breakfast

8am-2pm - Lecture

TOPIC:

Tips From a \$4 Million
Periodontal Practice —
Techniques to Enhance
the Surgical and Business
Performance of Your Practice

PLACE:

PNC Bank
Two Tower Center Blvd.,
East Brunswick, NJ, 08816

CALENDAR

February 21, 2018
Members Only Meeting

"The Periodontist in
Turbulent Times"

Speaker: Dr. Peter Fritz

FALL MEETING — Wednesday, November 8, 2017



DAN J. HOLTZCLAW, DDS, MS

Tips From a \$4 Million Periodontal Practice - Techniques to Enhance the Surgical and Business Performance of Your Practice

**New Jersey Society of Periodontists, Fall 2017
Presentation Overview**

Lecture Overview: Today numerous regenerative materials play a role in allowing clinicians to routinely meet the challenges of periodontal and implant therapy. This includes particulate and putty bone grafts, occlusal collagen, ePTFE, platelet rich fibrin, and amnion-chorion membranes, and recombinant and naturally derived growth factors. Based on published literature and personal experience, Dr. Holtzclaw will share his beliefs on the use of regenerative materials to enhance our ability to save teeth, failing implants, and increase the predictability of placing implants. Throughout his presentation, Dr. Holtzclaw will share how in less than five years, he built and sold two practices, which was due in-part to his using regenerative therapies to obtain superior results, gaining him a large number of referrals.

Educational Objectives: 1) review available bone grafts substitutes with an emphasis on the benefits of using new allograft blends, 2) look at the levels of predictability provided various types of occlusal membranes when left exposed to the oral environment in site preservation, 3) discuss specific combinations of regenerative materials for the treatment of periodontal defects, failing implants, and site preservation, 4) when to consider adding a growth factor to treatment plans, 5) how utilization of regenerative materials allows for the use of surgical techniques which reduce surgery time, trauma to the patient, and increase predictability, and 6) learn ways to promote one's practice to patients and referrals.

Speaker Bio: Dan Holtzclaw, DDS, MS, maintains a private practice limited to periodontics and dental implants in Austin, TX. He graduated from the University of Texas Health Science Center at San Antonio and was commissioned as an officer in the United States Navy where he attained the rank of Lieutenant Commander during 12 years of service. He completed General Practice residency at the Naval Medical Center Portsmouth, and residency in Periodontics at the National Naval Medical Center in Bethesda. Dr. Holtzclaw has published over 50 peer reviewed journal articles relating to various aspects of periodontics and implant dentistry and provided over 100 lectures worldwide. He has been named a Leader in Continuing Dental Education by



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NJSPID President's Message

Dr. NIMA MIRMAJLESSI



I hope that everyone was able to enjoy the mild weathered summer. Those of you who were able to attend the AAP meeting in Boston, I hope you were able to catch up with old friends, enjoy the city of Boston and pick up a few pointers from the lectures you attended.

The main theme for the meeting was leadership. The Keynote speaker, Alison Levine was able to

describe how to deal with challenges and adversity to make inspiring and courageous decisions. I would like to see the NJSPID to take more of a leadership position within the dental community. As you will read in Dr. Kahn's trustee report, the title and concept of specialty and specialist has come in question by some throughout the country and our state. NJSPID should be a beacon of leadership within the State of New Jersey. NJSPID must be an advocate for the Specialty of Periodontics and Periodontists throughout the state and needs to promote the Art and Science of Periodontology and Implant Dentistry.

In order for NJSPID to have a strong voice, we need the power of membership. There is always strength in numbers. I would like to see every Periodontist become a member of NJSPID. The Board of trustees, have been working very hard to create programs to add value to

our membership. Dr. Jeffrey Morton is spearheading our Hygienist Shadowing Program and build on our relationship with NJDHA. There is always an open invitation to our members to join us at our Board of trustees meeting. We have been trying to promote the T.E.A.M. concept to help build relationship with our Restorative Specialist. Moreover, I hope that our members know that your Board of Trustees can be contacted with any of your concerns. There is obviously a rich wealth of experience, knowledge and even political savvy among our membership.

On Nov. 8, 2017, Dr. Dan J. Holtzclaw will making a presentation titled "Tips from a \$4 million Periodontal Practice - Techniques to enhance the surgical and business performance of your practice." In February, Dr. Peter Fritz will making a presentation titled "The Periodontist in Turbulent Times". Both of these meetings are going to be MEMBERS ONLY meetings. These meetings will be both clinical and economical in nature.

Again, I would like to ask you to invite a friend and fellow non-member Periodontist to join us this November. I would like for NJSPID to be a venue for camaraderie, mentorship and leadership. Remember — Together Everyone Achieves More.

Respectfully,
Nima Mirmadjlessi DDS, MSD

Seminar Registration Form Fall 2017 Scientific Meeting Members ONLY

- Speaker:** Dan J. Holtzclaw, DDS, MS
Date: Wednesday, November 8, 2017
Time: 7am-8am – Registration & Breakfast
8am-2pm - Lecture
Topic: **Tips From a \$4 Million Periodontal Practice —
Techniques to Enhance the Surgical and Business Performance of Your Practice**
Place: **PNC Bank**
Two Tower Center Blvd., East Brunswick, NJ 08816

6 CEU Credits
Sign up early for this
exceptional meeting.

Registration Fee: \$125 (NJSPID Member) / \$395 (Non NJSPID Member)

Name: _____

Office Phone: _____ E-mail: _____

Guest (Non Member Periodontist): _____

Send registration and check payable to NJSPID or call to pay by credit card:

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MY AAP Board of Trustees Report

DR. RICHARD KAHN, AAP TRUSTEE



NJSPID: We are value!

I am routinely asked why I choose to be involved in organized dentistry. There are many reasons, but having the opportunity to work for what I feel is in the best interest of the dental profession is why. Let me elaborate on "in the best interest of the dental profession".

At the end of the day, the sole purpose of the dental profession should be to serve the oral health needs of the public. Taking this as the perspective, if the public is provided nothing but the highest quality and ethical oral healthcare, then the profession of dentistry has met its charge. However there are times when the profession disappoints the public and the profession. The State Dental Boards are the mechanism where the government polices the profession to ensure that the public's well-being is protected from the licensed dental professional should one stray from providing the highest quality and ethical oral healthcare. Only a State Licensing Board has the authority to approve or restrict how one practices the profession of dentistry.

The formal dental education is designed to provide those that will ultimately be licensed to practice dentistry and treat the public with the requisite training to be able to deliver the highest quality of oral healthcare in an ethical fashion. The Commission on Dental Accreditation (CODA) is the body that is charged with the oversight to ensure that the formal dental education provides the dental profession with the requites education and skills. CODA's mission is to develop educational standards that acquit safeguard the public and to enforce these standards. CODA is the agent for the United States Department of Education (USDE). CODA's requisites are no different for the dental specialties.

The purpose for a specialty according to the American Dental Association "Americas leading advocate for oral healthcare":

Dental specialties are recognized by the Association to protect the public, nurture the art and science of dentistry, and improve the quality of care. Specialties are recognized in those areas where advanced knowledge and skills are essential to maintain or restore oral health.

"A specialist" has the connotation that they have achieved the highest level of skill, educational standing and abilities. Currently CODA has that authentication responsibility. According to the NJ Supreme Court in their ruling on Howard vs Heary it supported the precept "would a patient make the same decision if the actual credentials of the practitioner were properly presented in advance."

So in summary the formal education is designed to train the dental professionals to treat the public and the state boards are to protect the public and the representation of a specialist to the public is to give them a comfort level that they are being treated by those with the highest level of understanding and training.

Until recently the ADA has determined what subject areas of dental care are worthy of specialty recognition, the ADA 9. The USDE through CODA monitors and enforces the stringent educational standards functions for the ADA 9. There are no areas of "specialty interests" that are prevented from producing educational standards and training requirements consistent with that required by CODA for any of the ADA 9. Any entity can apply to CODA for specialty recognition. In fact, recently the American Academy of Implant Dentistry made an application to CODA for specialty status that was rejected. Over the years there have been challenges by the Anesthesia society to have the ADA recognize anesthesia as a specialty. That decision resided with the ADA House of Delegates. That request has been defeated. This "defeat" was argued to be based upon the ADA's determination of what is a recognized specialty it has to cover "areas where advanced knowledge and skills are essential to maintain or restore oral health," not the educational qualifications that the proposed specialty meets.

Recently there have been challenges by the American Board of Dental Specialties(ABDS) to the State Dental Board's right to determine what is a recognized dental specialty. For lack of a better description the ABDS is CODA without the oversight of the USDE. Most boards have recognized the ADA 9. This designation has been challenged violating one's first amendment rights and restraint of trade. There have been three significant court cases heard in Florida, California and recently in Texas. The courts have ruled that the ADA does not have jurisdiction to determine what can be called a specialty and any reliance upon that is inappropriately restrictive.

In March 2017 the NJ State Board of Dentistry was approached by the ABDS with a request for rule making regarding what the Board recognized as dental specialties. Currently the NJ State Board recognizes the ADA 9. To the State Boards credit, it focused on what the appropriate educational standards and testing requirements (board certification) for an entity to be classified as a dental specialty and sought public comment before making that decision. According to my sources this is the State Boards attempt to protect itself from the arguments of the lawsuits of Texas.

As your elected Trustee, I raised this matter to the AAP BOT. What was emphasized to the AAP is that this is not just a NJ matter, it is a national specialty sanctity issue. Without getting into the backroom handicapping, in my opinion the decision of the NJ State Board could be the Armageddon of specialty dentistry as we know it. The AAP submitted a letter to the Board supporting CODA's authority, CODA's standards and the Dental Board's responsibility for public safety. The NJSPID's President Dr. Nima Mir Madjlessi wrote a similar letter. Much to his credit, Nima recognized the significance of this matter and assigned me to monitor the matter and advocate for the NJSPID's position.

On September 5, 2017 the matter was on the agenda of the State Board. At the outset of the public portion it was announced that the Board had tabled its decision till the

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Trustees Report - Cont'd from p. 3

October meeting. I represented the NJSPID and the American Association of Orthodontists flew their attorney in from St. Louis. We both provided testimony and we were both on the same side of the issue. I raised the education qualify of what a specialist should be and implored the Board to utilize the USDE approved CODA educational format to determine specialties. That would also open the door to any of the non-ADA 9 specialties to seek specialty status (Anesthesia, Facial Pain, Implant Dentistry, etc.). The Orthodontist's attorney raised the public's reliance on "the specialist" and what that mean to the public and that the public could be misled. That is the Howard v Hersey argument. The state board will be returning their decision on October 4, 2017.

I would like to believe that the State Board will see things consistent with the NJSPID's position. EDUCATION makes a specialist. If the criteria specialty dentistry recognition remains the same, I will tell you in large part it is because of the influence of the NJSPID. If that is the case, could anyone ever question the value of membership in the NJSPID?

Dr. Richard Kahn
AAP Trustee



Speaker Bio - Cont'd from p. 1

Dentistry Today for 8 consecutive years (2007-2014). Dr. Holtzclaw is a diplomat of both the American Board of Periodontology and the International Congress of Oral Implantologists. He currently serves as the Co-Editor-in-Chief of the *Journal of Implant & Advanced Clinical Dentistry*, and an edito-

rial board member of Clinical Advances in Periodontology.

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