

# Island View



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A PUBLICATION OF THE SANTA BARBARA-VENTURA COUNTY DENTAL SOCIETY • DECEMBER 2020

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**2021**  
**AND BEYOND**  
**WE ARE STRONGER**  
**TOGETHER!**

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The Santa Barbara-Ventura County Dental Society provides referrals to American Dental Association, dental-board licensed dentists in Santa Barbara & Ventura counties.

Locally, member dentists work together to make a difference in our community through programs such as Dentist-With-A-Heart, Free School Screenings, Give Kids A Smile and many, many other programs to promote oral health to your friends and neighbors.

SBVCDS members are members of the California Dental Association and the American Dental Association. They agree to abide by the ADA Code of Ethics, and we stand by the quality of their work. Almost 80% of the dentists in our community are members.



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## PRESIDENT'S MESSAGE



Hessam Siavash DDS, MD, PhD  
President

Ever been stuck in an elevator. I haven't, but there were a few days in March that I felt as such. Now it feels more like being in a tunnel, a very long tunnel. I know there is light at the other end and I look for it as I dissect forward. As dentists, we are collectively a group of goal oriented, outcome driven individuals. We seek solutions to problems, approach challenges head on, and keep an eye on the future. Now is the time to use these skills we acquired in training and laser lock on the road ahead.

Times have changed. I'd like to say is 2020 over yet? But then again, 2020 is just a number. In the early days of the outbreak, things were hearsay news coming from a faraway land, clues of something serious reluctantly became more apparent, social anxiety set in, and government responded by imposing quarantines, closures and social isolation. Yet, that was 1918 and here we are a century later. Where do we go from here? How do we carve our way forward? Many scholars have warned not to look at the past for solutions to today's circumstances.

Dentistry was flagged early on in the pandemic. We were forced to act promptly to respond through ADA, CDA, and our own society to help educate our legislators, and public health officers. We revealed that not only are we on our game at infection control matters, but that we can mobilize swiftly to meet the rigorous requirements to care for our patients and work family in a safe manner. We also took charge to bring to light the importance of maintaining oral health in our communities during the pandemic. Furthermore, we advocated

for our businesses in need of funding to weather the economic hardship. All of this accomplished through relationships made keeping the future of our profession in mind, and indeed leadership. Our volunteer board of member dentists, our wonderful executive director Linda Lacunza, and many of our well recognized dentists in our communities are the reason for our progress today. This collective effort and sense of community is our edge and sets our profession apart from the rest.

In the spirit of the upcoming holidays, I am thankful that our dental community has remained resilient and strong. We have earned the trust of our patients by providing care with the utmost safety measures in place, setting an example in the healthcare field. Moreover, we have maintained our workforce during economic uncertainty, providing for our employees and their loved ones. I also thank you for the opportunity given to serve as president this year and look forward to the deeply missed fun get-togethers again in the near future.

Together we will prevail!

Sincerely,

Hessam Siavash DDS, MD, PhD  
President 2020 SBVCDS

# TRUSTEE'S REPORT

## DECEMBER 2020

*Dear Outgoing CDA President, Dr. Richard Nagy,*



*Lyndon Lambeth, DDS*  
**Trustee, SBVCDS**

On behalf of the SBVCDS board, all the great members of our society and myself. I would like to thank you for your incredible year as CDA President. When you ran for this position no one could have predicted what this year would be for you. When the virus hit, you were there for all of us. The job you have done for CDA has been incredible. The position is always a huge responsibility and commitment from each president along the way, but the position you came into required a very special individual to be able to take the reins and steer us through the most significant and difficult time any of us will face in our carriers. Under your leadership we have been able to weather this storm. All the work with the local, state, and federal government agencies that you have overseen at CDA has kept us all from complete disaster. Whenever someone had a question, comment, or concern, you were there with your positive attitude and support. Between the daily meetings with CDA, weekly meetings with the Board of Trustees, meetings with CDA members, public interviews, and endless calls from all of us, what you have done is extraordinary. I don't know when you slept. You have always shown us your devotion to CDA and the dental profession for which we can only say thank you.

Your support, friendship and caring for with me and my family in my darkest hours showed me the person you are and now everyone has had the gift of seeing this as well.

Thank you for this year and all the others we have worked together and mostly your friendship. You are missed here in Santa Barbara by your colleges, patients, and friends.

*Lyndon Lambeth*  
Lyndon Lambeth, DDS  
Trustee, SBVCDS



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# Richard Sanders, DDS

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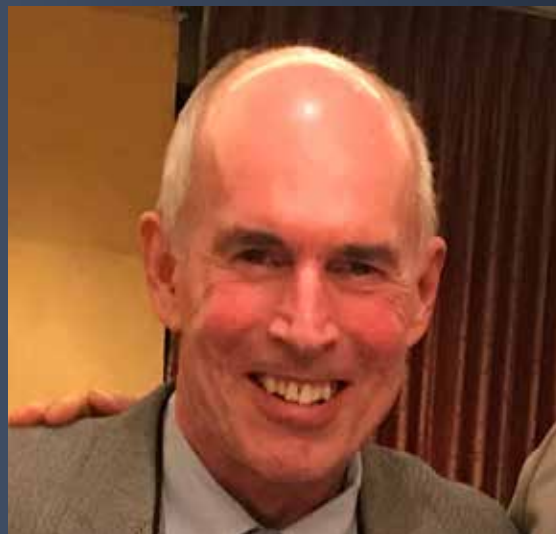
Our friend and colleague Richard R. Sanders, DDS passed away on Dec 31st after a valiant battle with brain cancer.

Richard graduated from Northwestern University School of Dentistry in 1970 and Boston University for periodontics. He practiced in Ventura for 40 years. A consummate professional, he always put his patients' needs first. He loved periodontics, and because he was friendly and smart, it was fun and enriching to discuss cases with him. Perhaps our colleague Don MacDonald put it best: "Richard made me a better dentist."

He was a world traveler, but the High Sierras was his special retreat. His wife Grace Beer, DDS was the perfect hiking companion. Together they gazed out from the summits of many mountains, including Mt. Whitney and Half Dome. They enjoyed sharing their adventures with others, and their kitchen is wallpapered with photos of their trips far and wide.

Those of us who knew Richard considered ourselves fortunate. He was multi-talented, and the fact that he chose to be a dentist is a testament to the personal and intellectual challenges and rewards our profession makes. He will be greatly missed.

"Carry on!"



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Karen Feldman, DDS  
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Johnny Flores, DDS  
June Ro, DDS  
Mojgan Hashemi-Mousavi, DDS  
James Kazuo Seino, DDS  
Ariella Glodowski, DDS  
Fernando De La Rosa, DDS  
Andrew Moreno, DDS  
Joshua Rose, DDS  
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Nicholas G. Young, DDS

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UCSF School of Dentistry  
Universidad de La Salle  
Herman Ostrow USC  
Herman Ostrow USC  
Loma Linda University  
Herman Ostrow USC  
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\* Oral Radiology    \*\* Orofacial Pain    \*\*\* Orthodontics    \*\*\*\* Endodontics

# CDA'S PANDEMIC RESPONSE: 'NEVER A TIME TO BE PROUDER AS A DENTIST AND A PART OF THE DENTAL COMMUNITY'



## QUICK SUMMARY:

**Looking back on the course of the COVID-19 pandemic so far, the CDA community has listened, adapted and responded to the tremendous challenges dentists are facing through continued contributions that support members' most pressing needs.**

As spring arrived, so did COVID-19 and with it the challenge of delivering dental care during this pandemic. The last seven months have shown resilience among the dental community, with CDA and components providing guidance, resources and support to get practices running and safeguard patient and staff health.

This lookback on our community's work showcases members' needs and leaders' ability to listen, adapt and respond to the tremendous challenges presented by the pandemic.

"Without the help of CDA, California dentists may not have had the resources to safely reopen their practices as soon as we did," said Stephanie Sandretti, DDS, chair of CDA's Government Affairs Council. "CDA provides a tremendous level of grassroots and behind-the-scenes advocacy for dentists in the state of California that often goes unnoticed."

Supporting dentists is the backbone of CDA's mission, and volunteer leadership made the precautionary recommendation in mid-March for California dentists to suspend all nonemergency care for at least two weeks to ensure the safety of dentists, staff and patients while information was being gathered.

"That recommendation wasn't made lightly," said Richard Nagy, DDS, CDA president. "This was an extraordinary public health emergency that was changing every single day. And it called for extraordinary precautions."

"The gravity of that time was felt on every level," Dr. Nagy said. As scientists and health experts learned more about the virus, CDA continued to advocate for dentists and quickly mobilized leadership and resources on helping dentists get back to practice as safely and quickly as possible.

Dr. Nagy immediately appointed two expert COVID-19 workgroups – Clinical Care and Economic Recovery – to sort through the science and economics and to lead the way

in answering the pressing questions: What do dentists need and how can CDA help provide it?

## ■ CREATING THE RESOURCES THAT MEMBERS NEED AND ASK FOR THE MOST

With regulatory guidance coming from multiple state, federal and local agencies – or in some cases, not coming at all – dentists were looking for evidence-based recommendations they could trust as they began to return to practice when the "emergency care only" directive eased in May.

The Clinical Care Workgroup's members worked with experts at the California Department of Public Health – and State Dental Director Dr. Jayanth Kumar in particular, who co-chairs the group with Dr. Nagy – to understand coronavirus transmission rates and develop an entire suite of resources known as "Back to Practice." Along with clinical care guidance that includes training videos, easy-to-use flowcharts and checklists, the Back to Practice resource library includes assistance with employment questions, patient communications and navigating economic relief options. These resources have been accessed nearly 250,000 times on the CDA website.

"WHETHER IT IS INTERPRETING GUIDANCE OR GETTING THE ANSWERS TO VERY SPECIFIC QUESTIONS, THIS IS A COMMUNITY WHERE YOU CAN RAISE YOUR HAND AND GET THE SUPPORT YOU NEED." – Judee Tippet-Whyte, DDS

Donald Clem, DDS, a periodontist in Fullerton and a member of the Clinical Care workgroup said the group reviewed many documents from the CDC, Cal/OSHA and the FDA but found that many of those source documents made recommendations with a "broad stroke" and in some instances were not applicable to dentistry.

"It was important that our workgroup conducted searches of independent literature since new evidence was emerging on a daily basis," Dr. Clem said. "Our work with



Dr. Kumar, along with our independent research as a respected evidence-based workgroup was invaluable to CDA, often bringing resources to members ahead of published guidance and allowing CDA to better advocate for dentistry's needs."

CDA's ability to support members in the areas they most needed can be attributed to the contributions of the member community.

"Through what we see and hear in our own practices and in conversations with our peers, CDA and the component dental societies are in tune at all times – typically daily – to what dentists need during this difficult time," said Judee Tippet-Whyte, DDS, and CDA president-elect, who serves on both CDA workgroups. "Whether it is interpreting guidance or getting the answers to very specific questions, this is a community where you can raise your hand and get the support you need."

CDA held several Virtual Membership Meetings and Facebook Live events to directly answer members' questions around topics like respiratory protection, human resources, patient communications and more.

#### ■ PROMOTING THE SAFETY OF THE PROFESSION WITH A HEAVY MEDIA PUSH

To help patients feel safe about returning to dental offices for care, CDA secured dozens of statewide media interviews with member dentists to highlight the strict protocols dentists follow in their practices.

Those interviews and earned media spots also helped to promote a positive image of dentistry and increase public awareness about the connection between oral health and overall health.

"Our message was clear," said Cynthia Brattesani, DDS, who runs a practice in San Francisco and participated in media interviews. "We are infection control experts and we know how to take care of

patients in a safe environment."

#### ■ USING CDA'S STRENGTH TO ADVOCATE FOR NEW DENTISTS TOO

The pandemic's effects on dentistry were pervasive, affecting even the fate of California's graduating dental students.

With in-person exams canceled, dental students in their final semester had no clear pathway to obtaining licensure. A CDA-led coalition successfully advocated for WREB and ADEX manikin-based examinations to be accepted for licensure in the state, impacting over 800 dental school graduates at all six dental schools.

"The approval of the manikin-based exam provided students and schools alike with critically needed relief during the challenging times of the pandemic," said Steven W. Friedrichsen, DDS, dean of Western University College of Dental Medicine. "The concerted and highly collaborative efforts of CDA leadership, dental school deans and CDA student representatives were really the key to obtaining the licensure changes."

Chintan Patel, DDS, 2020 graduate of the University of the Pacific, Arthur A. Dugoni School of Dentistry agreed. "It's been amazing to see how we have come together at the student, school and state levels in California to advocate for the future of this profession."

#### ■ ADVOCACY, RELIEF AND REPRESENTATION KEY TO SUPPORTING CDA MEMBERS

Former CDA president and private-practice owner Natasha Lee, DDS, also ensured dentists had a seat at the table when she was appointed to the Governor's Task Force on Business and Jobs Recovery. The task force aimed to develop actions that government and businesses can take to help Californians recover as fast and as safely as possible from the COVID-19-induced recession.

CDA's additional pandemic-related support and advocacy efforts for members included:

- TDIC issuing premium refunds totaling nearly \$6 million to The Dentists Insurance Company policyholders
- The CDA Practice Support team logged more than 7,000 member issues in the first six months of the year to provide one-on-one guidance to members
- Hosting webinars, Facebook Live events and Virtual Membership Meetings that covered the most pressing topics for CDA members
- Working with the Newsom administration to secure two distributions of state-supplied PPE for all California dentists via TDSC
- Partnership with the component dental societies, who were on the frontline securing PPE from local supply sources and helping members navigate questions and resources.
- Advocating at the state and national levels to ensure dentists be considered essential health care workers during the economic shutdown
- Released a special COVID-19 issue of the CDA Journal to uncover clinical insights across dentistry during the pandemic
- While dentists adjust their practice management and patient care to a new normal, they reflect on the last few months with gratitude and pride for being a part of organized dentistry.

"Never a time to be prouder as a dentist and a part of the dental community," said Dr. Brattesani.

Dr. Nagy affirmed that sentiment.

"Determined leadership, committed staff, resilient members and a never-ending sense of camaraderie have led to incredible contributions during the pandemic," Dr. Nagy said. "That collective strength ensures we aren't just investing in today, but in tomorrow's dentists and their successful futures."



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# CDA MAJOR ISSUES & PRIORITIES

## 1. COVID-19's Impacts on Dentistry

### **-Dental Plan Provider Network Stabilization**

CDA continues to urge Governor Newsom and legislators to protect access to dental care in their response to the COVID-19 pandemic. Approximately 97% of California dental offices completely closed or were only seeing emergency patients from March through May. Since dental practices have reopened, they continue to face significantly increased overhead costs combined with decreased patient volume due to COVID-19 safety guidelines (additional personal protective equipment, heightened infection controls and physical distancing of patients). The high cost of PPE is exacerbated by product scarcity and supply chain disruptions. Meanwhile, dental benefit plans have continued to collect millions in premiums from employers and enrollees without pause. CDA is pushing for dental plans to:

- Provide a \$25 minimum PPE payment per patient per visit through the end of 2021.
- Extend the 2020 annual maximum benefit through the end of 2021 to allow enrollees to receive some of the dental care they were unable to receive during shelter-in-place restrictions.

With the state facing the possibility of widespread closures of dental practices due to COVID-19, dental plans must be called on to share in the high costs of additional PPE, without which dental care is not currently possible. This proposal is targeted, time-limited relief that will help keep provider networks intact and prevent massive disruption to dental care access in California.

### **-COVID-19 Testing**

CDA is working with the governor's office, the California Department of Public Health and the legislature to ensure that once reliable rapid testing technology is available, dentists can obtain and use COVID-19 test kits to identify positive, asymptomatic patients and route them to the appropriate venue for care, obtain all applicable lab licenses and receive reasonable reimbursement for administering tests.

### **-Dental Student Licensure**

CDA staff, in coalition with the California dental school deans and dental school student leadership, advocated throughout spring 2020 for a pathway to timely dental licensure after patient-based licensure examinations were postponed indefinitely due to the pandemic. The Western Regional Examination Board and the American Board of Dental Examiners, the only testing agencies accepted by the Dental Board of California, announced that newly developed mannikin-based exam formats would be offered during the summer instead of patient-based exams.

After CDA advocacy to the DBC, the governor's office and legislative staff, including multiple grassroots letter writing campaigns by dental students, the dental board approved the new exam formats as a pathway to licensure. Effective May 28, 2020, the DBC began to accept mannikin-based WREB and ADEX examinations on a permanent basis, allowing all six California dental schools to offer the tests and more than 800 graduating dental students across the country to take the requisite clinical examinations throughout summer 2020. This advocacy effort has resulted in California becoming one of the first states in the country to begin to move away from patient-based licensure examinations.



### **-Continuing Education**

In late March, after advocacy from CDA, the California Department of Consumer Affairs temporarily waived the license-renewal continuing education requirements for dental professionals whose licenses expired between March 31 and June 30, giving them until Sept. 30 to satisfy any waived C.E. requirements. That waiver was extended to include licenses expiring through Oct. 31 and gave affected licenses until Feb. 27, 2021, to complete the needed C.E., although licensure renewals must still be paid for on their original renewal dates. At the beginning of September, CDA advocated and successfully obtained a third waiver to ensure that live C.E. courses that incorporated prerecorded lectures would be accepted by the dental board, as a way to counter any technological or internet provider shortages that could affect the quality of the course offerings.

CDA's consistent advocacy efforts helped to secure all three C.E. waivers for dental professionals after cancellations of required in-person courses and testing because of the COVID-19 pandemic.

## **2. Proposition 56 and the Medi-Cal dental program**

In the midst of a global health care crisis, the 2020-21 state budget preserves critical safety-net health care funding in the Medi-Cal dental (Denti-Cal) program. The COVID-19 pandemic has led to significant revenue losses for California's economy, and Governor Newsom laid out a budget proposal in May that slashed billions of dollars to close a \$54 billion deficit. Included in these proposed cuts were reduced Medi-Cal adult dental benefits, cutting provider reimbursement rates by 40% and eliminating other recently restored adult Medi-Cal benefits. CDA, with support from thousands of members who participated in our grassroots efforts, successfully advocated for the preservation of adult dental benefits, Proposition 56 supplemental payments and the [CalHealthCares](#) student loan repayment program. Proposition 56 funds have led to a steady increase of over 1,500 newly enrolled Medi-Cal dental providers since 2017, after decades of declining participation. The cuts proposed by the governor in May would have resulted in a significant rate cut to dental reimbursements and worsened the damage already done to Medi-Cal dentists as a result of the pandemic. CDA will continue to work closely with the legislature and governor's office to protect the Medi-Cal dental program as the state's budget situation develops.

## **3. AB 1998: Direct-to-Consumer Orthodontic Protections – Support**

AB 1998 by Assemblymember Evan Low (D-Silicon Valley) sought to build upon direct-to-consumer orthodontic consumer protections in last year's dental board sunset review bill by refining X-ray requirements for orthodontic treatment, codifying dental record retention requirements, clarifying when a patient must be given contact information for their treating dentist, expanding the prohibition for any person to enter into a contract that limits their ability to file a complaint with a regulator and establishing explicit rights for patients to request copies of any documents they have signed.

Providing dental care that involves the movement of teeth without a proper evaluation can lead to serious patient harm, including loose or cracked teeth, bleeding tongue and gums, gum recession or a misaligned bite. With the emergence of new DTC business models offering various dental services that are ordered without an in-person clinical examination, it is imperative that dental treatment continues to meet a uniform standard of care regardless of whether a dentist provides treatment through telehealth or in person. CDA continues to advocate for consumer protections that ensure that DTC orthodontic business models have the same level of dentist oversight and patient safety as the virtual dental home model and in-person dental care. AB 1998 stalled in the Senate Business & Professions Committee and did not move forward. CDA will continue to work with the appropriate enforcement entities, including the dental board, to push for increased patient safety while pursuing improved statutory and regulatory enforcement.

### 4. **SB 793: Flavored Vaping/Tobacco Ban – Support**

CDA supported SB 793 by Senator Jerry Hill (D-San Mateo) which prohibits the sale of flavored tobacco products, including electronic cigarettes, in California. Flavored products, especially e-cigarettes, have the potential to reverse years of decline in tobacco usage in the state. Of greater concern is the alarming rise in vaping and e-cigarette use among youth, who often use these flavored nicotine-filled products. According to the California Department of Public Health, youth who would otherwise not have smoked cigarettes or used other tobacco products are still choosing to use flavored, electronic smoking devices. While research is still in process on vaping devices, we know that traditional tobacco use is estimated to account for over 90% of cancers in the oral cavity and pharynx and represents the greatest single preventable risk factor for oral cancer. It also contributes to periodontal disease, heart disease and other cancers of the body. SB 793 passed out of the legislature and was immediately signed by Governor Newsom, highlighting his strong commitment to this issue.

In response, the tobacco industry has already filed a referendum for the November 2022 ballot that would ask voters to decide the fate of the bill. The industry must collect more than 600,000 signatures, and tobacco companies have already committed \$5 million to qualify the referendum for the ballot. If the signature gathering is successful, SB 793 would be suspended until the election, allowing tobacco companies to continue selling these addictive products for two more years.

### 5. **SB 1383: Expands California Family Rights Act – Oppose**

The California Family Rights Act (CFRA) and the federal Family Medical Leave Act (FMLA) have provided eligible employees up to 12 work weeks of protected, unpaid leave. CFRA only applies to employers with 50 or more employees, and this leave can be taken for the birth, adoption or foster care placement a child or for the employee's own serious health condition or that of a child, parent or spouse. SB 1383 will reduce the CFRA employee threshold to businesses with five or more employees, applying CFRA's provisions to nearly all employers, including a large percentage of dental practices.

CDA worked in coalition with other employer organizations to oppose the bill and express the unique concerns of dental practices. Approximately 80% of dental practices have 10 or less employees, and unlike larger businesses where staff duties can be adjusted to cover the work of an employee on a leave of absence, there is often little cross over between roles in a dental office. Dental assistants are not licensed to do the work of a dental hygienist, nor can an office manager, who is not already trained, take over the duties of a dental assistant. This specialization makes it very difficult to continue to see the existing volume of patients without hiring a new employee to fill the role of the employee on leave. Expansion of parental and family leave has been a high priority of Governor Newsom, and SB 1383 narrowly passed the legislature before being signed into law. CDA Practice Support will be preparing resources to ensure CDA members are prepared when the law takes effect in January 2021.

### 6. **MICRA Repeal Ballot Measure – Oppose**

The Medical Injury Compensation Reform Act allows injured patients to receive unlimited economic damages for all past and future medical costs, lost wages and lifetime earning potential. MICRA also allows up to \$250,000 in noneconomic damages and includes a limit on attorneys' fees, stabilizes liability costs and reduces incentives for frivolous lawsuits against health care providers. A group of trial lawyers have qualified a ballot measure for the November 2022 election that would essentially eliminate MICRA's protections. This measure would undeniably raise health care costs and reduce access to care for those who need it most, including people who use Medi-Cal, county health programs, safety-net providers and school-based health centers.

CDA is part of [Californians to Protect Patients and Contain Health Care Costs](#), a broad coalition including physicians, nurses, hospitals, safety-net clinics and other health care providers who are committed to fighting this initiative.

## **7. AB 2164: Improving Access to Care Through Telehealth – Co-Sponsor**

CDA was a co-sponsor of AB 2164 by Assemblymembers Robert Rivas (D-Hollister) and Rudy Salas (D-Bakersfield) which aimed to facilitate access to dental care through telehealth, specifically in federally qualified health centers using the virtual dental home model. This bill would have clarified that an FQHC can establish a new patient and bill for a virtual dental home visit when a billable Medi-Cal provider employed by the FQHC supervises or provides the services for the patient via telehealth either in real time or with store-and-forward technology. Recent guidance published by the Department of Health Care Services would significantly hinder the continuation and expansion of virtual dental homes in FQHCs. CDA was a co-sponsor of previous legislation that authorized the virtual dental home model and supports its continued use to increase access to care among some of the most vulnerable populations in California. AB 2164 passed out of the legislature with unanimous support but was vetoed by Governor Newsom due to potential state costs.

## **8. SB 653: Dental Hygienists – Support**

CDA supported SB 653 by Senator Ling Ling Chang (R-Diamond Bar), which permits registered dental hygienists to apply fluoride varnish without the supervision of a dentist. It will also allow RDHs to provide services in medical offices through the virtual dental home model of care and in a larger variety of public health programs. Additionally, this bill expands the settings where registered dental hygienists in alternative practice can provide local anesthesia and soft tissue curettage when following specified safety protocols, including the collaboration of a dentist, in order to increase access to dental care in underserved areas and populations throughout California. SB 653 is the result of significant negotiations and collaboration efforts between Senator Chang, CDA and the bill sponsor, the California Dental Hygienists' Association. SB 653 passed out of the legislature and was signed by the governor.

## **9. Dental Plan Transparency**

Over the past several years, CDA has worked to improve transparency of dental plans for dentists and consumers. AB 1962 (2014) required commercial dental plans to annually disclose to the state how much premium revenue they spend on patient care versus administrative costs, which is known as a dental loss ratio (DLR). The reported data show a wide range of premium revenue spent on patient care, with a quarter of all California dental plans spending less than 50% of premiums on care and some plans even falling below 10%. SB 1008 (2018) built upon this by requiring all dental plans to use a uniform matrix to disclose their benefits directly to consumers, similar to the one used by medical plans. This provides plan beneficiaries with a uniform summary of plan details, including covered services, reimbursement levels, estimated enrollee cost share, limitations and exceptions. In 2019, CDA successfully sponsored AB 954 (Wood, D-Santa Rosa) which requires dental benefit plans to be more transparent about the common practice of "leasing" access to a network of contracted dentists from another dental benefit plan to provide clarity for patients and providers, reduce confusion and help preserve trust in the dentist-patient relationship. These transparency measures help level the playing field for consumers and providers, are consistent with standards that apply to medical plans and help hold dental plans accountable for how they spend premium dollars.

*Updated October 2020*



# MEET YOUR 2021 BOARD OF DIRECTORS

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*Completed Their Terms:*



**Lisa Beck-Uhl, DDS**



**Daniel Nobel, DDS**

***Thank you for your leadership and the support to your dental communities!***



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## ADOPT A SCHOOL PROGRAM

# HELP YOUR LOCAL SCHOOL & PROMOTE HEALTHY SMILES!

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*"Adopt" a local elementary school of  
your choice in Ventura County and  
conduct school screenings!*

Santa Barbara County dentists have been "adopting" schools since 2006 while Ventura County schools relied on the funding used through the SBVC Dental Care Foundation Mobile Clinic. Since the mobile clinic's closure last year, schools are looking to our Ventura County dentists to fill the gap.



For more information or to volunteer, please contact  
JoAnn Torres at (805) 981-5312 or visit [vhca.org/oralhealth](http://vhca.org/oralhealth)

# ORGANIZED DENTISTRY STATE AND LOCAL COVID-19 RESPONSE

## COMMUNICATION & EDUCATION

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- Pivoted quickly to using cda.org, email and social media for member communications to ensure the most up-to-date, accurate information.
  - Developed a weekly COVID-19 newsletter to share latest news updates, practice support resources, educational opportunities, with additional emails for more urgent communications
  - Introduced virtual membership meetings to answer dozens of member questions related to practicing during the pandemic, including PPE, infection control, CDA's advocacy efforts, testing, patient management and other topics.
  - Introduced Facebook Lives to quickly share with members the latest on PPE efforts, bringing employees back to work and employment law.
  - Provided resources on precautions and compliance via CDA's COVID-19 Information Center
- Conducted statewide media interviews with CDA member dentists to educate public on the safety and importance of dental care during the pandemic.
- Created public awareness through earned media (Good Morning America, the Sacramento Bee, the Washington Post, plus many local news outlets) to help promote a positive image of dentists and safety of dental care
- Conducted consumer research to gauge patient comfort with visiting the dentist during the pandemic.
- Quickly shifted to virtual events, hosting a series of COVID-19 webinars, Facebook Live events and virtual membership meetings to help members navigate various topics around practicing in the pandemic.
- Shifted in-person conventions to virtual events to provide learning and C.E. opportunities. A webinar week in May welcomed more than 18,000 attend-

ees and the first-ever all-virtual CDA Presents the Art and Science of Dentistry brought over 40 C.E. courses and an interactive exhibit hall to 5,700 attendees.

- CDA also sponsored Keep Smiling California, a dental health awareness campaign to provide information to patients and build their confidence to return to the dentist.
- Conducted consumer research to gauge patient sentiment about returning to the dentist; the research shows that most patients felt comfortable keeping their upcoming dental appointments.
- SBVCDS utilized Constant Contact and our Facebook page to keep members as instantly aware of changing guidelines and conditions as they happened.

## MEMBER AND PRACTICE SUPPORT

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- Created two dentist-led workgroups: the Clinical Care Workgroup and the Economic Recovery Workgroup
- The COVID-19 Clinical Care Workgroup developed a Back to Practice suite of resources including a staff training program, step-by-step disinfection and guidance on how to handle staffing, billing and finances
- Logged more than 6,000 issues from CDA members to provided one-on-one guidance from practice support experts
- Provided continuous interpretation of evolving guidance from CDC, CDPH and OSHA to ensure dentists could practice safely and in compliance.
- Developed practice guides to understanding the CARES Act and its relief for dentists and dental teams
- Practice support team logged more than 7,000 members issues in the first six months of the year, providing one-on-one guidance around legislation, relief, infection control, employment law and other issues.
- Organizing seven grassroots action campaigns that called for federal COVID-19 relief, urged the Newsom administration and health department to provide dentists with essential PPE, asked major dental benefit plans to provide relief to their network providers through stabilization grants, pressed for

the approval of mannikin-based licensure tests and urged that Medi-Cal Dental improvements be protected in the state budget. More than 7,180 advocates responded to CDA's calls to action by sending emails, making phone calls and Tweeting messages to their representatives, health care plans and the Dental Board of California.

- SBVCDS provided office/back office/compliance answers to all incoming calls and messages 7 days a week during the most critical times
- SBVCDS provided N95 Fit-testing events in both counties and worked with county officials to ensure that dentists were a priority to receive PPE.
- SBVCDS optimized our Employment Classified section on website.
- Continued to provide necessary Radiology certification and CPR classes locally.

## BACK TO PRACTICE AND FINANCIAL RECOVERY ADVOCACY

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- Successfully advocated for the state to provide clear infection and safety protocols that would get dentists back to work quickly and safely.
- CDA and TDSC Secured two massive distributions of state-supply PPE for California dentists and scrutinized global supplies for authentic safe masks.
- Successfully advocated to preserve Proposition 56 funding for provider reimbursements and student loan repayment program in the state budget.
- Working with dental benefit companies and advocating that they provide relief and financial support for dentists.

## IMMEDIATE STUDENT LICENSURE PATHWAY

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- Advocated and successfully secured a pathway to licensure for more than 800 dental students graduating during the pandemic.

## REGULATORY RELIEF

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- Successfully advocated that licensees be provided an adequate extension of up to one year to complete C.E. units for renewal and a waiver to allow virtual courses to meet the requirements for live CE
- Interpreted the Families First Coronavirus Response Act, H.R. 6201, to support dentists' understanding of the act's benefits.

## MEMBERSHIP SUPPORT

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- CDA extended its membership dues grace period from March 31 to May 31
- Waived fees for CDA online continuing education for 90 days
- Provided access to audio recordings from prior CDA Presents at no cost
- Provided members the option to defer monthly CDA Friends of the Foundation donations
- With CDA Endorsed Partner Bank of America, allowed members to defer loan payments for 90 days

## TDIC

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- TDIC issued nearly \$6 million in premium refunds
- Extended the grace period for payment of insurance premiums to June 30
- Temporarily waived credit card and insufficient-fund fees for policyholders
- Temporarily waived fees for online Risk Management seminar

# We miss you!!

Your dedicated team at the Santa Barbara Ventura County Dental Society office is here for you!



Call us anytime we can be of assistance 805-648-7282

## SBVCDS JOB BANK!

**Are you looking for a new employee, an associate, or a practice to buy? Or perhaps you are looking for an associate position?**

*The SBVCDS Job bank can be found on our website at [www.sbvcds.org](http://www.sbvcds.org).*

Members can post and search online. Just log-in to our website ~ if you have forgotten your Username and/or Password, please just call us at 805-648-7282.



## HELP IS ONE CALL AWAY. THE CDA WELL-BEING PROGRAM

Concerned that you or a dental professional you know may have an alcohol or chemical dependency problem? Support is available.

**SOUTHERN CALIFORNIA WELL-BEING COMMITTEE**

# (714) 600-6173







SANTA BARBARA-VENTURA COUNTY  
DENTAL SOCIETY

**SBVCDS knows how  
to have a great time!  
Looking forward to  
more to come!**





California Dental Association

# CE COURSES ONLINE

[cda.org/online-learning](https://cda.org/online-learning)

## CURRENT OFFERINGS

### CDA COURSES

**Infection Control for the  
Unlicensed DA**

**Clinical Teaching  
Methodology**

**CDPA and Infection  
Control bundle**

**Infection Control for  
License Renewal**

**California Dental  
Practice Act**

**Treating Young Kids  
Every Day (TYKE)**

### TDIC COURSES

**Beyond the Science: Patient  
emotions in dentistry (online  
reader)**

**Framework for Positive and  
Effective Interactions (online  
reader)**

**Charting the Course (online  
reader)**







NOW ENROLLING

# RADIOLOGY CERTIFICATION

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**(805) 648-7282 | SBVCDS.ORG**

Students working for, or interning at, the office of an SBVCDS member dentist can train at that office and turn in the required x-rays to SBVCDS for evaluation. Please contact us for a FULL course description.

Course Price: \$400



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# CPR RENEWAL \$60

## A HYBRID OPTION FOR SAFETY

SBVCDS is collaborating with Rescue Training Institute of Southern California to provide our members with a CPR Renewal option in compliance with Dental Board requirements.

### Online Component

Upon registering, you will be provided with a link to an online course which will need to be completed prior to your scheduled in-person skills test.

### In-person Skills Test

We will schedule the date and time for you or your group upon registration and payment. The skills test will be scheduled in 30 minute time slots from 6:30pm - 8:30pm on the dates below.

## 2021 Calendar

- January 19
- February 16
- March 16
- April 20
- May 18
- June 15
- July 20
- September 21
- October 19
- November 16

**Call to register your spot (805) 648-7282**

office@sbvcds.org | www.sbvcds.org | (805) 648 7282

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# Keep in touch with SBVCDS!

News to Share? Let us know! Put it in the Island View!  
Make it short and newsy!

Mail this form to us or fax it to (805)648-5154

## News from SBVCDS Member

(Please print) \_\_\_\_\_

Recently been elected to a community service club or professional leadership role? Please share your success!

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Retiring? Selling a practice? Buying a practice? Office successes? Please share with your colleagues!

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New member in your family?

Boy \_\_\_\_\_ Girl \_\_\_\_\_

Name \_\_\_\_\_

Date Born \_\_\_\_\_

Siblings? \_\_\_\_\_

## CLASSIFIED ADS

Free to SBVCDS members!  
Want to sell some dental equipment?  
Looking for an associate? Looking for a particular item or service? Searching for a particular item or service?  
(25 words or less)

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**ANYTHING GOES!** Have a question you want the Board of Directors to answer in the newsletter? Have one of your kids achieved an outstanding accomplishment?

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Ideas to contribute? Review a recent CE you attended! Share something you learned at a CE!

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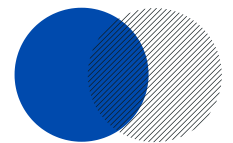
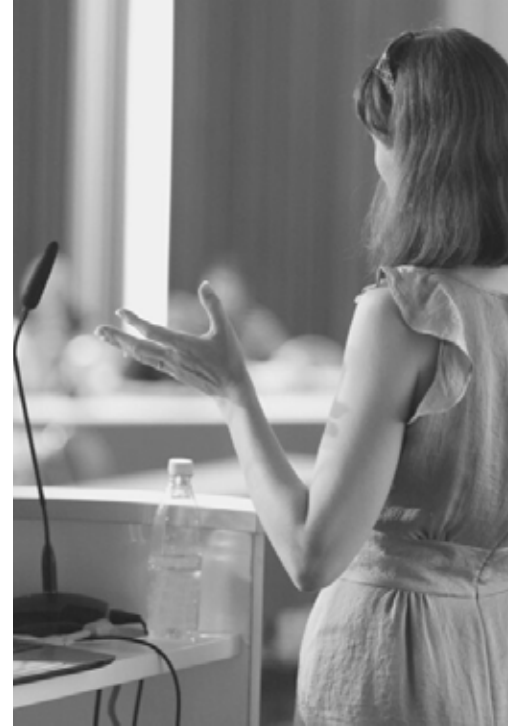
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# Benefits of Membership

(805) 648-7282 | [sbvcds.org](http://sbvcds.org)



# Top Member Benefits

## Continuing Education

CE Courses  
Infection Control/DPA Renewal  
CPR Renewal  
Radiology Certification  
Study Clubs

## Island View Newsletter

Localized updates of your dental community  
Business Practice Resources  
Upcoming Event Notifications

## Other Benefits

"Community" of Dentists  
Member Social Events  
Annual Golf Social  
PPE Distribution Assistance

## Online Resources

Employment Job Bank  
Classifieds Listings  
Compliance Documents & Templates  
Calendar of Events  
Local Ordinance Updates

## Professional Services

Practice Management Hotline  
Shredding Events  
Mask Fit Testing Events  
Patient Referrals  
Business Referrals  
Emergency Prep Planning

For even more services and information, please give us a call or find us at **[sbvcds.org](http://sbvcds.org)**



## More Benefits as a CDA, ADA Member



**Legislative Advocacy**

**TDIC Membership Eligibility**

**MORE Practice Management Tools**

**Annual Conferences**

**24 Hour Patient Referrals**

**MORE CE Courses**





# Job Bank



SBVCDS member dentists can search our listings for potential employees, employment opportunities, and buy or sell items through our website portal!

Visit [SBVCDS.org](https://sbvcds.org) and follow the directions below:

## Dental Professionals looking for employment:

1. Under the **Professionals** menu, click "Classifieds"
2. Register as a **non-member**
3. As you're registering, make sure you set your profile to "visible" so potential employers may see your contact info
4. Once registered and approved, make sure to sign in and go back to the Classifieds page.
5. Select "I am a Job Seeker"

Here you will also find job posts from our member dentists that you can contact and apply through the individual office.

## Posting Your Resume:

In the top right hand corner, click Post Resume and follow the prompts.

\*As you're posting your resume, make sure you set your privacy setting to "visible" so potential employers may see your contact info.

## Member Dentists looking to hire staff:

1. Under the **Professionals** menu, click "Classifieds"
2. Sign in to your member account
3. Select "I am a Job Provider"

You will see a list of applicants to choose from. Click the paperclip icon next to a name to download their resume (if they have included one).

## Posting a Job Listing:

In the top right hand corner, click Post a Job and follow the prompts.

## Member Dentists looking for employment:

1. Under the **Professionals** menu, click "Classifieds"
2. Sign in to your account
3. Select "I am a Job Seeker"
4. In the top right hand corner, click Post Resume and follow the prompts.

Here you will also find job posts from our member dentists that you can contact and apply through the individual office.

# Island View

A PUBLICATION OF THE SANTA BARBARA-VENTURA  
COUNTY DENTAL SOCIETY



1607 E. Thompson Blvd.,  
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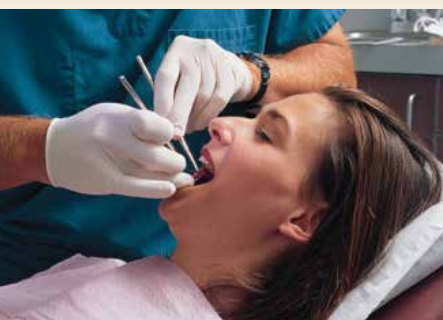
## FIND US ONLINE!

SANTA BARBARA-VENTURA COUNTY  
DENTAL SOCIETY



## MISSION STATEMENT

The mission of the Santa Barbara-Ventura County Dental Society is to serve the members and the communities they serve, and to advance the art and science of dentistry.



## SOCIETY STAFF

### EXECUTIVE DIRECTOR

Linda Lacunza, M.A.  
execdirector@sbvcds.org

### ADMINISTRATIVE SECRETARY

Mayra DeLeon  
admin@sbvcds.org

### OFFICE COORDINATOR

Felipe Diaz  
office@sbvcds.org

## NEED TO REACH US?

### PUBLIC NUMBER

(805) 648-7282

### DENTISTS ONLY UNLISTED NUMBER

(805) 643-3670

FAX (805) 648-5154

E-MAIL: [execdirector@sbvcds.org](mailto:execdirector@sbvcds.org)

[www.sbvcds.org](http://www.sbvcds.org)

## IMPORTANT NUMBERS

### AMERICAN DENTAL ASSOCIATION

(800) 621-8099

### CALIFORNIA DENTAL ASSOCIATION

(800) 736-8702

### SOUTHERN CALIFORNIA WELL-BEING COMMITTEE'S CONFIDENTIAL

### HOTLINE

(213) 383-2691