

The NEW JERSEY SOCIETY OF PERIODONTISTS PERIODICAL

WINTER 2016



N J S P M E E T I N G

MEMBERS ONLY ALL-DAY MEETING

Comprehensive Periodontal Insurance Workshop

Presenter: Pam Throw
Third Party Specialist for the AAP

Date:
Wednesday, February 10, 2016

Place:
PNC Bank - Tower Building
[next to the East Brunswick Hilton Hotel]
2 Tower Center Blvd.
East Brunswick, NJ 08816

Meeting Schedule
Registration & Continental
Breakfast 8:00 am – 9:00 am
Seminar 8:00 am – 4 pm
[Includes complimentary LUNCH]

MEMBERS MEETING

Essentials of Incorporating Social Media into your Marketing Plan

Presenter: Minal Sampat, RDH,
President-Founder-Growth
Management Marketing, LLC

Date:
Wednesday, February 24, 2016

Place:
Forsgate Country Club
375 Forsgate Drive, Monroe
Township, NJ 08831

Meeting Schedule
Registration & Hot Buffet Dinner
6:00 pm – 7:00 pm
Seminar 7:00 pm – 9:00 pm

MEMBERS MEETINGS

Comprehensive Periodontal Insurance Workshop

Wednesday, February 10, 2016

Presented by
Pam Throw
Third Party
Specialist for
the AAP



PAM THROW

COURSE OBJECTIVES

Careful and accurate management of insurance claims is one of the most important services you can offer patients today. Timely submission, precision coding, and excellent communication with patients and third parties can impact the success of your practice. Staff responsible for the management of insurance claims and coding will benefit by attending this workshop to sharpen their skills and learn new ways to improve delivery of service to internal and external customers.

The Insurance Workshop will be presented by the Third Party Specialist for the AAP. Generally, the Insurance Workshops last approximately four to five hours.

Also, as of January, 2008 the insurance workshops that are

Cont'd on p. 4

Essentials of Incorporating Social Media into your Marketing Plan

Wednesday, February 24, 2016



MINAL SAMPAT

Presented by
Minal Sampat,
RDH,
President-
Founder-Growth
Management
Marketing, LLC

COURSE OBJECTIVES

Do you know how to use Facebook and other sites to grow your business?

In-House marketing increases revenue and treatment acceptance

Please feel free to invite your team member managing your social media so you can all be on the same page about the sequence of steps you intend to implement.

Learn how to establish your brand culture, maximize the use of digital media, connect with your patients and track your marketing efforts. We will discuss resources that will help streamline your marketing to grow your business. Come be "social" with us!

Learn the essentials of incorporating digital media marketing in your practice's marketing plan.

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Editor's Message

Dr. David Goldberg

New Jersey Periodontist causes Pivotal Loss of Name Change Initiative for AAP

Yes, that's right!

On Monday, November 15, 2015 the House of Delegate met in Orlando, Florida for a monumental vote.

This vote was to decide if the words "Dental implant" should be added to our name: "The American Academy of Periodontology and Dental Implants."

This would have made us the only ADA recognized specialty with the words "implants" in our name.

Focus group studies to the public have shown that with implants in our name we would have more people recognize periodontists as the "go to" people for dental implants.

The vote on the floor at our meeting required 75% of the members present to pass the name change. After passionate discussion of both sides of the issue the first vote was taken:

74.4% for a name change
25.2% against a name change
2% abstained

Then one person stood up and said his electronic voter did not work and bedlam ensued.

Finally a second vote was taken and the name change initiative was defeated.

73.3% for a name change
25.2% against a name change
2% abstained

How very sad for the future of periodontics.

Here we have a chance to move forward and be the leaders in implantology as well as periodontics and because a few prominent vocal members spoke out our name change was defeated.

If only 2 more NJ periodontists were there and voted yes for a name change we would now be the "American Academy of Periodontics and Dental Implants."

Here was a chance to move forward and help get more patients in your office with very little to lose.

If you have a business problem and you were not in Florida to vote, don't complain now. Just call Dr. Wayne Aldredge, our AAP President and NJSP member and ask what you can do now.

These views are solely the opinion of the editor and do not reflect the opinions of the NJSP.

— D.A.G.

COURSE REGISTRATION

NJ SOCIETY OF PERIODONTISTS MEMBERS ONLY ALL-DAY MEETING

Speaker: Pam Throw, Third Party Specialist for the AAP

Date: Wednesday, February 10, 2016

Time: 8:00 am - 4:00 pm (includes a continental breakfast & complimentary lunch)

Topic: Comprehensive Periodontal Insurance Workshop

Information about ICD-10 coding, which was implemented in October, 2015

Place: PNC Bank - Tower Building [next to the East Brunswick Hilton Hotel]

Address: 32 Tower Center Blvd., East Brunswick, NJ 08816 • Phone (732) 616-5982

Tuition: NJSP Member Fee: \$100 - Dentist and your Insurance team member
[Includes one work-shop power-point manual-required]

Non-member Fee: \$110 - NJSP Dues + \$100 - Seminar fee = \$210

[2016 NJSP member Dues, Seminar, insurance team member and workshop manual]

Early Bird Registration Special: The first 6 Periodontists who register for this seminar will receive a complimentary: **Oral-B Pro 5000 SmartSeries with Bluetooth®** [Retail value: \$160]

The World's First of Its Kind with Bluetooth® Connectivity

(Add \$50 after February 1, 2016)

6 CEU Credits
Seating is limited,
enroll now, before this
course is sold out!!!!

Name (s): _____

Office Address: _____

Office Phone: _____ E-mail address: _____

Total Enclosed: \$ _____

Mail check & registration form to:

New Jersey Society of Periodontists

Dr. Ethan Glickman — Executive Secretary, P.O. Box 7296, East Brunswick, NJ 08816

Office: 732-742-2597 • Fax: 732-764-6200

www.njperio.org

NJSP President's Message

Dr. Nima Mir Madjlessi



Dear Colleagues,
We are about to come upon the holiday season and a new year. It is time to be thankful for all the blessings that has been bestowed upon us - our patients, staff, colleagues and most important our families. We all get to look at the past year and take note of the good and the bad.

At NJSP we have been trying a new approach to create value of your NJSP membership. We have been trying to develop the concept of TEAM. We have established a NJSP MEMBER Google group for our membership, to encourage improved communication among ourselves-which reminds me please accept this invitation to join for those of you have not accepted the invitation to the New Jersey Society of Periodontists [Member Google group](#).

We are in the process of updating our Website which should be ready to launch by January 1, 2016. We are hoping to look into ways to reintroduce ourselves to our communities. We will try to piggy back on some of the efforts being made by AAP. We will be trying to create a presence in our dental communities.

We are in the process in developing several programs with NJ State Dental Hygiene Association (NJDHA), including a hand on course by Ann Patterson from the University of Southern California throughout the state. We are in the process of developing a Periodontal speaker bank, so we can disseminate valuable information to the Hygienists within our state who are the Periodontal coordinators in our Restorative Specialists

Practices. Also, we are starting a [NJSP"SHADOW"](#) program where Hygienists can [observe various clinical procedures](#) performed by our MEMBERS at the members option and convenience.

On October 7, 2015 we had our Fall Scientific seminar. Dr. Ernesto Lee presented, " From Single Implants to Full Reconstruction: A road map for enhanced surgical -restorative synergies". This was the first meeting where a registered member could invite [up to three restorative specialists \[GPs\] to attend at no cost](#). This was meant to promote mentorship, scholarship and even leadership, by opening lines of communication. I hope that more members will take advantage of this opportunity in the future.

On Wednesday February 10, 2016 [6 CEUs], Pam Throw the clinical affairs manager at the AAP will be presenting a Comprehensive Insurance Workshop-AAP at the PNC Bank Tower next to East Brunswick Tower on Route 18, East Brunswick, [reviewing in detail; medical billing using the new ICD-10 codes to ONLY our NJSP membership](#). Each registered member, who pays for the workshop, will be able to bring their insurance coordinator to this workshop at no additional fee. Also, please be sure to register for this work-shop course.

On Wednesday evening February 24, 2016 at the Forsgate Country Club Ms. Minal Sampat will be presenting on Social Media Marketing [2 CEUs]at our ANNUAL MEMBERS-ONLY meeting. **Title: 2016 Marketing for Dentists** Learn how to establish your brand culture, maximize the use of digital media, connect with your patients and track your marketing efforts. We will discuss resources that will help streamline your marketing to grow your business. Come be "social with us!"

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COURSE REGISTRATION

NJ SOCIETY OF PERIODONTISTS MEMBERS MEETING

Members Meeting is for all NJP Periodontists who have paid their 2016 dues.

Speaker: Minal Sampat, RDH, President-Founder-Growth Management Marketing, LLC

Date: Wednesday, February 24, 2016

Time: 6:00 pm - 9:00 pm (includes a hot buffet dinner)

Topic: Essentials of Incorporating Social Media into your Marketing Plans

Place: Forsgate Country Club

Address: 375 Forsgate Drive, Monroe Township, NJ 08831 • Phone (732) 521-0070 • www.forsgatecc.com



2 CEU Credits
Sign up early for this exceptional meeting.

2 CEU Credits

Member Benefit - No Fee for 2016 Dues Paid NJSP Members.
Registration required, please fill out & mail form below.

Name (s): _____

Office Address: _____

Office Phone: _____ E-mail address: _____

Mail or Fax registration form to:

New Jersey Society of Periodontists

Dr. Ethan Glickman — Executive Secretary, P.O. Box 7296, East Brunswick, NJ 08816

Office: 732-742-2597 • Fax: 732-764-6200

www.njperio.org

Course Objectives of “Comprehensive Periodontal Insurance Workshop”

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requested by state and regional periodontal societies can provide 5 CE credits to their group under the ADA CERP standards towards their practice management requirement, as long as the group is a certified CE provider.

Following this presentation, participants will be able to:

- Understand differences between types of dental insurance to increase effective patient communication.
- Properly apply American Dental Association 2016 CDT codes for more accurate coding submissions.
- Communicate with third parties to handle controversial coding issues.
- Understand the basic structure of AMA codes and recognize appropriate indications for submitting to medical.
- Information about ICD-10 coding, which was implemented in October 2015.

S P E A K E R B I O G R A P H Y



Pam Throw is the Third Party Specialist for the American Academy of Periodontology.

She has worked in the field of dentistry for 44 years as an assistant, receptionist and office manager.

She has been with the Academy for 17 ½ years in her present position. Some of her responsibilities are conducting insurance workshops for the Academy, works with AAP Insurance Consultant to respond to inquiries and correspondence from AAP members, other professionals, and insurance companies relating to various third party reimbursement issues. She also works with the AAP Insurance Consultant to prepare “AAP Periospective”

articles for the Academy newsletter. She has helped in implementing the insurance database for third party issues to generate monthly reports to the Committee and Board of Trustees.

Pam Throw

Clinical Affairs Manager, AAP

Phone: (312) 573-3241 or (800) 282-4867 ext. 3241

Fax: (312) 573-3234

E-mail: pamela@perio.org

Good Oral Hygiene May Be Associated With Lower Dementia Risk, Study Finds

Elderly people who brush their teeth at least once a day may be at a lower risk of developing dementia, according to a study published online August 2 in *Journal of the American Geriatrics Society*.

Researchers at the University of California in Irvine and Los Angeles concluded a longitudinal cohort study and followed up more than 5,000 residents of a retirement community from 1992 to 2010. Participants’ ages ranged from 52 to 105 years at the start of the study, and their mean age was 81 years.

At the beginning of the study, none of the participants had dementia, the authors wrote. Eighteen years later, they used interviews, medical records and death certificates to determine that 1,145 participants had been diagnosed with dementia.

Of 78 women who reported that they brushed their teeth less than once a day in 1992, 21 had dementia in 2010, or about one per 3.7 women, the authors wrote.

Among women who brushed at least once per day, about one in every 4.5 had developed dementia. This translates to a 65 percent greater chance of developing dementia among those who reported brushing less than once a day, the authors wrote.



According to the researchers, the results for men were less pronounced. Those who reported brushing less than once per day were only 22 percent more likely to have dementia in 2010 than were men who reported brushing at least once a day. This small effect could have been due to chance, the researchers pointed out.

This study was funded by the National Institutes of Health, Bethesda, Md.; Earl Carroll Trust, Los Angeles; and Wyeth - Ayerst Laboratories (now part of Pfizer), New York City.

Course Objectives of “Essentials of Incorporating Social Media into your Marketing Plan”

continued from p. 1

Making the move into social media is a step that must be taken to secure the growth of your business. Join Minal Sampat from Growth Management Marketing (GMM) for an informative session on the ever-evolving science of social media platforms.

Learn what to prioritize when developing your business and what should be your primary marketing focus. Learn how to establish your brand and incorporate it into several social avenues to increase revenue and growth potential. All the major social platforms will be discussed so you can immediately make the jump to a large digital presence.

Learn how to establish your brand and incorporate it into various online social media sites. Social branding is the first step in the world of digital media. Digital marketing platforms such as responsive websites, Google Plus, Google Analytics, Facebook, and review sites will be discussed. Learn how to connect with your patients socially — your #1 referral source — so they can learn about your company culture, and help market the practice for you.

Seminar Outline:

Social Media is here to stay. If you are not branding your office on various online sites you are missing out on opportunities to increase revenue and growth potential. Branding is the first step in the world of digital media.

If you are not marketing to your current patients you are missing out on your #1 referral source. Learn how to connect with your patients socially so they can learn about your company culture, and help market the practice for you!



Learning Objectives: [[Following completion of this lecture the participants will learn]

1. What is your Brand?

- Logo
- Colors
- Team
- EMOTIONAL CONNECTION

2. How does your Brand look in the Digital World?

- **Website**
- Does your website portray your brand?
- Is it responsive?
- Do you track your results?
- How to track your results.
- Google Analytics

3. SEO

- What does SEO mean?
- Is it important to have SEO?
- Focus on what should your expectations be from a SEO company.

4. Social Media

- Facebook
- Promotions and Ads

5. REVIEWS

- Google
- Yelp
- Different review sites
- Maintenance
- What happens when you receive a negative review?

6. Other items

- Importance of having a team culture
- How to make a dental appointment into a positive emotional experience
- How to maintain positive relationships with your patients
- Lastly, WHY should a patient come to YOU?
- A. This ties back into the brand

S P E A K E R B I O G R A P H Y



Growth of your Business through
Management of Marketing
www.marketinggmm.com
732-501-0955
minal@marketinggmm.com

Minal Sampat RDH, owner Growth Management Marketing,

Minal holds an Associate of Science degree in Dental Hygiene from Middlesex County College and a Bachelor of Liberal Arts degree in Communication & Biological Sciences from Rutgers University.

Being a millennial herself, her expertise on engaging with patients on a personal level shows how to generate new leads and opportunities using popular media platforms today. She has been in the Marketing field for over 7 years and is the Founder and President of the marketing consulting firm, Growth Management Marketing, LLC. Minal was born in India and raised in St. Thomas, U.S. Virgin Islands.

AAP President's Message

Dr. Wayne Aldredge



It's a great time to be a periodontist from New Jersey. This year, I am honored to represent you, my home-state colleagues, as the first president of the AAP from the Garden State: born here, educated here, and practicing here. Thank you all for your support. I'll be supporting you as well when I let everyone know that we have the very best periodontal and

dental implant surgeons in the country right here in New Jersey.

How do we further support each other? We're using the clean slate of a brand new year to do a quick check-in on who we are, who we hope to be, and whether we are on the path to getting there. As our specialty grows and evolves, our Academy will be doing the same.

In 2016, the Academy will begin a comprehensive update of its mission, vision, and brand, which will include a revamping of the organization's logo, tagline, and other assets. The roll-out of the AAP's new look and feel is expected to continue into 2017.

We enter 2016 with new bylaws changes, specifically affecting international students and new periodontists. During the general assembly business session held during the 2015 Annual Meeting in November, voting members approved the addition of an International Student membership category for students enrolled in periodontics programs abroad. Additionally, recent graduates from postdoctoral periodontics programs are now eligible for active membership and its accompanying benefits. To help new periodontists transition into active membership, the Academy is implementing a tiered, four-year dues structure. These changes are a step toward embracing those studying around the

world and in supporting our young professionals. This is the kind of organization we strive to be.

The vote on the Academy's proposed name change to "American Academy of Periodontology and Dental Implantology" also took place during this general assembly meeting. While the name change was not approved, it was heartening to see that nearly 75% voted in favor. I believe that periodontists are the true experts in implant surgery, by virtue of having more training than any other specialty subgroup. The vote was a good start in bringing the Academy more in synch with its members. On a related note, the meeting presented an opportunity to reassess the procedures of general assembly voting. The Board of Trustees has established a Task Force to evaluate these processes. This Task Force will report its findings at the February 2016 Board meeting.

As the Academy moves forward, we hold fast to the values that are foundational to our existence as an organization: a commitment to advocacy, awareness, education, collaboration, science, leadership, and outreach. We are an organization driven by excellence and a desire to be the best surgical specialists we can be. As healthcare providers, such service is also at the root of who we are.

When I look back on key experiences in my life, I recognize that a service-oriented approach has enabled me to make the most of my career. I take this same approach as I begin my presidency during our Academy's 102nd year. I am proud to serve you in a way that will carry this Academy forward in the years to come.

Sincerest regards,

Wayne Aldredge, DMD

President, American Academy of Periodontology

Past President, New Jersey Society of Periodontists

Visit our website at: www.njperio.org

Contact Dr. Scott Zikin at ruflossn@optonline.net with your ideas for any changes.



New Jersey Society of Periodontists

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NJSP President's Message *continued from p.3*

If you have been following the "AAP CONNECT", then you are aware of Dr. Danny Melker and his Perio-Restorative cases and his distinct points of view. On Wednesday May 4, 2016 Dr. Melker will be presenting: A Team Approach to Comprehensive Perio-Restorative Treatment For Long Term Success. Please remember A registered member could invite up to three Restorative Specialists[GP] to attend at no cost.

Well, as you can see, we are trying several new approaches to help our members. We are always looking for fresh ideas. I would like to extend an open invitation to those of you who are interested to join us at the Board of Trustees meeting. I also would like to encourage you to utilize the NJSP MEMBER Google Group [much like the AAP connect but with a New Jersey twist and focus]. Remember **Together Everyone Achieves More.**

Respectfully,
— Nima Mirmadjlessi DDS, MSD



NEW JERSEY SOCIETY OF PERIODONTISTS

Annual Membership Dues for 2016

Dr. Name _____

Office name (If different from above) _____

Address _____

Office Phone /

Cell Phone /

Fax Number _____

Email _____

Dental School /Date of Graduation Periodontal Program Date/Anticipated Date of Graduation _____

2016 NJSP Dues: \$110.00 per year

____ Enclosed is a check for NJSP 2016 dues for \$110.00

Make checks payable to:
New Jersey Society of Periodontists

Mail checks & registration form to:
New Jersey Society of Periodontists
P.O. Box 7296
East Brunswick, NJ 08816

Ethan Glickman, DDS
Executive Secretary - NJ Society of Periodontists
Dr. Nima Mir Madjlessi - President 2016
www.njperio.org
P.O. Box 7296, East Brunswick, NJ 08816
Office: (732) 742-2597
Fax: (732) 764-6200
Email: glicktooth@aol.com

NJSP Upcoming Events 2016-2017

NJSP Board of Trustees Meeting:
Wednesday, Jan. 20, 2016
7-9PM, Fresco Restaurant
East Brunswick, NJ

**"Members Only"
All-Day Meeting**

Wednesday, Feb. 10, 2016
Pam Throw, Third Party Specialist
for the AAP

**"Comprehensive Periodontal -
Insurance Workshop"**

Information about ICD-10 coding,
implemented in October 2015.
6 CEU credits

Members Only Meeting 2016

Wednesday, Feb. 24, 2016
Minal Sampat, RDH,
President-Founder-Growth
Management Marketing, LLC
**"Essentials of Incorporating
Social Media into your
Marketing Plan"**
2 CEU credits

Spring Scientific Meeting 2016

Wednesday, May 4, 2016
Dr. Dan Melker

**"A Team Approach to
Comprehensive Perio-
Restorative Treatment for a
Long Term Success"**

Fall Scientific Meeting 2016

Wednesday, Oct. 19, 2016
Dr. Robert Levine

**"Working Together Works!
Teamwork for Success in
Implant Dentistry"**

**Insurance Workshop:
Medical-Dental Coding**

Dr. Jay Kartagener
**"Billing and Coding for
Maximum Reimbursement"**
Date: TBD

"Members Only" Meeting 2017

Wednesday, Feb. 2017
6-9PM

Joan Garbo
Practice Management:
**"Team Leadership and
Communication for your
Referring Dentists"**
Date: TBD



NJSP OFFICERS 2016

PRESIDENT

Nima Mir Madjlessi
7 Brier Hill Ct.
E. Brunswick, NJ 08816
(732) 651-8470
Fax: (732) 651-8033
nmirm@aol.com

**IMMEDIATE PAST
PRESIDENTS**

Dr. Amit Vora
98 James Street
Suite 306
Edison, NJ 08820
Phone (732) 494-2444
EdisonPerio@gmail.com

SECRETARY

Dr. Maria Parrella
40 Prospect St.
Madison, NJ 07940
(973) 822-9323
Fax: (973) 377-2468
mepdds@yahoo.com

Dr. David Stein
177 Main Street
E. Brunswick, NJ 08816
(732) 257-6500
steind2@hotmail.com

TREASURER

Dr. Daniel Barabas
88 West Ridgewood Ave.
Ridgewood, NJ 07450
(201) 447-0855
ridgewoodperioimplant
@gmail.com

Dr. Gail Childers
48 South Maple Ave.
Marlton, NJ 08053
(856) 983-5593
drperio@aol.com

**EXECUTIVE SECRETARY
NJ SOCIETY OF
PERIODONTISTS**

Dr. Ethan Glickman
P.O. Box 7296
East Brunswick, NJ
08816
(732) 742-2597
Fax: (732) 764-6200
Email: glicktooth@aol.com

Dr. Scott Zirkin
50 Hwy. 9 North
Suite 102
Morganville, NJ 07751
(732) 972-5922

Dr. David A. Goldberg
176 Cedar Street
No. Plainfield, NJ 07060
(908) 756-7619

NEWSLETTER EDITOR

Dr. David A. Goldberg
176 Cedar Street
No. Plainfield, NJ 07060
(908) 756-7619
diplodag@aol.com

*For information or to
submit articles, please
contact Dr. Goldberg
at diplodag@aol.com*



Please visit our website at www.njperio.org
We welcome your questions and comments.
You may email them to: info@njperio.org



176 Cedar Street
North Plainfield, NJ 07060

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