

A background image of pink cherry blossoms in full bloom, with branches and leaves visible against a light sky.

# 8<sup>th</sup> District Bulletin

Volume 60 | Number 1 | Spring 2024

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- \* ECDS PRESIDENT'S INSTALLATION BRUNCH
- \* NYS COUNCIL ON ETHICS REPORT



**8th District  
BULLETIN**

**Eighth District Dental Society  
of the State of New York**

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The Dental Society is organized for the purpose of encouraging improvement of the health of the public, to promote the art and science of dentistry, and to represent the interests of the members of the profession and the public which it serves.



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## From The Editor

In 2014, two childhood friends launched Smile Direct Club, a direct to consumer clear aligner company offering clear aligners to people who wanted a less expensive alternative to clear aligner treatment than Invisalign. The big selling factor for Smile Direct Club was you didn't have to visit a dentist to receive treatment. You visited the Smile Direct Club website and requested a starter kit. This starter kit



consisted of everything you needed to take your own PVS impressions and the necessary photographs to submit to Smile Direct Club to determine if your case was amenable to the use of Smile Direct Club's aligners to treat your particular malocclusion. If you didn't want to go through all that, and you lived in a city where Smile Direct Club had a physical office, you could visit that office and have this done by a technician.

Smile Direct Club would then refer these records to a dentist or orthodontist to examine and determine the appropriateness of their product to treating your particular malocclusion. If you were considered an appropriate candidate for such, you received your aligners by return mail and given instructions as to their use. At no time did you ever need to see a dental professional to monitor your treatment. Nor did the initial records ever include any type of

Continued on Page 3

# From The Editor

*Continued from Page 2*

radiographic scan to determine the actual health of the teeth you were trying to move. On their website Smile Direct Club advised you to visit your dentist to have such X-rays taken, but that was between you and your dentist.

Smile Direct Club offered this service to democratize the ability of anyone to receive orthodontic treatment through clear aligners for a significantly lower cost than if you saw a dentist or orthodontist to receive care. Ironically, Align Technology, the makers of the Invisalign appliance, had a 19% investment in Smile Direct Club. However, Smile Direct Club later sued Align Technologies for breach of contract, and that marriage ended.

My first reaction to the idea of Smile Direct Club was a sarcastic, "What could possibly go wrong?" Like any other DIY process, unless you are aware of the pitfalls awaiting you, you enter into your own treatment not knowing what to expect. I likened it to someone working on their Ferrari and their only previous experience working on a car was to fill the tires with air or adding washer fluid to the reservoir. To me, Smile Direct Club was a lawsuit waiting to happen. However, Smile Direct Club had an answer for this. As part of the contract you signed, if you were displeased with the results of your treatment, your only recourse was to receive a refund. You gave up your right to sue for damages. I questioned the legality of such a clause, but it seemed this was legal.

Over the years, I occasionally saw a disgruntled Smile Direct Club patient. I sympathized with the patient, but internally, I always questioned their decision to pursue such treatment. At times, I wanted to go full "House" on them, but knew that, while that makes for some dramatic television, it never really works well in real life. I commiserated with them and explained why this type of treatment is not always the best way to solve some crooked teeth. I heard horror stories concerning Smile Direct treatment going terribly wrong but I was lucky enough none of those treatments ever walked in my door.

Flash forward to September 2023 and Smile Direct Club filed for Chapter 11 bankruptcy protection and again to December 2023 where it closed its doors and shut down operations. All Smile Direct customers were left with no aligners to continue their treatment, no legal recourse to recoup any monies spent on their treatments, but were expected to continue paying for their treatments if they were on a payment plan.

Smile Direct Club was valued at \$8.9 billion in 2019. However, over the years, the company continued to hemorrhage money and never really turned a profit. Year over year their losses accumulated until they were \$900 million in debt when they declared bankruptcy and then shut their doors.

DIY dentistry is never a good idea, particularly when it comes to orthodontic treatment. There are many more DIY companies offering aligners similar to Smile Direct. The old adage, let the buyer beware, is particularly cogent when it comes to DIY orthodontics. A person can get into trouble very quickly and not even know it until it is too late. Then that person must seek professional help to reverse what has been done. And what started as a way to align your teeth for a "reasonable" fee turns into a disaster costing much more.

We, as dentists, must do a better job educating our patients to the dangers of such treatments. Sure, sometimes the treatment works out well and there are no adverse events, but sometimes things do go wrong and a simple treatment turns into a complicated mess. I never liked Smile Direct's approach, particularly with regard to the use of X-rays. Leaving this up to the patient to obtain the necessary X-rays and accepting the patient's word the necessary X-rays were obtained and read by a dentist to insure the teeth could be moved was just asking for trouble. At the least, Smile Direct should have required a report from the dentist the teeth were healthy and could withstand orthodontic movement.

Smile Direct Club is now history. As a dental professional, I find this a good thing. Our job is to protect the public and DIY dentistry is a threat to that public we must protect. Our responsibility is to educate the public on the best way to maintain their dental health and propose the best treatment plans for them to obtain optimum dental health. Anything less is malpractice.

# From The President

Colleagues,

## THE NEW AND THE OLD

It is my privilege to welcome you to the New Year as President of the 8th District Dental Society. I look forward to working with all the talented and dedicated members of the association through what will be an activity filled year.



We ended the last year with a wonderful Holiday Party at Transit Valley Country Club. It was well attended by members and their families with a lot socializing and exchanging of holiday greetings. The children were entertained by a magician and a special visit from Santa. Heartfelt thanks to Dr. James Hoddick for playing Santa for us again.

As we begin our new year, we are continuing to deal with an old problem regarding Fluoridation of the Buffalo Water Supply. After promising to have the new system up and running in the fall, the Water Department continued to offer no new information while blaming the delay on lack of state approval. Through the dedicated efforts of members of the Dental Society and private doctors, pressure has continued to try to get a response from the Water Department. At a special meeting held by the Buffalo Common Council, representatives of the Dental Profession spoke forcefully for the quick resolution to the Fluoridation situation. It is curious that two days after the pressure being applied by the Common Council and Dental Society, the Buffalo Water Authority suddenly announced that they had received approval for the project from the State authorities. This new development brings with it the promise that the new system will be installed by the summer. We are cautiously optimistic that this will happen.

This situation highlights the value of Organized Dentistry to both our members and the public we serve. It is through our strength in numbers that we are able to influence our elected officials to act on issues important to Dentistry. A special thank you to Drs. Dowd, Cryan, Frustino and Craig for their time and efforts attending meetings and organizing our efforts. The Dental Society will be in continued contact with the Common Council and the Water Authority to ensure that the promise of implementing the Fluoridation System will be completed by early summer as promised.

Looking forward we have several continuing education and social programs to look forward to in 2024. All our members are encouraged to take full advantage of these opportunities and support your society. We are also working on expanding our mentorship program for our newer colleagues and students.

We are looking into developing sponsorship relationships to allow us to offer additional programming that will be valued by these young Dental Professionals. I believe that this will help generate more value to our members and hopefully lead to increased membership numbers.

Best Regards,

Dr. Robert Bochiechio



# Executive Director's Note

By John D. Craig, PhD

A very Happy New Year to all our members, their families and patients! We were a little green this past holiday season, but the winter weather certainly has come full on with the many lake effect events of late.



As always, there are many issues and opportunities facing the Society as we move into this new year. As many know, over a year ago, we discovered and addressed the lack of fluoride in the water system in the City of Buffalo since June 2015, and we were promised a fall 2023 return. Recently, more pressure was placed on the Buffalo Common Council, Mayor Brown and the Water Board Authority, with mixed results. We have been informed a formal construction timeline is in place and plans to reinstate the mineral will be completed in June after a staggering delay in State Health Department proposal approval. This June 2024 will mark the beginning of the 9th year without fluoride in the water, and many pediatric physicians and dentists alike have had great objections over the lack of communication and public notice, as well as the various states of oral care health concerns they have witnessed. We will keep the membership informed as we learn more about progress and any delays in this reintroduction.

We welcome a new President, Dr. Robert A. Bochiechio, as our 2024 8th District leader for the coming year. Bob brings a wealth of insights to the programming and service needs of members and certainly has some ideas and goals for his tenure in office. Please read his remarks in this publication.

Membership, non-dues revenue, and outreach are trending concerns as we move into the new year. While our retention and reach of membership is solid at 95%, and a 73% share respectfully, we still need to be mindful of the generational shift coming in our membership demographic. Many states, like Nevada and Florida, have already experienced that shift, we're heading for both a membership and profession cliff in terms of dentists per capita for NY by 2028-30.

Our Society, as most components have, traditionally experienced solid years of non-dues revenue generation which supports the many operational efforts for members. However, participation in continuing education workshops and programs overall is down. This results in a direct proportional decrease in our revenue and cash flow. Our six-year average for CE participation is 536 individuals from 2018-2023, with an average of 23 events. This includes all WNY CE we endorse through study clubs, Erie County, and our own efforts. Last year, if we subtract one sponsor related CE that had 82 people attend, our effort falls well below that average to 460 people for 19 events. Pre-pandemic, in 2018, we had 821 people take part in 28 events. During the pandemic's height a predictable 222 individuals took part in 16 events. As an entity, we don't typically offer a lot of CE options, since UB's Alumni and CE Division offer ongoing workshops for dentists, among other groups, along with vendors of dental products. If CE programs are losing money, do we continue to offer them at a loss?

Outreach services are critical and a complimentary process we are extremely mindful about. Are we offering enough variety and value for all members? What benefits are deemed most important? If a few low performing programs were eliminated in the next year, would anyone notice outside of those who take part?

As your ED, I'm confident we can remain both relevant and vibrant, but we need your support too in identifying those things that are most important to you. Please share your thoughts and ideas on programs and services. I am always happy to share time and discuss matters that are important to you. Please reach out [jcraig@8ddsny.org](mailto:jcraig@8ddsny.org) or 716-995-6300. Thank you!

# SPECIAL ANNOUNCEMENT

## To Members of the 8TH District, Erie County & Past Members of the Metropolitan Dental Study Club

The Eighth District Dental Society is happy to announce that the annual Spring All Day Lecture has been renamed the **Dr. Marshall Fagin Spring Lecture**, beginning in 2024 in honor of Dr. Marshall Fagin, Prosthodontist, who has been an international lecturer and educator for almost 50 years. Over that time, he has continually updated his colleagues on the most recent advances in this specialty, including cosmetic and implant dentistry and on complex occlusal challenges such as 'Worn Dentitions'. In 2013, he received the highest honor given by the Erie County Dental Society, the coveted Dr. Frank Stone Award, for his many years of contributions to dentistry, dental education, and to organized dentistry.

Most significant to Dr. Fagin was when he started the Metropolitan Dental Study Club (MDSC) in 1974 to aid local dentists in treatment planning cases and participate in continuing education. Utilizing more smaller groups the exchange was vibrant, offering the opportunity to also incorporate new ideas and establish new goals of what they wanted and needed to become better practitioners. Under his leadership and the support of his Board of Directors, it grew over the years, providing CE evening lectures on multiple topics, including a once-a-year full day program in combination with UB and Alpha Omega Dental Fraternity's Sugarman Program.

With Covid, the MDSC ended its long run and their board of directors united to continue to support CE in Erie County while honoring Dr. Fagin's lifetime commitment to them and our dental community by creating a Foundation with the EDDS to support an annual Dr. Marshall Fagin Spring Lecture Program.



Many members in our dental community have learned and grown your dental practices and techniques from Dr. Fagin and the MDSC. In addition to the \$23,875.00 donation, made on behalf of the MDSC, this yearly CE event seeks your generous additional support to add to this amount, so it can sustain itself over the future years. As many of you have experienced in life and Dr. Fagin has always believed, "the real gift in life comes from giving and supporting colleagues."

Please consider a donation of your choice to honor and thank Dr. Fagin for all he has done. We honor his passion for our profession, his love of teaching, and impacting the lives and careers of so many, along with his unselfish giving to our profession. Please make checks payable to: Dr. Marshall Fagin Spring Lecture Program to the Eighth District Dental Foundation in the following tax deductible donation amounts or any amount you are able to provide: \$100.00, \$250.00, \$500.00 or other.

Thank you, Dr. Fagin for the donation from the Metropolitan Dental Study Club and your support of dentists everywhere.





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**2024**

The EDDS Member-Only  
**SHRED DAY** will be held on  
Saturday, June 22nd from  
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This free event allows our  
members to bring in their  
paper files and X-Rays to be  
recycled.

More info to follow in our  
Summer Bulletin. Stay tuned!

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next meeting.



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# NYS Council on Ethics

*Written by Dr. Joseph Rumfola  
Council on Ethics Chairman*

The Council on Ethics is comprised of one representative from each of the 13 districts, one representative “new dentist,” a representative from ASDA, a lay member, and the chair, with support from NYSDA general counsel and a NYSDA staff member. The council has 5 duties as stated by the NYSDA bylaws:

1. To consider proposals for amending the Code of Ethics and to make recommendations to the House of Delegates.
2. To recommend advisory opinions and interpretations of the Code of Ethics of the Association to the House of Delegates.
3. To consider appeals from members of the Association subject to the decision of censure, suspension or expulsion by a component society and to hold hearings and render decisions thereon. No decision by a component society shall become final while an appeal is pending or until the thirty (30) day period for filing notice of appeal has elapsed. Subject to the approval of the House of Delegates and in conformity with the judicial procedures established by the American Dental Association, the Council on Ethics may establish rules of procedure with respect to such appeals.
4. To adjudicate disputes arising under Chapter X, Section 30, of the Bylaws.
5. To review disciplinary cases referred to it by component societies in the pre-hearing stage, and where appropriate, to conduct hearings on such cases. (Cases are also heard involving members that have been disciplined by NYS Board of Regents)

The NYSDA Council on Ethics meets four times per year, primarily at NYSDA Headquarters in Albany. A typical agenda involves the chairperson’s report, an update from the local representative to the ADA Council on Ethics, Bylaws and Judicial Affairs, reports from each component chair on recent local cases, ethics hearings involving members, old business and new business. As a self-regulating profession. The hearings are to decide if the member accused of violating the code will have their cases dismissed, will be found guilty without further action, will be given censure and reprimand, will be suspended or will be dismissed. Cases heard at this level are often appeals from the component level, involve members’ failure to participate in the peer review process, or result from a guilty decision by the Board of Regents.

As noted above, the Council is responsible for the NYSDA Code of Ethics being a living document, in that it is able to constantly be reviewed and updated. The document has not had any major changes since 2010 but the council is currently taking a deeper dive into proposed revision, and members should expect to see changes in the coming year.

Each component dental society has a chairperson assigned to the local ethics committee. Depending on the size of the district, as in the 8th District, the chair might be the only member of the committee. Complaints are most frequently related to members’ advertising or from patients who feel that a member has treated them unethically or from a staff member that feels a member is violating the code. In the 8th District, the chair will typically try to mediate ethics complaints about members so that no punishments are necessary. The chair is not meant to “investigate” but merely to hear both sides of a complaint, mediate, and make judgement, if necessary. The chair is also not to get involved in dentist-dentist disputes (which might be better handled by attorneys) or to make judgements involving the outcome of patient treatment (which would be handled by peer review). The overarching function of the council and its members is to protect the public but members are also meant to be a resource for society constituents.

So, if you’re still reading this and wondering “How does any of this affect me?” The answer is that if you’re a member, you should be familiar with the contents of the code, because we’re all obligated to follow it. If you have questions about what you or a colleague might be doing pertaining to ethics, contact me through the district office, and use me as a resource. If I contact you because I’ve received a complaint from a patient or fellow member please make yourself available for discussion, and remember that I’m a dentist, just like you, who has volunteered to be of service to our profession and the public.



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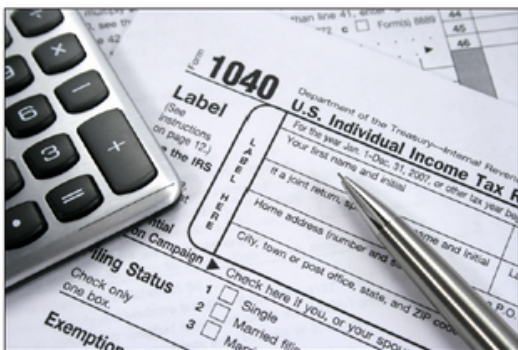
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# SAVE THE DATE Medicare SEMINAR



Monday, April 22, 2024  
6pm – 7:30pm  
Society Offices

Are you turning 65 this year or next? Are you still planning to work after reaching this traditional age of retirement? Are you planning to retire full-time? Perhaps you are considering working part-time for a while before giving up your professional license in a few more years? How do all these scenarios play out for my retirement planning for health coverage? Come find out!


There are always annual and trending changes to Medicare program plans, whether you are participating in an ongoing EDDS health care program or looking to consider changes or options. This seminar is NOT replacing our annual enrollment renewal meeting we host in October, but allows our members to get a leg up on their future retirement planning by seeking questions and answers to Medicare concerns.

We will have representatives from Highmark Medicare as well as Walsh Duffield Healthcare Insurance groups to present a variety of service plans and options for those members who are trending towards this life milestone. Call the office 716-995-6300 to reserve a spot and bring your spouse or significant other along too; they should also be well informed.



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## New Members

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Dr. Jeremy Brandwein  
Dr. Adrian Farsaii  
Dr. Andrea Numbers  
Dr. Evan Spencer

## Volunteers Needed

The Dental office at Good Neighbors is in need of volunteer dentists and dental assistants to provide free dental care to the people of WNY. Please call 716-856-2400 to volunteer at their location (175 Jefferson Ave, Buffalo, NY 14210).

The Dental Office operates Wednesday from 8:30am - 11:00am and Friday from 1:30pm - 4:30pm

## Classifieds

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# New Dentist Spotlight

Introducing Dr. Alyssa Tzetzso, DDS, MPH!

Dr. Tzetzso is a WNY native, whose hometown is Williamsville, New York. She earned her Bachelor's Degree in Biology from Canisius College, graduating Summa Cum Laude in 2016. Dr. Tzetzso attended SUNY at Buffalo School of Dental Medicine, graduating with her Doctor of Dental Surgery Degree in 2020. Following her pre-doctoral studies, Dr. Tzetzso completed an Advanced Education in General Dentistry (AEGD) Program at the University at Buffalo from 2020-2021; while also completing a Masters of Public Health (MPH) degree during the same time, at the University at Buffalo.

Dr. Tzetzso is currently furthering her education as a fellow in the Support, Training, Early-Career Enhancement and Retention (STEER) program at the University at Buffalo School of Dental Medicine. Dr. Tzetzso is currently a full-time faculty member at the School of Dental Medicine, as well as a General Dentist at Como Park Dental Associates.



Dr. Tzetzso is a strong advocate for organized dentistry, she holds memberships in the ADA, NYSDA, Eighth District Dental Society, AGD, ADEA, AAPHD & OSAP. Dr. Tzetzso recently had the honor of being inducted into the American College of Dentists as a fellow this past October. She is an active member in our dental society, and has recently taken on the position of Co-Chair of the Mentorship Committee for the Eighth District.

Dr. Tzetzso has a wide range of interests in dentistry, including: General Dentistry, Dental Education, Dental Public Health, and Oral Healthcare Awareness. When asked what she loves about her job, she responded that she loves demonstrating excellence in clinical practice, in addition to having an impact and influence on the training and education of dental students and residents. Dr. Tzetzso's professional goals are to expand her leadership roles, to promote both dental education and oral healthcare awareness. Her advice for New Dentists is "Find your niche. The dental world awaits you. There are so many environments, opportunities, and avenues within dentistry that you probably have not even acknowledged or considered. Explore until you find where you truly fit in – where you can make an impact on the field".

When she is not teaching dental students and residents or treating patients, she spends her time with family, enjoying sunshine, shopping, and golfing; she is a 3x winner of the Eighth District Golf Tournament!

Congratulations to Dr. Alyssa Tzetzso on being featured in our 8th district bulletin "New Dentist Spotlight!" We are fortunate to have new member dentists like you in our community. If you know of a new dentist who you feel should be featured in an upcoming "New Dentist Spotlight," please e-mail your nomination to [econley@buffalo.edu](mailto:econley@buffalo.edu)





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# Annual Children's Holiday Party

The Eighth District Dental Society held it's annual member's only Children's Holiday Party in early December at Transit Valley Country Club in East Amherst. Brunch was served, with desserts, and magician Mike Seege entertained those young and old. Santa made sure to stop by to sit with each of the children! We hope everyone had a wonderful time, and we look forward to next year's holiday party in December 2024.



*Continued on next page*











# Trustee's Corner

## Fourth letter from the ADA Trustee to the NYSDA Components – January 2024

Happy New Year to all of you and your families. It is my sincerest hope everyone enjoyed the holiday season. As we embark upon a new year, I wish all of you a healthy and successful 2024. It is a new year for your American Dental Association with many interesting things occurring in Chicago, as well as around the country.

In October, the ADA announced a new organization in collaboration with the Forsyth Institute. The new entity is now the ADA Forsyth Institute. It will dramatically change the oral health research arena with cutting edge transformative research. Ultimately, this will lead to more advanced care in the clinical care of dentistry, which will directly improve our patient's overall health. Through biological research, local and global public health outreach along with technological innovation, the ADA Forsyth Institute will set the standard for dental research around the world. The ADA Seal Program will eventually grow to investigate a much larger number of products to evaluate and decide which dental commodities deserve their approval. Elyse Cherry JD, board chair of the Forsyth Institute, gave a presentation on the organization to the ADA Board of Trustees at the October Board meeting. She discussed a storied list of accomplishments, as well as the historical background of Forsyth, which dates back more than one hundred years. The location of the new ADA Forsyth Institute will be in Somerville, Massachusetts.

I had the distinct honor of representing the ADA as a delegate at the most recent Federation Dentaire International (FDI) annual meeting last September in Sydney, Australia. The FDI World Dental Congress met and decided many of the pressing issues that deal with global oral health. Although the FDI is a small organization with headquarters in Geneva, Switzerland, it represents more than one hundred National Dental Organizations and close to one hundred countries. I have come to learn they are involved in many collaborations in the global oral health community. New policy statements on Collaboration between Oral Health Professionals and other Health Professionals, Mental Health for Oral Health Professionals and Dental Students, Tooth Wear and Alcohol as a Risk for Oral Health were decided upon. Revision of existing policy statements on Alternative Restorative Materials to Dental Amalgam, Perinatal and Infant Oral Health Care, Social and Commercial Determinants of Oral Health and Oral Health for Healthy Aging were debated and agreed upon.

The FDI is overseeing more than twenty in depth studies on research areas such as access to oral health care through primary care, the effects of free sugar on oral health and overall health, antibiotic resistance in dentistry, artificial intelligence and dental applications, consensus project on toothbrushing methods, digital cleft care and electronic health records. After many discussions to strengthen the draft of the World Health Organization's Global Oral Health Plan (2023-2030), the revised version was incorporated with many FDI recommendations in the final language. What I have learned is the FDI punches above their weight and the ADA is an integral part of their success.


After a full year of existence, the Strategic Forecasting Committee is rounding into shape. As a committee of the House of Delegates, the SFC has completed seating its new members following the House vote, has completed selections for the subcommittees and the action groups. The SFC has approved the Vision and Mission statements of the American Dental Association, which will be placed before the 2024 House of Delegates for final adoption. Work is now beginning to assess the value of each of the existing 171 programs at the ADA, as measured against current priorities. The information and opinions gathered are forwarded to the subcommittees at the regional level and finally ends up at the Strategic Forecasting Committee. Any new revelations or ideas that occur in the profession will also be studied by groups that are skilled in those areas.

The Board of Trustees will take the SFC value-based recommendations of ADA programs and use them when preparing the budget and finances of the ADA. This will be done on a quarterly basis instead of annually. This correlates with mission-based accounting and making decisions on a real time basis. The ADA feels decisions made in a timelier manner will make our organization more effective and financially stable. If you are called to be on an Action group or a Subcommittee, please take us up on it and be involved in important discussions with our organization.

At my last edition of the Trustee’s Corner, I mentioned the California Board of Governors decided to recalibrate and put the idea of optional ADA tripartite membership on pause. The California House of Delegates met in the middle of November and did not bring up the issue. My hope is with all the new changes happening at our ADA, there will not be any reason for California to take this issue up again. As we all know, the ADA and our profession are stronger together with the tripartite including the entire country, speaking as one for our members and the patients we serve.

I have been honored to serve as your Trustee the past year and I look forward to serving you the next three years. It has been a tremendously rewarding experience and I would like to thank all of you for the opportunity. I wish everyone a happy and successful 2024. Please contact me at 716-510-3217 if you have any questions concerning the ADA or if you need to talk about our profession in any way.

Sincerely,  
  
Brendan Dowd DDS  
Second District Trustee



*Memorials.*

Dr. Robert C.  
Geckler  
January 2024

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CALENDAR		
<u>March 2024</u>	<u>April 2024</u>	<u>May 2024</u>
Tuesday, March 12 Executive Council Meeting 7pm, Eighth District Office	Tuesday, April 9 Executive Council Meeting 7pm, Eighth District Office	Monday, May 6 Basic Life Support 5pm, Eighth District Office
Friday, March 22 Dr. Marshall Fagin Spring Lecture 8am, Salvatore’s Italian Gardens	Thursday, April 11 Infection Control 5:30pm, Creekside Banquet Center	Tuesday, May 14 Executive Council Meeting 7pm, Eighth District Office
Tuesday, March 26 Erie County Board Meeting 7pm, Eighth District Office	Friday, April 19 UB New Dentist Signing Day 4pm, TBD	Tuesday, May 21 Foundation Board Meeting 7pm, Eighth District Office
Thursday, March 28 Risk Management 5:30pm, Creekside Banquet Center	Monday, April 22 Medicare Health Insurance Meeting 6pm, Eighth District Office	Monday, May 27 Memorial Day Office Closed
		Tuesday, May 28 Erie County Board Meeting 7pm, Eighth District Office





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### Assistance for Substance Abuse & Wellbeing

The Committee for Substance Abuse and Wellbeing is in existence to help colleagues, staff or family who may have an issue with alcohol or other substance abuse. All inquiries are kept strictly **CONFIDENTIAL** and will be acted upon in a non-punitive, non-judgemental, and caring way.

If you or someone you know has an issue, please call State Chairperson Dr. Amy Bryan at 716-807-4131 or the Eighth District Chairperson Dr. Timothy Mahoney at 716-868-7512.



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# Appreciation Dinner

The annual Executive Council and Foundation Board Appreciation Dinner meetings were held on Tuesday, November 14th at the Saturn Club in Buffalo. It's our annual program to thank those members who take on leadership and committee work for the Society in many ways.

The Executive Council also welcomed NYSDA President-Elect, Dr. Prabha Krishnan from Queens County Dental Society to this year's event to discuss her thoughts on organized dentistry and take questions from the membership. Dr. Krishnan received her DDS and Specialty in Periodontics

degree from New York University College of Dentistry and started her own private practice in Forest Hills. In 2009, she served as President of the Queens County Dental Society, during which she spearheaded the "Women's Dentists Conference", a unique meeting including all dentists, which won the Golden Apple award from the ADA.

At the state level, Dr. Krishnan has served two terms as chair of the NYSDA Council on Governmental Affairs, has also served on the NYSDA Council on Membership and was the first woman trustee on the NYSDA board. In addition to serving as a Delegate & Alternate Delegate to the ADA HOD, Dr. Krishnan was a member of the Diversity and Inclusion Committee of the ADA Board and is the immediate past Chair of the ADA Council on Communications. She was also a member of EDPAC and the New York State Dental Foundation. Dr. Krishnan is an attending and Chief of Periodontics at Flushing Hospital Medical Center. She also serves as a member of the Indian Dental Association Board of Trustees.

It was also our first in-person Society meeting with the new Dean of the Buffalo Dental School of Medicine, Dr. Marcelo Araujo, who started his position at the SUNY institution in May 2023 just after commencement. The meeting included regular business matters, reports and various discussions on issues of the day.

The evening began with the Foundation Board holding their end of the year meeting at 6pm with the group assembled. It was both a festive and productive meeting for all who could be there. Our sincere thanks to Ms. Christine Garvelli and Mr. James Laversa for sponsoring our event as members of the Saturn Club; thank you!



The Council and Foundation Board members gather for a group picture with Dr. Krishnan (center) at The Saturn Club event.



Pictured are: Dr. Aylssa Tzetzto, Dean Marcelo Araujo, and UB Dental Student reps, Mohammad Harb and Jacinta Tracy



Dr. Eugene Sibick, NYSDA President-Elect, Dr. Krishnan, and current EDDS President, Dr. Robert Bochiechio



# Erie County Dental Society Installation Brunch

Members of the Erie County Leadership group, life members, and guests attended the annual brunch event on Sunday, January 21st at the Buffalo Launch Club. The new President of Erie County, Dr. Amanda Cryan, was sworn into office along with her fellow officers: Drs. Martin Gorkiewicz (Vice-President), Katherine Pauly (Secretary), Amanda Torsney (Assistant Secretary), and Karl Neuhaus (Treasurer). Dr. James Hoddick was the Master of Ceremonies as he welcomed members and guests to the time-honored boat club.

Past president, 2023, Dr. Matthew Walla thanked his fellow officers for their support and was presented with the covenant Gavel Award by Dr. Cryan for his leadership.

There were ten Life Members who were eligible for recognition. Of those, in attendance were Dr. Robert Bochiechio, current President of the 8th District Dental Society, and fellow awardee, Dr. Mary Beth Dunn to receive their support as long-standing members of the Society.

Dr. Dunn was also the recipient of the 2024 Dr. Frank Stone Award, which is awarded to outstanding service in the dental community by the Erie County Board of Directors.

We would like to thank our sponsors Benco Dental, Walsh Duffield and Patterson Dental for their continued support of this program and event.





# Ask a Risk Manager



## Can You Prevent Unauthorized Video Recording at Your Practice?

As you walk by a procedure room, you notice a patient's escort recording the patient in the chair. You immediately have concerns, and several questions go through your mind:

- Does our practice have a written policy against this? If so, was it communicated to the patient and escort ahead of time?
- Can this be considered a HIPAA violation? Is it illegal?
- Was there a discussion between the escort and the patient prior to this? Would this patient even want to be recorded post-op?
- What if doctors, staff, or other patients in the office were recorded without their knowledge?
- How can I address this issue with the patient escort and prevent this going forward?

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Patients or the patient's escort may want to record a patient's experience in your office to memorialize a discuss for future reference, while others may want to share the recording immediately on social media platforms. Anticipating this behavior and proactively developing a policy can help prevent similar situations.



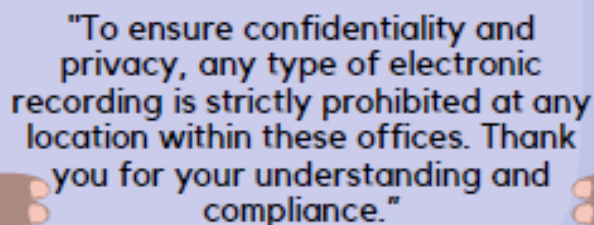
# Ask a Risk Manager



## Can You Prevent Unauthorized Video Recording at Your Practice?

### Proactive Steps

- Consider risks related to protecting patient and staff rights and privacy and liability risks to the healthcare setting, especially when recordings are shared online.
- Become familiar with your specific state laws on this topic because these laws govern the types of restrictions and policies that can be implemented, and state laws vary and change over time. Some states prohibit electronic recordings that are taken without the explicit consent of all participants while other states allow recordings with the consent of only one party, which may leave the door open for a patient to allege they have a right to record a visit, regardless of the practice policy or the doctor's wishes.
- Develop an official policy or protocol regarding electronic recording to protect the privacy of other patients and staff.
- Educate patients on these policies or protocols, either verbally or include it in patient paperwork.
- Educate office staff to be familiar with policies and ensure staff know how to manage situations when patients do not follow these policies.
- Post signage that informs the patients and guests of the official policy. Sample wording to include in a form or on signage might be:



"To ensure confidentiality and privacy, any type of electronic recording is strictly prohibited at any location within these offices. Thank you for your understanding and compliance."

Remember that while you and your staff may have policies prohibiting this, recordings may still occur in your practice. Therefore, it is advisable to assume that any patient could be recording what is happening in your office. Technology advancements continue to highlight the need for dental practices to revise or adopt new protocols and procedures to address these changes. Educating your patients regarding office policies and training your staff on protocols and procedures can help ensure consistent enforcement.

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