

MOUTHPIECE

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IN THIS ISSUE

- 8 Tips to Help You Keep Your Head When Recruiting
- Creating Culture in Today's Dental Office's Part III
- Bioclear: A Direct Alternative
- and much more...



San Mateo County
DENTAL SOCIETY

Member Events Calendar

See Education / Events > Calendar of Events at www.smcds.com for details and registration.

New / revised course info highlighted in **bold text**

OCTOBER							
DATE	DAY	TYPE	TOPIC	SPEAKER/CONTACT	LOCATION	TIME	
7	Fr	SCCE	Bay Area Aesthetic Masters - Ken Hovden, DDS	Details & to register: baaestheticmasters.com	SMCDS	8-5 P	
8	Sa	G	SMCDS Leadership Strategic Planning Retreat	Nakia Brandt 650.637.1131	SMCDS	9-1P	
13	Th	SCCE	SMCDS Study Club Topic: <i>Posterior Implants and Case Planning: A Graft-Less Approach</i>	Richard A. Fagin, DDS	SMCDS	6:30-8:30 P	
15	Sa	PS	Estate Planning	Amir Atashi Rang (New York Life)	Weinbar	10-11 A	
18	Tu	RCE	BLS CPR Renewal Course	Richard A. Fagin, DDS	SMCDS	6-7:30 P	
22	Sa	PS	Transition to Practice Ownership	Calvin Williams, Forrest Wiederman, Ali Oromchian, & Foad Ahmadi	SMCDS	9-12P	
26	W	CEI	SMCDS General Membership Meeting Topic: <i>Restorative and Surgical Implant Treatment Planning, Treatment and Outcomes in Modern Dentistry</i>	Guarav Setia, DDS	Crowne Plaza Foster City	6-9 P	
NOVEMBER							
1	Tu	S	Senior Society Luncheon @ The Iron Gate	Jim Aicardi 650.637.1121	Belmont	11:30-2:00 P	
1	Tu	G	SMCDS Executive Board Meeting	President: Purvi K. Zavery, DDS, MS	N/A, Virtual	6:30-8 P	
7	M	PG	Bay Area Well-Being Committee Meeting Confidential assistance for drug & alcohol abuse	BAWB - Michael Alvarez	SMCDS	7-9 P	
8	Tu	SCCE	Bay Area Aesthetic Masters - Ken Hovden, DDS	Details & to register: baaestheticmasters.com	SMCDS	6-7:30 P	
12	Sa	PS	Mandatory Long Term Care Insurance is Coming to California	Michael D. Wong, CLTC, DDS	Webinar	10-11 A	
15	Tu	RCE	BLS CPR Renewal Course	Stephen R. John, DDS	SMCDS	6-7:30 P	
17	Th	CE1	SMCDS General Membership Meeting Topic: <i>The Oh-So-Many Myths of Dentistry</i>	David L. Rothman, DDS	Crowne Plaza Foster City	6-9 P	
18-19	F-Sa	L	CDA House of Delegates	Multiple	Sacramento	All Day	
24	Th	H	Thanksgiving Holiday	SMCDS Office Closed			
DECEMBER							
3	Sa	CE1	Minimal Interventions for Enamel Defects: Icon Resin Infiltration & Etch Bleach Seal Technique	Jeanette MacLean, DDS, DABPD, FAAPD	Webinar	9-10:30 A	
6	Tu	SCCE	Bay Area Aesthetic Masters - Ken Hovden, DDS	Details & to register: baaestheticmasters.com	SMCDS	6-7:30 P	
8	Th	SCCE	SMCDS Study Club Topic: <i>Hot Topics in Endodontics</i>	Lynne A. Baldassari-Cruz, DDS	SMCDS	7-9 P	
13	Tu	G	SMCDS Leadership Meeting	President: Purvi K. Zavery, DDS, MS	SMCDS	6:30-8 P	
19	M	RCE	BLS CPR Renewal Course	Richard A. Fagin, DDS	SMCDS	6-7:30 P	
26	M	H	Christmas Holiday Observed	SMCDS Office Closed			

EVENT TYPE	
AR	Allied Dental Relations
CE1	Core CE
CE2	20% CE
CO	Community Outreach
FMB	Free Member Benefit
G	Governance

EVENT TYPE	
H	Holiday
HWS	Hands-On Workshop
L	Leadership
NDS	New Dentists Social
PG	Personal Growth
PM	Practice Management

EVENT TYPE	
PM1/4	Pract Mgmt 1=New Dent 4=Life Active
PS	Professional Success
PS1/4	Prof Success 1=New Dent 4=Life Active
RCE	Required CE
S	Social Event
SCCE	Study Club CE



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2022 Executive Board

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MOUTHPIECE

Published Quarterly

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President's Message

By Purvi Zavery, DDS, MS

Greetings my SMCDS family! Since we last communicated, we had our new office ribbon cutting and open house. Everybody had a great time with an abundance of great conversation and food. I want to thank the San Mateo County Chamber of Commerce and the San Carlos Mayor, Sara McDowell. Without you, we couldn't have had such a great event. If you have not seen the new SMCDS office, please stop by. I am happy to report that as a result of the office purchase, SMCDS is in good financial standing and trying to maintain despite inflation.



We are looking forward to our next General Membership meeting on Wednesday, October 26th at the Foster City Crowne Plaza. The speaker will be Dr. Gaurav Setia and he will be discussing Restorative and Surgical Implant Treatment Planning, Treatment, and Outcomes in Modern Dentistry. Please join us for this wonderful in-person event!

SMCDS leaders have been busy working on viable solutions for the staffing shortage we are experiencing. I am happy to announce that our Executive Director Nakia worked closely with Cañada College at Menlo Park and the San Mateo Adult School on creating a 6-week Dental Rover: Sterilization Technician Program. The program's first cohort is scheduled to begin on September 27. Students who register will receive in-depth training about dental anatomy, infection control and training, sterilization practices, dental chairside procedures, and more. Tuition for students is \$99 for the 6-week program. The Dental Rover program includes 3 in-person labs at the San Mateo Adult & Career Education Campus so students can work with dental materials and tools in a hands-on immersive experience. Once completed, students will earn a certificate from Cañada College at Menlo Park, and will be ready for externship opportunities with you! If you are interested in hosting an intern, please contact Nakia at nakia@smcnds.com.



The SMCDS Leadership Council has been discussing recruitment and retention of early career and existing experienced dentists. There were discussions on how we can keep new graduates engaged and interested in organized dentistry. The group also discussed hosting frequent events for new dentists and developing mentoring programs with more experienced SMCDS members. We will begin to survey existing members more often to determine what their immediate needs are and how we can act on them promptly. If you have ideas, submit them to Nakia.

We are gearing up for another Leadership Council election. This is your chance to help lead the Society dedicated to furthering the profession of dentistry. There are many benefits to serving as a volunteer leader, including, playing a significant role in advancing your profession, having an opportunity to enhance the value of SMCDS to the dental community, accessing up-to-date information about the challenges facing your profession, and exchanging ideas and perspectives with other volunteer leaders. Please consider submitting your name to be considered for the 2023 Leadership Council slate.

CDA voted to begin using Fonteva as their central membership database. This will impact the work of SMCDS staff and how they collect information from you. SMCDS staff will assist with the buildout and transition from our current CompPlus database. Nakia, Mike, and Jim have started cleaning up data and deleting duplicates in CompPlus. This will ensure a smooth data migration in Spring 2023 when CDA is ready to transition. Be on the lookout for additional communication on this topic.

Wishing you the best!





Bioclear: A Direct Alternative

By Ben Yount, DDS

I love being a dentist and I love taking care of people, but there was a point in which I was burnt out and wondered if I'd made the right choice in becoming a dentist. A lot of it had to do with the mechanics of being a practice owner, but some of it had to do with doing treatment that I felt was aggressive. I was cutting crowns on posterior teeth that had broken cusps or fractures, but were largely intact. I did complex 3/4 and 7/8 partial crown preps, inlays and onlays with varying success knowing there was something better that I hadn't discovered yet.

Late last year I took a two day course on closing black triangles with injection molded composite utilizing the Bioclear technique. The results were impressive and the radiographs were beautiful. These were not bondings made with a mylar strip that looked great clinically, but radiographically were often ledged. These were something else I had never seen before. The course was only a primer on anterior Bioclear restorations, but the instructor went over the concepts of restoring posterior teeth with the Bioclear method.



G.V. Black is our first hero dentist ancestor and his preparations of retention and line angles have been engrained into our psyche, but that prep design was intended for amalgam and not resin-composite. I've seen so many failed fillings and I wanted to know what was going on as my intention has always been to treat teeth for long term success.

With Bioclear I began learning about the concept of removing stress risers, maintaining a smooth intaglio surface, and keeping the restoration material at least 2mm thick over dentin. This would require identifying plunger cusps and 'polishing' them. It was making sense even though it was turning what I had learned upside down. During that class I got the basics of restoring anterior teeth using Bioclear which included using a special matrix system, warming the composite, and expressing it all at once to create a strong monolithic restoration.



Back in my office I started identifying patients that could benefit from what I had learned, but I didn't have the tools. I found an SMCDs dentist who was Bioclear certified and I borrowed his composite warmer and matrices. With each case both my patients and I were impressed.

I decided to go to Tacoma, Washington to the Bioclear headquarters for a 4 day intensive course to get Bioclear certified for posterior and anterior teeth. It was an amazing learning experience both in the classroom and in the lab. Dr.



David Clark was the creator and instructor for our course and he explained that his intention was to create beautiful and long-lasting restorations and many of which were crown alternatives. This resonated with me and over those 4 days I opened my mind to his teachings. Once finished with a procedure in the lab I'd take the tyodont tooth out and marvel at the perfect margins. 'I can do this.' I said to myself and I got back to San Mateo invigorated. Doing these procedures in the mouth was difficult. I made mistakes and it took too long, but I believed in the technique and knew that it would pay off. I got faster, more proficient and kept in contact with my instructors to probe them for tips.

Now I have become proficient with the technique and I still do crowns, but for many situations I can do a Bioclear restoration. Bioclear has reinvigorated my enthusiasm for being a dentist. I don't feel like I'm over treating anymore. I truly feel that as a private practitioner we all need to create a path we're comfortable with. We have a business to run and our own lives to live. It's great that we have a choice with what we do, but we also have to navigate in a way that's viable. Bioclear is profitable and patients are into it! I also believe that it is an excellent service and something that is going to last long. If you have any questions or you want to talk about Bioclear, please don't hesitate to contact me. We are all in this together and I want us to thrive. If you have any questions or you want to talk about Bioclear, please don't hesitate to contact me at: inkbendental@gmail.com





Leadership Corner

By Jennifer Chew, DDS

What matters to me? This is the question I keep asking myself as I get ready to celebrate my practice's 10th anniversary this October. As I reflect on how I got here and where to go next, I wanted to share some thoughts and lessons I've learned along the way.

Organized dentistry matters. When my former business partner and I started this scratch practice in 2012, we were too broke to join the tripartite. We used finances as an excuse for many years. This dear friend retired from dentistry at the end of 2019, just before COVID hit a few months into 2020. We all know how difficult it was in those early days, when the information was coming fast, and changing even faster. The dental society was where I turned to for guidance on everything from getting the elusive N95 masks, to patient COVID forms, to PPP loan webinars. The fact that our dental society helped me when I wasn't even a member truly humbled me and inspired me to bite the bullet, pay the dues, and join! Not only did I join, when I was welcomed as a new member, I volunteered to be on the Leadership Council and have been serving ever since.

Continuing Education matters. Because my practice was a start-up and I had an enormous practice loan, I couldn't afford to take expensive CEs in the early years. But once I decided to see CE as an **investment** and not an **expense**, my practice and mindset grew exponentially. My advice to new dentists: take the quality CE. It's expensive. But it is a mistake not to. Not only does it grow your skill set, but it will also be a source of pride, excitement, and motivation, which are all important for success.

Technology matters. I used to justify not being able to afford technology by saying that patients choose a dentist because of the dentist, not their equipment. Ten years into practice ownership, I realize I was wrong in some ways. Yes, of course patients pick a dentist they trust. But technology has absolutely made me a better dentist. There have been countless times when I've faced a difficult clinical situation and thought, "Thank goodness I had my laser to cauterize that tissue tag that wouldn't stop bleeding." Or "I couldn't have taken a crown impression on that severe gagger if I didn't have my Cerec."

Life experience matters. Dentistry is the easy part of our jobs as dentists, in some ways. The more challenging part is building relationships with our patients over months and years to gain their trust. In my experience, my patients appreciate that I have a full life outside the office and can relate to me on a "regular person" level. So, take the vacation. Sign up for that cooking class. Do the things you've always wanted to do. Because all these experiences can only broaden our life perspective and help us take better care of our patients.

And taking care of people - ultimately, as a dentist, is what truly matters to me.



Retirements



Mina R. Desai, DDS – San Carlos General Dentist and SMCDS member of 28 years has retired and sold her practice to SMCDS member dentist **Yenba Sing**.

Looking for space to host your next seminar, meeting, study club or clinical training?

Consider the **NEW SMCDS Seminar Room**

It's perfect for small or medium groups and provides an ideal teaching and learning environment, for less than you'd pay at a hotel or commercial conference site.

The SMCDS Seminar Room is available for rentals 8am to 10pm daily and offers...

Over 1000 square feet comfortably seating 35 classroom

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Call 650.637.1121 or email info@smcnds.com for rates and booking schedule

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Member Specialist Spotlight



Prosthodontists

SMCDS member prosthodontists are spread throughout San Mateo County

Donald B. Beck, DDS

236 N San Mateo Dr
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Samir Nanjapa, DDS

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Katrina M. Polonsky, DDS

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Foster City, CA 94404-1695
(650) 286-9999

Tze-Foun K. Tsiang, DDS, MSD

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(650) 348-3328

Kenneth E. Moore, II, DDS

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San Mateo, CA 94403-3118
(650) 577-0755

Robert A. Savage, DDS

1130 Hopkins Ave
Redwood City, CA 94062-1413
(650) 367-8833

New Member Celebration

Welcome!

Join us in celebrating **18** new members contributing over the course of the first quarter of 2022 to the voice that is SMCDS - **659** strong...

Peter Y. Chien, DDS

UOP - 2022 - GP

Omid J. Elie, DDS

UCSF - 2022 - GP

Katherine H. Kim, DDS

Boston Univ. - 2021 - GP

Monika A. Naik, DDS

UCSF - 2022 - GP

Soo Y. Si, DDS

Univ. of MN - 2016 - GP

Ava Vakili, DDS

UCSF - 2022 - GP, UOP - 2024 - Ortho

Emma Cho, DDS

UCSF - 2022 - GP

Tara Firouzi, DDS

Univ. of Detroit-Mercy - 2019 - GP

Jiawei Li, DDS

USC - 2021 - GP

Becky L. Nguyen, DDS

UCSF - 2022 - GP

Mina Sultana, DDS

Univ. of WA - 2022 - GP

Tsu-Shuan Wu, DDS

UCSF - 2022 - GP

Alyssa G. Coulter, DDS

UCSF - 2022 - GP

Madhurima Ganguly, DDS

UCSF - 2017 - GP

Julia J. Ma, DDS

UCSF - 2016 - GP

Lisa A. Sasaki, DDS

UOP - 2022 - GP

Pardis Tavakolian, DDS

USC - 2016 - GP

Magnus K. Yang, DDS

UOP - 2009 - GP

New Member Introductions



Please join the SMCDS Leadership in welcoming our newest members. Take a moment to introduce yourself when you see them at an upcoming General Membership meeting (they wear yellow daisy name tags). Our personal new member interview gives you a sneak-peek into who they are...



Peter Y. Chien, DDS

General Practice
160 Bovet Rd., Ste. 304
San Mateo, CA 94402
UOP - DDS - 2022

What brought you to San Mateo County?

My family loves San Mateo County. It's in the center of the Bay Area which makes the Bay more accessible. And there are so many tasty Asian restaurants in the area.

What is your favorite part of working in dentistry?

My favorite parts of dentistry are implant and restorative dentistry. I enjoy working with people. Helping people restore smiles gives me huge satisfaction.

What do you like to do in your spare time?

I love reading fiction and spending time with my family and four senior dogs. I like traveling and photography. I enjoy seeing the diversity of cultures and people from different places around the world. I also started to learn to play golf one year ago.



Alyssa G. Coulter, DDS

General Practice
UCSF - DDS - 2022

What brought you to San Mateo County?

I was born and raised in Millbrae, CA. I went to undergrad in Washington, D.C., but missed my hometown and family, so I returned to the Bay Area for dental school.

What is your favorite part of working in dentistry?

Developing connections and fostering long-term relationships with each patient.

What do you like to do in your spare time?

I love reading fiction and spending time with my family and four senior dogs.



Katherine H. Kim, DDS

General Practice
Boston Univ. - DDS - 2021

What brought you to San Mateo County?

My parents and grandparents live in the area! My family and I lived in Boston for many years, but my parents moved to Hillsborough in 2018 while I was in dental school at BU to be near my grandparents. After finishing my GPR in LA in June, I decided to move in with them. Needless to say, being less than a 5-6 hour flight away from them has been great!

What is your favorite part of working in dentistry?

While many things drew me to dentistry, I think being able to have a continuous relationship with patients is the top. Being able to follow-up with patients about their lives makes work so much more enjoyable and interesting!

What do you like to do in your spare time?

I started to get into spinning this past year (mainly YouTube videos at the moment, haven't tried classes yet). I also love catching up on family time, and am always up for grabbing an iced coffee!

Thank You!

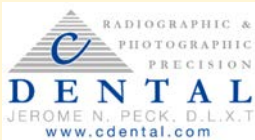
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who have generously supported our
continuing education, professional success,
practice management, workshop/clinical
programs this past quarter.



Sedation and Anesthesia for the Dental Office
MICHAEL LAM, M.D.
Board Certified Physician Anesthesiologist



SMCDS Business Member Wall of Fame



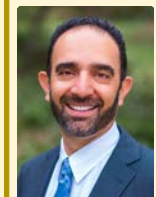
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2015-2022



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2015-2022



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2016-2022



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2020-2022



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2022



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2020-2022



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2019- 2022



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2016-2017, 2021-2022



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2021-2022



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 Joel Shuster
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jshuster@rectanglehealth.com

2020-2022

SMCDS Business Members acknowledged on this Wall of Fame contribute in meaningful ways* through out each year of their membership to our society's fiscal health, industry intelligence, and community presence.

*Event sponsorships, educational seminars / workshops, table clinics with timely dental industry / small business information, special product offers /pricing discounts, products and services relevant to your professional success and the oral health of our community. Business Memberships are an important source of non-dues revenue that has helped SMCDS to increase and improve member programs without raising SMCDS dues.



Creating Culture In Today's Dental Offices Part III

By Michael Njo, DDS

I love this topic - TEAM. This next article, part 3 of a 4-part series on Culture, stems from the importance of creating and sustaining great teams. I have witnessed first-hand that when an office has a great team, spirits and productivity are high. I have had the pleasure of coaching the same teams for up to two plus decades and for those who know what I am talking about it is quite special. For those who know what I am talking about, you are fully aware that your personal success directly correlates with how great your team is. The most harmful person on any team to quietly quit is you. As you lead - or check out - your team will follow. When you want a team that shows up on time, be the first person in every day. When you want a team that goes all-in on culture, be the best example of that culture in the best and worst of times.

By now we should have established these definitions, in Part 2. You should have several action items in place. These action items you have experienced may have worked, and some may have failed and some a little bit of both. You, as a leader need to be flexible and navigate through these ebbs and flows of your creation. Your leadership skills - patience, empowerment, positivity, and attitude will dictate the successful course of this journey. So how can this journey be easier? I am a big fan of Standard Operating Procedures (SOP). A standard operating procedure is a set of step-by-step instructions compiled by an organization to help workers carry out routine operations. SOP's aim to achieve efficiency, quality output and uniformity of performance, while reducing miscommunication and failure to comply with industry standards. So why not make it easier for a team member to be successful. This system is great for a new team member to assimilate to the practice. This is one of many great steps towards creating a great culture! Happy team happy life. Here are some sayings and mantras that can build a better team culture. Three words to live by: we before me. When we live them, our patients get the treatment and experience they deserve. When we live them, you and the practice owner develop a culture that all great team members want. When you feel overwhelmed and need help, ask. When you're feeling good and a fellow teammate is overwhelmed, offer to help. When we consistently seek opportunities to make moments just a little better for each other, we grow in gratitude together. When you wake up, ask yourself how can I make each of my team member's life a bit easier today. Break the dichotomy of isolation of the front office, the back office, the RDH - it is our office together! When celebrating a case, celebrate together, all of you. Always check in with each other, try the mirror test. The mirror test is an honest self-reflection of how and what you are doing. This is where a clear definition of culture is important to be able to evaluate yourself for areas to celebrate and areas to improve. My advice is to follow advice that allows you to look at yourself in the mirror and feel proud of the reflection you see. When you can, you're on track. When you can't, forgive yourself and make a change. These are only words unless put into action!!! If you would like to discuss this topic or any related topics. I would be happy to schedule a call. Please email me at dentalstrategies@gmail.com



COVID-19 Vaccinations & Dental Teams

Points for Providers



How to talk about COVID-19 vaccination with patients

Start by asking permission to discuss vaccines. Say something like, *“If it is okay with you, I would like to spend a few minutes talking about COVID-19 vaccines and your family.”*

Motivational interviewing: Ask the patient a scaled question. **For example,** *“On a scale of 1 to 10, how likely are you to get a COVID-19 vaccine?”* (1 = never; 10 = already have an appointment to get vaccinated). Then explore both sides of whatever number is given.

Sample Response: Let’s assume someone says 4. This is where curiosity comes in. You can say, *“Okay, why 4? And why not a lower number?”* Let them answer, and ask a follow-up question like, *“What would help you move to a 5 or 6?”*

Why should a dental team member talk about vaccinations?

Populations disproportionately affected by COVID-19 are also at higher risk for oral diseases and experience oral health and oral healthcare disparities at higher rates.

COVID-19 has led to closure and reduced hours of dental practices, which limit routine care and prevention.

Dental care often includes aerosol-generating procedures that can increase viral transmission. Vaccinated dental teams and patients make dental care safer for everyone.

Oral health professionals are champions of disease prevention! Biannual dental hygiene appointments, brushing and flossing education, smoking cessation resources, and promoting drinking water are rooted in prevention. Vaccination is one more action that can prevent disease.

This resource was funded by CDPH/OOH Contract #20-10886

COVID-19 Vaccinations & Dental Teams

Common Questions



Do I need a COVID-19 booster?

Yes. The protection COVID-19 vaccines provide decreases over time, especially for certain groups of people. CDC recommends everyone ages 12 and older get a booster for the best protection against COVID-19. Data show that an mRNA booster increases the immune response, which improves protection against getting a serious COVID-19 infection.

Are COVID-19 vaccines safe even though they were developed rapidly?

Yes. Although COVID-19 vaccines were developed quickly, research and development on vaccines like these have been underway for decades. All vaccine development steps were taken to ensure COVID-19 vaccine safety and effectiveness, including clinical trials, authorization for approval, and safety tracking with vaccine monitoring systems.

Why should I get the COVID-19 vaccine if I might get COVID anyway?

COVID-19 vaccination **significantly lowers your risk** of severe illness, hospitalization, and death if you get infected. Compared to people who are fully vaccinated and boosted with COVID-19 vaccinations, unvaccinated people are more likely to get COVID-19, much more likely to be hospitalized with COVID-19, and much more likely to die from COVID-19.

If I get the vaccine, am I protected against variants?

People who are fully vaccinated can get vaccine breakthrough infections and spread the virus to others. However, it appears that vaccinated people spread COVID-19 for a shorter period than do unvaccinated people. While research suggests that COVID-19 vaccines are slightly less effective against the Delta variant, the Pfizer-BioNTech, Moderna and Janssen/Johnson & Johnson COVID-19 vaccines still appear to **provide protection against severe COVID-19.**

This resource was funded by CDPH/OOH Contract #20-10886

COVID-19 Vaccines

Addressing Hesitancy

What sparks vaccine hesitancy?



History of medical racism which sparked mistrust and distrust of government institutions



Low health literacy and concerns about potential costs



Unknowns about side effects if in a special health status population

Dental teams are well-positioned to talk with diverse populations of patients about total health prevention.

Why should dentists discuss vaccine hesitancy?



To keep their communities and staff healthy and build trust



To promote total disease prevention for all patients

As a dentist, you have opportunities to address vaccine hesitancy for diverse populations, including vaccine safety for patients who are pregnant and for individuals who have faced medical discrimination or have special needs.

Where can I learn more?



CDC's Division of Oral Health COVID-19 statement for prevention



California Department of Public Health COVID-19 resources for children with disabilities



Vaccine Overview from the California Dental Association



American Dental Association COVID-19 guidance

What are the dentist's goals?



LEARN



SHARE



PREVENT

Dentists should LEARN about the latest vaccination information, SHARE with their patients, and discuss PREVENTION opportunities for patients' total health



ASK



ANSWER



ASSIST

Dentists can learn more about a patients' vaccine hesitancy by ASKING how comfortable they are about vaccination, ANSWERING their questions about COVID-19 vaccination, and ASSISTING with receiving the vaccine!



Learn more about COVID-19 and considerations for special populations.

This resource was funded by CDPH/OOH
Contract #20-10886

8 TIPS TO HELP YOU KEEP YOUR HEAD WHEN RECRUITING

By: *Christine Sison, BA, MS*



Since the pandemic, the recruitment landscape has felt different. Despite the very evident shift in the hiring climate, many offices continue to use the same approaches and expectations prior to COVID. Below are some thoughts and tips for those thinking of, or in the middle of the hiring process. Take what works for you and at the end, remember, you're not alone.

1. Protect your time and manage your expectations. No-show rates as high as 50% still continue for some positions particularly dental assistants. Depending on the position you're recruiting for, minimize loss of potential production where you can and schedule for efficiency. For example, if you're a provider doing the interview, consider blocking off no more than 15 minutes for your interview. You should aim to get enough information or feel for a candidate at that time to see whether a working interview should be offered. Ideally you have a non-producing team member doing the initial interview.
2. Start to design your office toward the future. Experts are predicting that in about 10 years, roughly half of the working population will not be available for full-time work. The next generation of workforce wants more flexibility and autonomy regarding their work-life balance. We will see more people having a more diverse working portfolio. Even now, about half of millennials already have a second part-time job or are working on a passion or side project. As the needs of the workforce change, dental practices will need to redesign how we staff and train employees if they are to remain competitive. There is tremendous value loss every time there is turnover. Consider having some sort of continuous training program available for your team. Many practices use coaches or sign up for programs with ongoing CE opportunities. Invest in building better systems and using technology to automate where you can.
3. Minimize the loss IP when a team member leaves. Consider building an infrastructure that utilizes off-site team members or companies. The gold standard has typically been an on-site team member and not surprisingly, most offices prefer this. However, the challenge comes when there are staffing changes and the knowledge leaves with a team member. Working with a company to institutionalize that knowledge and to manage tasks that can be done effectively off-site is a competitive advantage for a practice and helps create continuity in your workflow.
4. Be open to new compensation models for your team and where incentives are aligned. Everyone wants to make more money, but it needs to come from somewhere. Consider base plus bonus models where possible. For example, some offices are already considering this for hygiene positions. We are also seeing practices explore equity models for their team.
5. Attract. Retain. Develop. Remember, it is not just attracting the talent anymore. It's also retaining the talent and developing the talent once they're with you. Be intentional about an employee's journey with you. Curate what the next year or two with your office will look like for them.
6. Remember, good culture is always in vogue. How much you pay a candidate and having a competitive salary are now just table stakes. Finding ways to help candidates find their purpose and realize that through your practice can create synergies and support retention. Remember, the economic value of a job (e.g. hourly rate) is often very transparent, and candidates can easily compare one position for another. And yes, sometimes they leave a job for just \$1/hour more. If you want to make your job more attractive and less transactional in nature, focus on what the social value of your position offers and the culture of your practice.
7. Use the working interview to help you assess how much training a candidate will need and what resources you need to provide to get them there. While most of us want a "plug and play" person, the reality is that even the most experienced people will need to be trained. The question is, "How much training?"
8. Lastly, remember, you're not alone. Yes, it's hard. Yes, it may take longer to find the right person. But remember, there are always good people looking. As the owner, your job is not to do everything. It is to make sure everything gets done.



Christine Sison is the CEO of Swiss Monkey, a staffing and virtual front office services company. She has built and has managed a dental practice for over 10 years and has her Bachelor of Neurobiology from UC Berkeley and a Master of Health Policy and Management from the Harvard School of Public Health.



Social Engineering and the Need for Education

By Christian Doroja, CIO/COO
Metallic IT

You and your team know how to care for your patients' smiles, but what about their data? It is crucial to ensure PHI is secure as cyberattacks continue to pummel the dental and healthcare industries.

Practices are highly targeted in part because of the value associated with PHI. According to a report by Trustwave, a single healthcare data record is worth up to \$250. For perspective, the same report noted that the next most valuable type was credit card information coming in at around \$5.40 per record.

At the core of most data breaches is social engineering, or the use of deceptive tactics to manipulate a person into sharing confidential or personal information. In fact, it is behind 98% of cyberattacks and encompasses several types of attacks. Phishing is the most prevalent, accounting for 45% of such incidents in 2021, according to the HIMSS Healthcare Cybersecurity Survey.

It is not a matter of "if" someone will leverage social engineering in an attempt to compromise your practice - it probably isn't even a matter of "when." If you have an email account associated with your practice, it is a pretty safe bet that somewhere in your inbox (albeit ideally caught somewhere in your spam filter) there is at least one phishing email from a bad actor hoping you'll take the bait.

Take a second to think about how many email accounts you personally use and how many your employees utilize. If we assume that several of these accounts also have attempts lying in wait, the chance of your data being compromised increases significantly. It is also worth noting that only 16% of healthcare professionals report understanding social engineering well.

Statistically, the odds are against you, your patients and your business. The consequences are significant, ranging from data loss and downtime to ransom demands and federal fines, among other things. Thankfully, a little education can go a long way.

These attacks are incredibly successful primarily because people do not know how to recognize them, because at a glance, they seem legitimate. One common example is a fake invoice "from" Norton; these usually include the name of a product that is very similar to one offered by the company as well as their



branding, however, there is always something a little off - perhaps a fake phone number was included or the sender address didn't originate from the company's domain.

When you're aware of the signs, it is hard to miss them but unfortunately, a lot of people aren't. Although dental professionals receive extensive specialized training in their field, they usually don't have any in cybersecurity. This knowledge gap has grown more apparent as criminals have become more sophisticated.

For example, last year, 39% of data breaches in the healthcare industry were connected to internal actors compared to 18% across all other industries. However, the vast majority of the time they didn't cause the breach *on purpose*. In fact, when it comes to breaches linked to someone inside the practice, employees are 2.5x more likely to make a mistake than they are to purposely abuse their access to private data.

One study found that 41% of healthcare employees have never received basic cybersecurity training; many of those who had reported that it was infrequent. Perhaps more alarming is that 24% said they'd never received any sort of security or privacy training. Only 22% of employees felt confident in their ability to describe the impacts posed by threats and less than 30% could correctly identify the meaning of the HIPAA Security Rule, which includes a requirement for adequate training.

When you consider the long-term implications of this ignorance, the need for training becomes clear. Research shows that regular cybersecurity reviews can make a significant impact on combating cyberattacks. In fact, healthcare entities that properly train their staff are 50-75% less likely to fall victim to a breach.

It is important to remember that education is never "one and done." Cybercriminals are constantly evolving, making it essential to stay on top of new threats and to share that information with your team. Employees who underwent training monthly were 34% more likely to recognize the risk of clicking a suspicious link in an email compared to employees that received training one to two times a year.

Threats can come in many forms, but the best way to mitigate them is through education and vigilance. By training employees on how to identify potential social engineering attacks, you can ensure you're caring for your patient data just as well as you are caring for their smiles.

About Christian Doroja

Christian Doroja has spent more than 25 years working in IT and is passionate about supporting dental professionals in their efforts to provide excellent patient care. He is the CIO/COO of Metallic IT, an MSSP specializing in cybersecurity for dental and healthcare practices. Prior to his current role, Christian worked for companies such as IBM, Universal Health Network, Sony and International Credit Experts. Outside of work, Christian enjoys coaching martial artists and holds a 6th, Dan WT Blackbelt.





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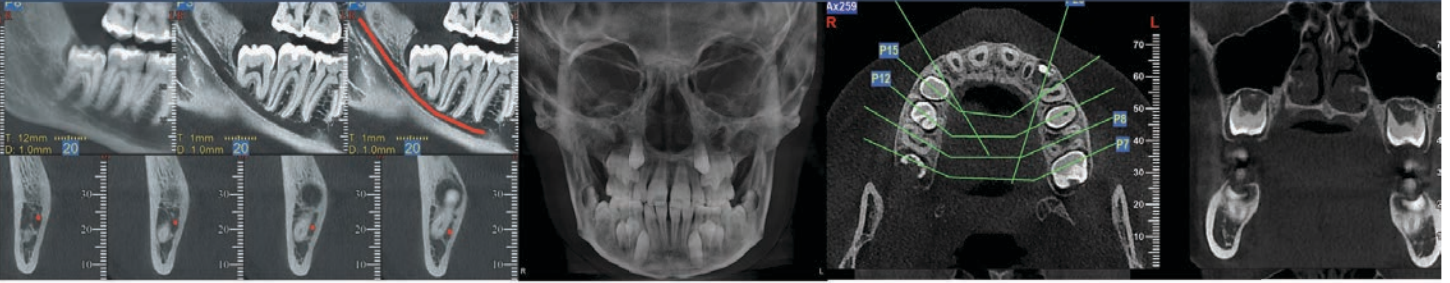
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