

SAY HI TO SY!!!



President's Column

by Dr. Sy Wachtenheim

How Did I Get Here Anyway?

I feel greatly honored to have been elected to serve you as your Illinois AGD President in 2009. How did this happen? Certainly it was not due to any great plan of mine.

I joined AGD during the Chicago Midwinter Meeting in 1975. From that time until I achieved my MAGD award in 1991, my only contact with AGD was to send in my continuing education credits. The only two AGD national meetings which I had attended were those necessary to receive my FAGD & MAGD awards.

The night I received my MAGD award I attended the AGD President's Banquet with my wife Mary, mostly because free tickets came with the award. Some of the then leaders of IAGD kindly invited us to sit with them, probably because at that time an IIlinois MAGD recipient was a much greater rarity than it is today. In the course of the dinner conversation they informed me that as an MAGD it was incumbent upon me to repay the dental community in some way. Since I was a continuing education junkie, I said that I was willing to serve in some way connected to CE. I was given some mundane tasks related to CE which I willingly accepted. And that is how it all started.

Becoming active in AGD has enriched my life beyond measure. I have met and become friends with many extraordinary individuals. It is a path I would recommend to any of my dental confreres. If we, as leaders, fail to invite you to do so, please ask us if there is something you can do to advance the cause of dentistry as we know it. These are challenging days for our profession and we can use all of the help we can get.

Sy

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EDITOR

Susan Bishop, DMD, MAGD

William Wax, DDS, FAGD

Morton Grove, IL 60053

E-mail: wuwax@comcast.net

Thomas Wachtel, DDS, MAGD

301 W. Washington

Oregon, IL

815-732-6192

Mohamed Harunani, DDS, MAGD

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Comments and suggestions about the IAGD Advisor should be sent to:

William Wax, DDS, FAGD

7900 N. Milwaukee, Suite 2-24, Niles, IL 60714

847-470-0240, Fax 847-470-2014, email: wuwax@comcast.net

Designed and Produced by:

idesign

Elmwood Park, IL 60707

708.452.1837, email: idesignone@sbcglobal.net

responsible for what goes on in Illinois AGD. Who general dentist, which may have arisen. Ms. plans all those great meetings? Who devotes their Noordhoff attended the sessions and had this to say: time so that our members can reach their highest "This conference helped attendees learn how to

potential in an easier way? With that thought in mind, I felt that periodically we would run a column in which we highlight one of the people who "run" IAGD.

In this issue, that person is our Executive Secretary Deborah Noordhoff. I can confidently say that without Deb we would not be able to function as efficiently and productively as we do.

at which 300 AGD leaders and staff people from all over the country came together to obtain and hone skills which would help them do their jobs better

Many of our members do not know who is and to discuss solutions to problems, affecting the

better anticipate and increase the level of attention and services we provide to our members."

Ms. Noordhoff continued: "We discussed important legislative proposals that are going to impact the dental industry. If you are a general dentist and do not know how CDHC will change dentistry as we know it, please contact me or one of our AGD Board Members to find out why all general

Recently we held our AGD Leadership Conference dental practices and the health of the general population may be at risk. AGD is the only dental organization that concentrates on the needs of the general dentist and subsequently their patients."



Editor's Column

Dr. William U. Wax

After many years of operating in an excellent economic climate, most dental practices are thriving. The dentists and practices that did not do well in the best times will suffer even further in this economic downturn unless they take drastic measures to enhance their own productivity (a dirty word to many). What will determine whether a practice survives? Will dentists be able to change or reengineer their practices to meet future demands so they can maintain their productivity and, more importantly, their profitability?

We must each evaluate the economic health of our practice and look at how we are going to continue to remain profitable. If value is created in the dental services that we deliver; and it benefits the dentist, the patient, and the office staff, as well as dental suppliers and manufacturers, the practice will prosper.

Dentists not only diagnose the oral health of their patients and provide the appropriate therapy and care, but also are responsible for the quality of that care, the daily work schedule of patient treatment, and the efficient utilization of all the practice's resources. The collections, production and the expense numbers (in dollars rather than percentages) of a modern dental practice are significant. It takes a very little percentage change to make a great difference in how much the doctor actually takes home. As an example: a 1% decrease in cost in a million dollar practice is \$10,000. Most of us can have a great time on that amount!

Some may disagree, but the main goal of every

business is to make money. To achieve this goal, dentists must carefully examine every aspect of their practices. In this article, we are going to look at just two aspects: Inventory Control and Cost of an Appointment.

Inventory Control: It is difficult to reduce buying things that we need to be able to provide excellent service and care to our patients, but it is relatively easy to decrease waste by having a system in place that allows the practice staff to purchase supplies on a regular basis, avoid mistakes and stay within a

a. Have a budget: Inventory/materials purchase should account for 6 to 8 percent of the practice production. Calculate this amount for your practice and appoint a staff member that likes to shop and look for deals. Give this person the budgeted amount as the target and ask them to stay below that dollar amount. Once in a while exceptions will have to be made.

b. Order what you need: Most of us have drawers and shelves full of materials and equipment that we thought we needed and ended up never using, or the things that we got a great deal on by busine.

There are many ways to control inventory. A great way involves knowing the amount used in a week (last years order divided by 50) and always have that on hand. That means that the ordering person has a tag or mark set at a certain point in the available supply. When that mark is reached (usually leaving a week's worth of supply), a message is put on the



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CAGD Seminar Report by Dr. Muzammil Saeed



"Endodontics for a New Millennium..."

Endodontics for a New Millennium was the topic of the latest seminar course sponsored by the CAGD. This was the second in a four part CE series. The seminar was held this past November in the Hyatt Lodge at McDonald's Campus in Oak Brook. There were approximately 60 dentists present for this lecture/hand-on course presented by Dr Richard Tuttle DDS.

Dr. Tuttle currently practices general dentistry on a limited basis in Utah. He is also the Research and Development Chemical Division Manager for Ultradent.

The seminar was designed by Dr. Tuttle to discuss endodontics in a broad sense. He also reviewed some of the challenges and pitfalls that we may encounter when performing endodontic treatment and how we can avoid them..

Dr. Tuttle began the lecture by reviewing some basics of pulpal diagnosis and anatomy. He introduced Ultradent's Anatomic Endodontic Technology (AET) System. The system's basic philosophy is to understand the shape of the tooth and pulp and then perform the proper access preparation.

Most canals are not round in cross section but rather flat ribbons. Yet currently, most canals are completed with a round preparation. In the AET System, a modified preparation can be achieved by following the natural anatomy of the canal with an upward, side-to-side brushing motion—leaning on and subsequently flexing the files. The files that Dr. Tuttle referred to were Ultradent's Shaping Files which are used in preparing the middle thirds of the canals.

The seminar continued with a discussion of different sealers and pastes as well canal irrigants and their chemistry. Some of the various products from Ultradent for irrigation and sealing were also introduced by Dr. Tuttle. Finally the speaker included some time to talk about posts and the value of flexible and bonded post systems which preserve the root and predictably help in restoration of the crown.



Dr. Richard Tuttle, Endo instructor for the November CAGD seminar.

The program concluded with some case presentations and hand-on practice with the Ultradent System for all of the attendees. This was an excellent opportunity to experience the techniques that Dr. Tuttle had just discussed in the beginning of the seminar. There was also plenty of time for questions as well as individual instruction.

New Members

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Kevin J. Wibicki, DDS Lake In The Hills, IL

Last November, I attended the 2008 AGD Leadership Conference in Chicago along with two hundred other AGD members and staff from across the country. This conference focuses on developing and refining our leadership skills while at the same time increasing our knowledge about the Academy and all the services it offers to its members. The keynote speaker, Randy Pennington was an excellent orator, and we all learned a lot about how to create "member evangelists" in our organization. Not only did his words apply to AGD but much of the presentation also related to our own practices and how we interact with our staff and patients. I particularly liked one of his key points regarding the choices we must make in leading our organization to the next level. He said, "We have

Six Choices that lead to amazing results:

- Tell yourself the truth and value candor and honesty
- Pursue the best over the easiest
- · Leverage the power of partnerships
- · Focus the energy
- Show the courage of accountability
- · Continuously learn, grow, and adapt"

In these economic times, we need to focus on these choices more than ever. We at the Academy are asking questions of ourselves and of our members that will help our organization learn, grow and adapt. We want IL AGD to provide an "experience" that satisfies each and every one of our members. We need input from our members to accomplish this. Let your representatives know how AGD is helping you accomplish your professional and personal goals and if we are not fulfilling your needs, let us know that too. IL AGD has two websites: IAGD.org and our constituent website that is accessed from AGD.org. Both of these sites have a great deal of information about the Academy and all of the services that it provides for its members. Also, the officers can be contacted if you have questions.

Before I became involved as a leader in AGD, I really did not know much about the Academy. I knew it was the premier provider of continuing education for general dentists but I did not know anything about AGD's role in being the advocate for the general dentist. The Academy is listening to its

members and they say that they want an organization that is exclusively dedicated to representing the interests and serving the needs of the general dentist. If you haven't seen AGD's new patient website, go to Knowyourteeth.com. It has a lot of good information and a few laughs too.

Chicago AGD has two more courses this season:

- Friday, March 13, 2009 Modern Medical Management of the Treatment of Caries with Dr. Steven Steinberg. Please note the location change. The meeting is at Maggiano's in Oakbrook, IL
- Friday, May 15, 2009 Medical Emergencies in the Dental Office with Dr. Robert C. Bosack at Maggiano's Schaumburg, IL.

Contact Dr. Maryam Hafezi at hmaryam@yahoo.com or 630-400-4938 for more information.

Please save these dates for our next CE season:

- Wednesday 9/9/09, Conservative Esthetic Solutions for Young Adults with Dr. Michael Morgan at the Oakbrook Hills Marriot Resort, Oakbrook, IL
- Friday, 11/6/09, Esthetic Dentistry for Tots and Teens and the Erbium Laser: "The Stars of Dentistry with Dr. Fred Margolis at Maggiano's in Skokie, IL
- Friday, 03/12/2010, Upgradeable Dentistry with Dr. Richard Winter at Maggiano's in Oakbrook,
- Friday, 05/14/2010, Restoratively Driven, Interdisciplinary Powered Treatment planning: A Protocol For Implant Success with Dr. Charles Girard at Maggiano's in Skokie, IL

Get involved and learn more about AGD and what it has to offer. Let your colleagues who are not members know what AGD is all about. If you have questions about AGD or you would like to become a leader in AGD, call me at 847-367-7222 or email me at dr.cherylmora@agd.org. I hope to hear from you!

Cheryl

CAGD Report

Dr. Cheryl Mora



TheLeadership Conference and More

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ordering board to order another 2 week supply.

c. Establish a system for inventory: Many great systems already exist and are reasonable to implement. A tag system is great for smaller practices and a bar code system works well for larger practices d. Have checks and balances: Anything over the budget should require your signature. If this is not controlled, the system will not work. I have seen very successful practices function with their supply budget under 5%.

Establishing and implementing Inventory Control takes a lot of the dentist's time but very little money. The dividends, though, are unbelievable. Do not forget to adequately reward the staff members for their efforts and remember that the success of such a project will take the cooperation of the entire dental team.

Cost of an Appointment: There are many factors that go into this equation, we need to look at this from both sides, the patient side and the doctor side.

a. The patients' side: The patient not only incurs the bill from us, but also invests their personal time, work time (or time off), driving time, and has increased anxiety and stress from each visit. Thus if we are able to reduce their number of appointments, increase the number of procedures that we are planning to do per appointment by increasing the time of each appointment, we will be able to decrease the cost and the stress for the patient. It is our obligation to treat our patients (our employers) like we want to be treated. How many of us would like to go to the dentist for repeated visits, when everything could be accomplished in just a couple of appointments? Today, quadrant

dentistry is considered excellent patient care.

b. The practice's side: Here, simple things get more complex due to the philosophies and personalities of the dentist and staff. One has to know the cost of doing business — what the cost of your chairtime is. A simple way to do this is to take last year's expenses (including employee salaries, employee benefits, lab, facility costs, equipment, utilities, liability, legal expenses, administrative, supplies) and divide that figure by 52, this gives you the weekly expense. Then further divide this weekly expense by the number of hours per week you are chairside. That is the number your office needs to produce and collect per hour to at least break even. This number can vary a great deal.

By becoming business diagnosticians and understanding the true cost of every appointment, we can not only provide better customer service, but be more profitable. If the treatment plan is to do one restoration and you can do two, it does not take you twice the time to do so. This results in increased efficiency and productivity. The more you do during each patient visit, will increase your profitability and your patient's satisfaction.

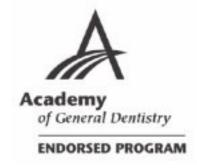
As this economy slows down and things get tighter, we will have to be able to provide care in a way that is least disruptive to the patients' schedules (making it more affordable for them to remain in our practices) and most efficient in improving our bottom line.

Dr. M Harunani, *Dental Director* Midwest Dental, Cell: 815-222-7228, www.midwest-dental.com

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UPCOMING EVENTS AND MEETINGS

AGD	Natio	National-Annual Meetings					
	2009	July	8-12 Baltimore, MD 2010 July 5-11 New Orleans, LA				
IAGD							
HIGD	2009	Feb. 25	Prosthodontics- Dr. Joe Massad – Westin-Chicago Past Presidents' Celebration-				
	2010	July 31 Feb. 24	National AGD Star Visit TBD				
CAGD							
CAROD	2009	Mar. 13	Cariology – Dr. Steven Steinberg – Maggiano's-Oakbrook, IL				
		May 15	Emergencies in the Office – Dr. Robert Bosack – Maggiano's-Schaumburg, IL				
		Sept. 9 Nov. 6	Composites and Veneers-Dr. Michael Morgan-Oakbrook Hill Resort (in conjunction with ISDS) Esthetic Update for Tots and Teens; Laser Dentistry-Dr. Fred Margolis-Maggiano's-Skokie, IL				
	2010		Implants-Upgradable Dentistry-Dr. Richard Winter-Maggiano's-Oakbrook., IL.				
		May 14	<u> </u>				
		(For CAGD info contact Dr. Maryam Hafezi -630-836-8995, hmaryam@yahoo.com					
CIAGD							
	2009	Mar. 20,21	Orthodontics/TMD-Update in Orthodontics & TMD-				
		June 12, 13	Dr. Steve Rohem (Lecture & Participation)-SIUSDM-Alton, IL Practice Management – Update in Dental Office Technology-				
			Dr. Claudio Levato (Lecture & Participation) SIUSDM-Alton, IL				
	2010	Nov. 13, 14 June 11,12					
	2010	June 11,12	Oran Surgery—Dr. Kan Roemer (Eccture & Farticipation) 5105Divi-Atton, IE				
Master	track						
	2009	Oct. 16-17	Pedodontics -Pedicatric and Special Patient Care Dentistry-Dr. Fred Margolis-DAL LabLincolnshire, IL Drs. Ara Nazarian & Rick Winter				
Protocol reporting sessions start at 1:00 pm on Thursday preceding the listed courses. [Contacts for all Mastertrack programming: Dr. S. Wachtenheim 847-858-1927, tzaner2@aol.com or Dr. G. Zehak 708-484-0235]							
ADA	Annual Meetings						
	2009	Sept.30-Oc	0-Oct. 3 Honolulu, HI				
ISDS							
	2009	Apr. 22-23	Capital Conference-Hilton Hotel-Springfield, IL				
		Sept. 11-13	Annual Session-Oak Brook Hills Marriott Resort-Oak Brook, IL.				
CDS							
	Regional Meetings (All meetings at Drury Lane, Oakbrook Terrace)						
	2009 Apr. 29 Senior Moments and Know Pain, Know Gain-Anastasia Turchetta, RDH						
	2007	Sept. 16	Implants-Dr. Rick Sullivan				
		Nov. 11	Prosthodontics-Dr. Stephen Chu				
	Midv	Midwinter Meetings (All meetings at McCormick Place – Chicago, IL)					
	2009	Feb. 26-Mar. 1					
	2010	Feb. 25-Fel	eb. 25-Feb. 28				

IAGD ADVISOR

William Wax, DDS 7900 N. Milwaukee, Suite 2-24, Niles, IL 60714

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Make Time for Meetings

See details about upcoming meetings inside!

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From To			
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From To	Degree _		
Are you a general dentist? Yes No If yes, what specialty?	•	•	
Are you in private practice? Yes No If not, explain (Armed Services, Publi		n, Etc.)	
Are you a member of a state dental a			
I promise to abide by the Constitution the Academy of General Dentistry. Date Signature	•		of

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