

CAO Offers Ritz Carlton Quality in Monterey



View of Monterey Bay

What do the Ritz Carlton Hotels have to do with orthodontics? "Service excellence," according to Robin William, western regional director of

quality for the Ritz Carlton Company and a member of the Ritz Carlton quality team. Ms. William was selected by CAO's Education Committee to present this year's program in Monterey, CA.

An independent, CAO-sponsored educational session will be offered again this year for both doctor members and their staff on the opening day of PCSO's Annual Session. "What the Ritz Knows About Patient Care: Creating Exceptional Care and Service" will be held at the Monterey Conference Center on Saturday, October 5, from 1 to 5 p.m. A bonus educational program, it will take place just prior to the PCSO's Annual Session. CAO members received a bright red and blue postcard in March announcing the date.

For the past 12 years, Ms. William has designed and implemented innovative quality improvement programs at leading organizations in the healthcare and hospitality industries. Her healthcare clients include the Betty Ford Center and Sharp Memorial Hospital. In her presentation, she will explain how orthodontists can use the Ritz standard of excellence as a model for increasing patient satisfaction.

"At the Ritz Carlton, employees are empowered to create an environment of teamwork and service excellence," states Ms. William. She will offer recommendations on how to get everyone in the office committed to meeting

— and even exceeding — patient expectations. Ritz-style.

Detailed information and registration forms will be mailed to CAO members in mid-June.

Registration opens June 14.

Reduced fees will be offered from June 14 to August 1

to encourage offices to register early.

For doctors, fees are \$75 until August 1 and \$95 from August 2 to September 3.

After September 3, doctors must register on site for \$115. For staff, fees are \$60 until August 1, \$80 from August 2 to September 3, and then \$100 on site.

For more information, contact Mike Russell, CAO assistant executive director, at 415-441-4967. ♦



Robin William

CAO Leader Dies Suddenly

Just as this newsletter goes to press, CAO learned that Riley Hayashi died unexpectedly on April 24. Recently completing a six-year term on CAO's Board of Directors, Dr. Hayashi also served on the Education Committee and was instrumental in helping develop CAO's staff education programs. He practiced orthodontics for many years in Fresno. Dr. Bruce Fremming can provide information about the availability of his practice. Contact him at 559-299-5264. Or see CAO's website www.caortho.org.

INSIDE THIS ISSUE

President's Message	2
Marjorie Dungan Honored	3
Meetings Calendar	3
Editorial: Access to Care	4
Another Success Story	5
CDA Peer Review Workshop	5
Legislative Update	6
CAO Expands Presence	7
CAO in Sacto	7
Delta Dental Update	8
Staff Perspective: CAO Website	9
PSCO's New Website	9
Contact Us	9

President's Message

LOVE/HATE to LOVE/LOVE



Harold C. Bergh, DDS

During my years in practice, I developed a love/hate relationship with the DentiCal orthodontic program.

I loved seeing the results of orthodontic

treatment for children who might otherwise not have had the opportunity to receive that treatment. I hated the "red tape." I hated it so much that I withdrew from the program a few years ago, after finishing up those patients I had started.

The state of California mandates care for residents who qualify for the DentiCal orthodontic program. This mandate requires that the provider be a university-trained orthodontist. It is a fact that the number of orthodontist providers is very limited — so limited

that some areas of the state have no providers at all.

It is my belief that the reason for this condition is not that orthodontists are devoid of a social conscience but rather that the DentiCal program itself presents stumbling blocks to efficient orthodontic care. These stumbling blocks are, in my opinion, the reason the vast majority of orthodontists in California do not participate in the program.

I have identified some of the problem areas and present the following as examples.

1. There is an inordinate amount of red tape and paperwork associated with the program.
2. The criteria for diagnosis are cryptic.
3. The requirement for monthly visits is not consistent with modern orthodontic technique.
4. The financial responsibility for patients who lose eligibility during treatment falls on the orthodontist.
5. There is no reason given for denial of a submitted case.
6. There is little or no education of graduate orthodontic residents regarding how the DentiCal orthodontic program works nor effort to enlist them into the program.

The fee schedule for DentiCal orthodontics has been upgraded recently, in no small part due to the efforts of CDA and the CAO Delta Dental Committee, and I applaud them for that. While the fee schedule is not at par with the usual

orthodontic fees, I do not believe that is the primary reason for the low percentage of providers.

I have come to realize that if orthodontists do not become DentiCal providers, then orthodontic treatment will be provided by general dentistry by default. If this happens, then organized orthodontics will find a "black mark" against it. Participation in the DentiCal program should be encouraged.

In order to do that, CAO must be influential in reforming the system.

Encouraging participation is in harmony with a core value of the CAO strategic plan, that of making orthodontic care accessible. It is also consistent with two goals of the strategic plan, those of advocacy and a positive public image.

I have recommended to the CAO Board of Directors that a DentiCal Committee be formed and report directly to the CAO Board. The committee will include CAO members who are DentiCal providers and a representative (possibly two) from DentiCal/Delta will be asked to serve in advisory positions. The committee will investigate, study, and make recommendations for areas needing reform, change, and improvement in the DentiCal/Delta orthodontic program.

It is my hope that five years from now, the majority of CAO members will have become DentiCal orthodontic providers. Successful removal of the stumbling blocks could change a LOVE/HATE relationship into one of LOVE/LOVE. ❖

President Harold Bergh
Editor Robert Keim
Executive Director Phillip Rollins

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MEMBER
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AMERICAN
ASSOCIATION OF
DENTAL EDITORS

Marjorie Dungan to Be Honored in Monterey

CAO will honor Mrs. Marjorie Dungan for her 31 years of service dedicated to improving orthodontic assistants' education. Recognition will take place during PSCO's Annual Session on Sunday, October 6 at 8:30 a.m., just prior to the first clinical staff lecture by Dr. Roy Gunsolus.

Mrs. Dungan, along with colleague Sally Ingram, founded the Orthodontics Assistants Association (OAA) in 1970 when the two agreed that ortho assistants needed educational courses especially oriented to their skills and services. Both served as presidents of the San Fernando Valley Dental Assistants Society and attended state and national meetings. But they recognized that nothing addressed the unique educational needs of orthodontic staff.

Their first effort was held in conjunction with the 1970 AAO meeting in Anaheim and featured Dr. Robert Ricketts as their speaker. His presentation was advertised by word of mouth, and about 25 assistants attended. It was the beginning of what was to become the OAA.

"Originally we thought of ourselves as a study group," Mrs. Dungan commented. They held periodic meetings in various Southern California locations, served coffee and donuts, and charged 50 cents

for each attendee. "Lots of doctors were willing to speak to us," she continued.

In 1975 the OAA was incorporated as a non-profit organization. It offered as many as four meetings a year, frequently at the Los Angeles Airport Hilton, and attendance was sometimes as large as 300 assistants. Mrs. Dungan managed membership and dues, speaker arrangements, hotel and luncheon logistics, and served as the OAA's executive director. In addition to the educational sessions, OAA also offered job placement services and a newsletter, "when we could," she smiled. She and Mrs. Ingram received lifetime memberships in *Who's Who* for their unique contribution to orthodontic staff education. Other early and consistent OAA leaders included

Joan Ibbetson, Betty Rocco, Linda Willyerd, Jane Shea, Maude Fisher, and Joan Schuster.

Mrs. Dungan was an early example of the classic "re-entry woman," beginning her orthodontic career in 1961, after raising a daughter. She went to work for Dr. Lee Logan in his Northridge office, and stayed with him for 20 years, retiring in 1981. But her interest in orthodontic assistant education continued.

"Orthodontics got in my blood," she said. "It was a joy to see the before and

Continued on page 8



Marjorie Dungan, ortho staff assistant Graciela Rodriguez, and Phillip Rollins



Linda Willyerd, Joan Schuster, and Marjorie Dungan at a March staff session in Los Angeles

MEETINGS CALENDAR

CAO STAFF EDUCATION Northern California

Monday, June 3

South SF Conference Center
Paula Allen Noble

*Class II Correctors: Herbst
and MARA*

Dr. Derrick Tagawa

*Oral Intimacy in Practice
Relationships*

Monday, November 18

Crowne Plaza Hotel, Foster City
Program TBA

Southern California

Friday, May 31

Hilton Costa Mesa Hotel
Jackie Dorst

*Sterilization Update and
Patient's View of the Ortho Office*

Friday, November 22

LAX Hilton Hotel

Dr. Straty Righellis

*Clinical Ortho for the Ortho Staff
Second topic/speaker TBA*

PCSO MEETINGS

Central Region

Monday, June 3

South SF Conference Center
Speaker Change

*See the PCSO website for
final details*

Monday, November 18

Crowne Plaza Hotel, Foster City
Dr. David Hatcher

Topic TBA

Southern Region

Friday, May 31

Hilton Costa Mesa Hotel
Dr. Adrian Becker

*Understanding and Treating
Impacted Teeth*

Friday, November 22

LAX Hilton Hotel
Program TBA

CAO ANNUAL MEETING

October 5

Monterey Conf. Ctr., Monterey, CA

*Editorial staff apologizes for incorrectly listing
topics for the Northern California staff session
in our last issue.*

Editorial

An Answer to the Access-to-Care Dilemma

By Robert Keim, DDS



Robert Keim, DDS

Earlier this week, I had the great good fortune to visit The Children's Dental Center (TCDC) in Inglewood, California. Dr. Cheryl Sheets founded this center as a tribute to her late father whose general dental office occupied the site for over half a century. The younger Dr. Sheets — herself a world-renown esthetic and restorative general dentist — remodeled, reshaped, and rebuilt what was once a simple dental office into a modern cathedral of children's dentistry.

I do not call it a pediatric dental clinic because its volunteer staff consists of general dentists, orthodontists, oral surgeons, and endodontists in addition to pediatric specialists. The provider staff also includes residents and graduate students of each of the aforementioned disciplines as well as general dental students. Most doctors who work there do so on a volunteer basis. At present, there are about 200 active comprehensive orthodontic cases in progress. Most of them would be considered ABO quality.

The State of the Art

The center is equipped with remarkably up-to-date equipment. Several of the many individual operatories are equipped with surgical microscopes for endodontics and advanced restorative dentistry. The orthodontic equipment includes an essentially new cephalometer and panorex, a brand spanking new

welder, a full assortment of pliers, and every conceivable wire, band, and bracket, plus auxiliaries necessary for quality care. The sterilization room is state-of-the-art, with new ultrasonic cleaners, antioxidant baths, and autoclaves that would make a small hospital's infection control staff turn green with envy. Private individuals, foundations, and major dental manufacturers have donated most of the equipment and supplies. Dr. Sheets has purchased quite a bit of it out of her own pocket. I challenge any quality control expert anywhere to take a look at this place as a model to be emulated. I would gladly take my own children there, knowing that they would receive the highest care possible.

The auxiliary staff epitomizes dental office RDA professionalism. Located in what is considered one of Los Angeles' roughest inner-city areas, the quality of people, facility, and — most important — care is absolutely outstanding. If you were to somehow to close your eyes and teleport yourself into the clinic without driving through the surrounding neighborhoods, you would guess that you were in one of the richest, highest-class sections of Southern California.

No Government Bureaucracy

It may come as a surprise that the poor children who come to this clinic receive no government money whatsoever to support their treatment. No DentiCal, no California Children's Services (CCS). These are the kids who fall through the social safety net.

Mom and Dad (both parents often come to the appointments) are usually working several underpaid jobs to make ends meet. Dr. Sheets established this clinic specifically to provide the same level of care to children of the working poor as is provided as a matter of course to the children of the wealthy. The center helps kids that would not otherwise receive care, and it does so in a setting and manner that elevates the kids' own self-esteem to new levels of personal pride and increases their own expectations of themselves.

One thing to note here is that none of the care is provided for free. Fees are based on the family's ability to pay. Some, very few, get the care and then skip out on the payment. But for the most part, these people who are considered poor are proud and prompt about keeping their accounts current.

In his President's Message, Dr. Bergh eloquently addresses the issue of access to care with specific reference to DentiCal.

The Children's Dental Center makes another point. . . . Access to care, in the end analysis, lies in the hands of gifted and generous visionaries.

The last few issues of the *California Orthodontist* have discussed access to orthodontic care through CCS, another government-funded program. The Children's Dental Center makes another point.

One Person Makes a Difference

By means of her remarkable tribute to her father, Dr. Sheets makes a very loud and clear statement about access to care. Her statement is that access to care, in the end, lies in the hands of gifted and generous visionaries. These visionaries may be doctors like ourselves who choose to treat certain patients for free or at a reduced cost. These visionaries may be corporate or individual sponsors who supply places like The Children's Dental Center. These visionaries are always much more compassionate and also much more efficient than any governmental bureau-

Continued on page 10

Another Success Story

When the System's Broken

By Lynn Pilant, BS, RDH

Lynn Pilant, BS, RDH, is the dental program manager from Contra Costa County. She approached CAO staff at a county dental health meeting last year when she heard of CAO's efforts to improve orthodontic participation in California Children's Services. She asked to tell one orthodontic success story from her experience. Ms. Pilant has served children in Contra Costa County for 24 years.

Access to dental care for children from low-income families has reached crisis proportions throughout the state. In an effort to bridge this gap, we in Contra Costa County have developed some creative approaches like setting up a Children's Dental Health Foundation through our local dental society. A second program we began completely by accident!

The "Matilda" Story

A couple of years ago, I received a call from a public health nurse who was very concerned about a young lady in her caseload. She told me that "Matilda" was a 17-year-old, slightly developmentally disabled teen who had just moved in to her seventh foster home. She had also been a victim of severe abuse and neglect. The nurse explained that this young lady was depressed and suicidal because she had just been denied orthodontic treatment through California Children Services (CCS). She missed services by one point on the CCS criteria scale. The nurse also told me that Matilda's was by far the worst malocclusion that she had ever seen and felt that Matilda's self-esteem was damaged. It was doubtful that she would ever be able to get a job doing anything with the public. The nurse pleaded with me to see what I could do.

I called an orthodontic office in the area where Matilda lived. The office was



CAO member Stephen Gold, DDS, with his current "Just One" patient

that of Dr. Stephen Gold. I explained the plight of this young woman to Dr. Gold's receptionist who said that she would get back to me soon. Dr. Gold called me the following day. He said, "Send her over; I'll do her case for free."

I was so excited, I called Matilda and told her the news. I also reminded

her to be on time for every scheduled appointment and keep her teeth impeccably clean. She promised that she would. The public health nurse was certain that Matilda would comply with all instructions from Dr. Gold.

Win/Win

About 10 months later, I ran into Dr. Gold at a dental society meeting. He was very anxious to talk with me about Matilda. He said, "Thank you for sending Matilda to us." I was surprised that he was so excited about a case he was doing at no cost!

He explained his enthusiasm. "That young lady changed my life and the lives of my staff. When she came into the office the first few months, she would not make eye contact, talked with her hand in front of her mouth, and was very shy. After a few months of treatment, her whole demeanor changed. She came bouncing into the office with new stories to tell. 'Dr. Steve, I passed my GED!' Weeks later it was 'Dr. Steve, I am enrolled in

Continued on page 9

CDA to Hold Peer Review Workshop in Tri-County Area

CDA announces its next Peer Review/Calibration Workshop on Friday, October 25, 2002. It will be held at the Tri-County Dental Society Conference Center of the San Bernardino County Medical Society, 952 S. Mt. Vernon Avenue, Colton, CA.

Registration is open from 8:30–9 a.m. The workshop concludes between 3 and 4 p.m. Lunch is included. Attendees may earn 5.0 CE credits for attending.

The workshop will cover the following topics:

- Peer Review Procedures and Protocol
- Altered Treatment
- Timelines
- Clinical Examinations
- Incomplete Treatment
- Refunds and Corrective Treatment
- Conflict of Interest
- Council on Peer Review and Appeals

Contact Raquel Viteri at CDA with any questions at 800-736-8702.

From Sacramento

Legislative and Regulatory Update

By **Michael Russell, MS**

CAO Assistant Executive Director

Licensure by Credential, Sooner or Later

Although Licensure by Credential is written into law, it does not take effect until July 1, 2002. Two to four months after that date, the Dental Board of California will hold a regulatory hearing to recommend implementation regulations. However, because the Dental Board was "sunsetting" December 31 and because two members still need to be appointed, there is no telling when the Dental Board will be truly functional again. With a quorum of ten members, the Dental Board met on April 24. It is still unclear when the vacant spots will be filled. CAO will post any developments on its website.

Even after the Dental Board produces its regulatory recommendations, those recommendations go on to the Department of Consumer Affairs, which has 30 days to approve them. They then pass to the Office of Administrative Law, which has 30 working days to approve them. Or the Office of Administrative Law can send the regulations back to the Dental Board for clarification. It seems unlikely that dentistry will see application forms for Licensure by Credential until October, at the earliest.

Dental Board Appointments

In February, Governor Davis announced the appointments of LaDonna Drury-Klein, Dr. Newton C. Gordon, Dr. Lawrence B. Hundley Jr., Dr. Alan H. Kaye, Michael Pinkerton, David Baron, and Dr. George SooHoo as members of the new Dental Board of California. In March, he appointed Patricia Osuna, Dr. Ariane Terlet, and Dr. Chester Yokoyama.

Of these new members, three are general dentists, three are oral surgeons, two are public members, one is a dental assistant, and one is a dental hygienist. CAO is hopeful that an orthodontist will fill one of the remaining vacancies. We have heard that there may be a board meeting later this month and, with the help of CAO member Bob French, are following the situation.

To monitor Dental Board activities, visit www.dbc.ca.gov. CAO's website will also carry further information.

Orthodontists Exempt from Dental Materials Fact Sheet Regulations

As reported in the last issue of *California Orthodontist*, orthodontists are exempt from new regulations spelled out in the Dental Materials Fact Sheet. On January 8, CDA mailed a letter to its members explaining the law and its compliance issues.

That letter contained good news for orthodontists. In it, CDA stated, "If you do not perform restorative procedures, it is not necessary to provide the fact sheet [to patients]."

To obtain a copy of the Dental Materials Fact Sheet, visit the following site: www.dbc.ca.gov/news.

Minimum Standards for Infection Control

Several members have contacted the CAO office recently regarding current regulations for minimum standards for infection control. Although recommendations for reforming the regulations were developed at the end of last year, those revisions are in limbo until the Dental Board of California is fully reconstituted.

Current regulations for minimum standards for infection control can be found in Section 1005 of Chapter 1,

Division 10, Title 16, in the California Code of Regulations.

Members can find current regulations on a website by following these instructions.

- Step 1:** Go directly to the search feature on the California Code of Regulations Web site at www.calregs.com/Templates/CCR/Sectem.htm.
- Step 2:** Enter the phrase "title 16" in the top space provided.
- Step 3:** Enter "1005" in the middle space, directly below title 16. Do not enter "Section 1005" because it will not work.
- Step 4:** Skip the "search terms" space. It is not needed.
- Step 5:** Click the "search" button to call up the current sterilization regulations.

Advertising Credentials

AB 1026 (Orpeza) is a new piece of legislation sponsored by CDA which stipulates that a licensed dentist not advertise as a specialist or as specializing in an area of practice unless certified or eligible for certification. The bill also stipulates that a noncertified dentist state he or she is a general dentist if he or she advertises the practice as limited to a specific field. CAO will closely monitor this new bill.

Continued on page 8

Have Questions? Need More Information?

CAO's Mike Russell offers a helping hand if members have any questions or need further information about these and other issues. Contact him at 415-441-4697 or mike@prollins-associates.com.

CAO Expands Its Legislative Presence

By **Bill Emmerson, DDS**

Dr. Emmerson is chair of CAO's newly established Legislative Committee.

CAO has established a new Legislative Committee that will coordinate with the California Dental Association (CDA) and other organizations to monitor legislation and provide important information to the legislature. Many of the hundreds of proposals introduced in Sacramento do not directly affect orthodontics but impact dentistry in general. Our goal is to become a more active partner with dentistry and maintain a voice for the specialty in legislative and regulatory affairs.

CAO's Basic Plan

CAO plans to act in concert with the CDA and does not intend to pursue independent legislative interests. We will, however, become more active in advocating issues of importance to orthodontics and keep our members informed of those actions. An update of legislation will be provided in the newsletter and on the CAO website. But due to the nature of the legislative process, by the time we provide this information, it may have changed. We will try our best to maintain the CAO website as your source for late-breaking information. If there are specific areas of interest, we will give you another source for the most current information.

Additionally, we are planning a grassroots key-contact program, to accompany that of the CDA, so that we can have a dentist or an orthodontist as a contact person with each of California's 120 legislators. This program will allow us to make timely contacts with legislators when critical issues come before them. While organized dentistry contracts with a number of

lobbyists in Sacramento, the most effective source that legislators listen to are voters from their home districts. This type of grassroots lobbying does not require much time, and it is one of the most critical contacts that can be made.

Working Together

One of the best ways to become a key contact person with a legislator is to attend local dental society legislative meetings and to participate in political fundraising events. California Dental Political Action Committee (CalDPAC), the political arm of CDA, is always looking for dentists to attend events for candidates and officeholders. These fundraising events range from receptions and dinners to fishing trips and golf tournaments.

Many legislators are not familiar with the practice of dentistry, and we encourage our members to hold small informal receptions at their offices. You can invite a group of dentists from your community; together you can inform your legislator about dental issues. Because of these events, we have legislators calling the local dental communities to ask their views on legislative proposals that affect dentistry.

CAO's New Legislative Committee

Orthodontists need to become more involved in the political and legislative process. If you have any interest or questions concerning grassroots involvement, political action programs, or legislative issues, please feel free to contact any of the committee members or Mike Russell. They can be reached through the CAO office at 415-441-4697. The Legislative Committee includes Chair Bill Emmerson, (Hemet), Gary Baughman (Stockton), Clelan "Butch" Ehrler

(Fontana), Robert Hambleton (Pasadena), and Jim Peck (Sacramento).

We look forward to hearing from you regarding legislative issues and key-contact grassroots participation. ♦

CAO in Sacto on Legislative Day

CAO's partnership with the California Dental Association (CDA) continued its growth with CAO well-represented at CDA's Legislative Day in Sacramento on April 1. A major annual effort, CDA hosts the event to acquaint legislators with dentistry's issues and concerns. The day also gives dentists the opportunity to meet directly with their local legislators.

Approximately 200 dentists participated. Orthodontists Bill Emmerson (Hemet), Butch Ehrler (Fontana), Jim Peck (Sacramento), and Mike Panzer (Stockton) attended. So did CAO Executive Director Phil Rollins and Assistant Executive Director Mike Russell.

CDA's conference featured several prominent legislators. Senate Minority Leader Jim Brulte, R-Rancho Cucamonga, discussed at length California's budget crisis and possible sources for the projected deficit, estimated to be almost \$18 billion. Senator Deborah Ortiz, D-Sacramento, spoke on her forthcoming Soda Tax legislation, SB 1520, and how the revenue generated from the tax would be funneled to provide health and dental services for obese children. Assembly Representative Hannah-Beth Jackson, D-Santa Barbara, covered the review and committee analysis process. And Senator Liz Figueroa, D-Fremont, discussed the volatile sunset review process for the Dental Board of California and the

Continued on page 8

Delta Dental Update

Good News from Delta

By **Tom Thompson, DDS**

Delta Dental Committee Chair



Tom Thompson, DDS

Even though Congress has postponed the compliance deadline of the Health Insurance Portability and Accountability Act (HIPAA) until October

2003, Delta Dental Plan of California (DDPC) will comply according to their original schedule — on or before October 16 of this year. In the last issue of *California Orthodontist*, we assumed the postponement would affect Delta's transition. This is not the case.

Part of the transition includes adopting the ADA CDT3 code system, which is based on coordinated diagnosis and treatment that lead to specific objectives at various stages of dento-facial development. The present DDPC code schedule is based on time only. This transition represents a huge undertaking for the insurers.

CAO's Delta Committee requested an opportunity for input on orthodontic descriptors in the code system conversion process. DDPC did not accept the offer of assistance. However, they have assured us the following important points.

First, full-scale conversion of all CDT3 codes for dentistry is a major

undertaking. DDPC consultants and staff will convert existing fees in a cost-neutral fashion so that providers will experience neither an increase nor a decrease in fees. They assure us that they are committed to completing the conversion in a way that does not work to anyone's disadvantage.

Second, each DDPC member orthodontist will receive a list of his or her accepted fees converted to the new codes before DDPC actually makes the conversion to the new CDT3 system. If members identify a fee that concerns them, they can revise it, providing it has been 12 months since their last accepted fee update.

The conversion undertaking has been larger and more complicated than many ever imagined. It is gratifying to learn that we may be seeing light at the end of this particularly long tunnel. ❖

CHECK IT OUT
CAO's website:
www.caortho.org

Legislative Update

Continued from page 6

Proposition 65

No new news regarding Prop 65, the regulation requiring dentists to post warning signs that state some dental materials are hazardous to patients' health. CAO's website will cover any late-breaking information. ❖

CAO in Sacto

Continued from page 7

Dental Materials Fact Sheet. There was a lively exchange of comments between audience members and Senator Figueroa.

Over lunch, orthodontist Bill Emmerson, chair of CDA's PAC and chair of CAO's newly formed Legislative Committee, (see story on page 7) reported on CalDPAC's efforts. He highlighted in particular its success in securing a landslide victory for Assemblyman Sam Aanestad, R-Grass Valley, in his primary race for the state Senate. Aanestad is the only dentist in the state legislature.

Emmerson received an award from the CDA for his "ceaseless efforts on behalf of CalDPAC." CAO member Michael Panzer also received a CDA award for representing dentistry in a bipartisan manner.

Participation at this level helps CAO become better informed at an earlier stage in the legislative process and work more effectively and proactively with CDA. CAO will continue to work closely with CDA volunteers and staff to consider, debate, and advocate legislative and regulatory issues affecting orthodontics. ❖

Marjorie Dungan

Continued from page 3

after — the kids with beautiful smiles." She dedicated 31 years of service to ortho assistant education because she felt that education was extremely important. "There are so many changes in the profession," she noted. "It's important to keep up for your patients."

Mrs. Dungan continues to provide service to orthodontic assistants in Southern California, helping CAO with registration and meeting logistics. Her foresight and continuing dedication will be formally acknowledged by CAO in October. Orthodontic assistants can acknowledge her contributions each time they greet her. "I've had a lot of satisfaction keeping this going," she concluded. ❖

Staff Perspective

CAO Website: Old and New

By **Michael Russell, MS**

CAO Assistant Executive Director



Mike Russell

Following PCSO's lead (see box on this page), CAO will redesign its website, www.caortho.org. This work is part of CAO's continuing effort to communicate effectively with members.

CAO has maintained its website as a timely and easily accessible source of orthodontic information. If you haven't visited it recently, log on between issues of this newsletter to find the latest breaking news. I think you will find it very worthwhile. Currently, news updates posted to the CAO home page cover the most recent Dental Board of California appointments, Minimum Standards for Infection Control, and the Dental Materials Fact Sheet.

New Features? What Works for You?

CAO will consider adding several new features in the redesign, driven primarily by input we receive from members and their staff. One of the proposed ideas is a classified section

for employment possibilities. Members could post help-wanted ads for full-time, part-time, or per diem positions. It is likely that CAO would charge a fee for this service, but it would certainly be less expensive than advertisements run in the *LA Times* or the *SF Chronicle*. Let me know if this proposed service would be of interest to you.

Demand will dictate which new features CAO adds to the website. I urge you to contact me with any suggestions you might have. We'll maintain a database of all suggestions and the number of members who requested each feature and use that information to drive the redesign efforts.

For now, continue to "Check It Out" at www.caortho.org for further updates on legislative and regulatory issues and on the redesign efforts. ❖

Success Story

Continued from page 5

Contra Costa College. . . . I got a job! . . . I moved into my first apartment."

He said each week was something new. It was apparent to him and his staff that their contribution made a difference in her life.

Dr. Gold's parting remark to me that evening was, "I'm almost done with Matilda. When can you send me another case?" He is now working with a young boy named Bernardo, a junior high school student we found through a school dental screening.

The Legacy

Because of Dr. Gold and other dentists like him, we have a larger legacy that results from their spirit and generosity. We initiated a program called "Just One" and challenged all the dentists and specialists throughout the county to take part. Many children have been helped through this effort. Dr. Bridget Powers, a Walnut Creek orthodontist, donated her services to a young boy with severe malocclusion. But we especially thank Dr. Gold for his generosity in helping us to have the vision to begin this worthwhile program. ❖

PCSO Launches New Website (www.pcsortho.org)

CAO member Richard Savage and a dedicated group of volunteers, staff, and a consultant have launched the new PCSO website. With two years of experience with the original site under their belt, the group eliminated features that were of little interest to members and added some new twists.

- First, PCSO established an international calendar of orthodontic meetings. Members can use the site to investigate orthodontic meetings throughout the United States, Canada, Europe, Japan, and other countries.
- Second, the site features a classified ad section where members can post items for sale, at no charge. Sample listings may include orthodontic equipment or an available vacation rental. Directions to list items are found directly on the website.
- Other features include the PCSO *Bulletin* on-line, a current news section, and a new and young member forum. It's worth a visit!

Contact Us!



We're always open to member suggestions. If you know of an orthodontic issue that needs investigation, contact Mike Russell at 415-441-4697 or mike@prollins-associates.com.

An Answer*Continued from page 4*

cracy. The smiles that come out of The Children's Dental Center bear very strong witness to that.

Before I left, I had a wonderful chat with the orthodontist who provides most of the comprehensive ortho care at the facility. He told me that he does not accept DentiCal or CCS funds for treating these patients in his private practice. When asked why not, he replied that the intense level of bureaucratic red tape and the paperwork involved made the experience undesirable. "It just feels bad," he explained. When asked why he provides care at TCDC without compensation, he replied, "It just feels so good."

Therein lies an answer to the access-to-care dilemma. ♦

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