

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

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

Volume 46  
Number 1  
Winter 2010

## From the President

### My Role as President

By Salvatore Manente, DDS, MS



In my role as President of the Eighth District Dental Society, I have had the privilege of attending a meeting of each of the County Dental Societies. At each, I met members who do not attend Eighth District events regularly due to distance. I spoke to them of insurance benefits, outreach efforts and website news, among other things. In addition, our Executive Director, Vicki Prager spoke to each of the Presidents to offer assistance from the office in a variety of different areas including mailings and due notices. As President, it is my goal to strengthen the relationship between the Eighth District and the five County societies.

Each County Society had their own unique tone but one thing that is common to all is a close knit community of dentists who truly enjoy each other's company and are eager to learn from each other. This is one of the true benefits of organized dentistry and a reason to become a member of the tripartite **and** your local county society.

Another of my goals this year as your President is to update and improve the website with the newly formed Infomatics Committee chaired by society Vice President, Dr. Brendan Dowd. I recently had occasion to pick up a phone book and realized that the one I had was five years old and probably hadn't been used once for the last five years. Electronic media and communication is here and we need to embrace it. To that end, I encourage everyone to be sure that the Society Office has a current email address for you. It will help to reduce costs and help us to be "green" by eliminating mailings of hard copies of everything to you.

My major goal as your President

is to reduce expenses and increase

income. A major cost savings will be realized by some restructuring of the assets of the Society and its related organizations. Our newly hired accounting firm, Chiampou, Travis, Besaw & Kershner LLP have been instrumental in helping us to detect potential savings.

To increase income, we need to increase membership. If you know someone who is not a member, please invite them to a continuing education seminar or a social event such as the golf tournament on June 1, Tuesday at the Brookfield Country Club. The ADA launched a membership recruitment and retention program last year which emphasizes that dentists are more likely to become a member when contacted by a current member who connects with them. This can only be done at a grassroots level and that means YOU. So do non-member colleagues a favor and tell them of the benefits of organized dentistry!

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Please note that the Executive Council meeting in October shall be held on the first Tuesday of the month, October 5 because of the ADA annual convention on October 12.

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

Volume 46, No. 1 Winter, 2010

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

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### Member Publication

**American Association of Dental Editors**  
The Bulletin of the Eighth District Dental Society (USPS 909-900) is published five times a year, in Jan., April, June, Sept. and Nov. by the Eighth District Dental Society for its members at a \$40.00 annual subscription rate. Unless officially adopted by the Eighth District Dental Society and so indicated, opinions expressed in this publication are not necessarily the views of the association. Address all communications pertaining to this Bulletin to the Editor, Eighth District Dental Society, 3831 Harlem Road, Buffalo, New York 14215. POSTMASTER send address changes to the Bulletin of the Eighth District Dental Society, 3831 Harlem Road, Buffalo, New York 14215. Material for publication should be submitted three weeks prior to the month of publication.

**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.**

## From the Editor

# MEDICAL SCREENING IN DENTISTRY REQUIRES LEGAL ACCOUNTABILITY

By Chester J. Gary, DDS, JD



Current health care reform challenges medical professionals to increase access to care at reduced cost. Dentists should not view this as a suggestion to merely provide more efficient dental treatment when we, as a profession, can do more. Organized dentistry should embrace the challenge as an opportunity to expand dentists' role in the general health of their patients and could begin with medical screenings for hypertension. Given the effectiveness of such screenings,

coupled with the high rate of undiagnosed cases, dentists can simultaneously increase access to care and reduce expenditures for advanced conditions through early detection.

Although many dental educators and policymakers have advanced this concept for decades, private dental practices today do not offer the service. Studies show over 85% of dentists surveyed think it is important for them to perform services such as chairside screenings for hypertension. However, over ninety percent (90%) consider liability an important issue.<sup>1</sup> The dental profession must work with the medical and legal communities to clarify legal accountability for chairside screenings as a prerequisite to integrate them into dental practice. Our failure to accept increased responsibility for the general

health of our patients will only invite non-dentist bureaucrats to dictate our future scope of care.

A change of this magnitude will involve three initiatives. First, require hypertension screenings as part of the pre-doctoral and post-graduate dental curricula. State practice laws currently allow dentists to measure blood

pressure. However, dentists limit its use to determine the need to modify or avoid treatment. If dental education ensures graduates

achieve clinical competence in screening for hypertension, then more practitioners will include it in their practice armamentaria. Second, set parameters and guidelines, in conjunction with organized medicine. Clinical protocols, together with the parameters for referral, will form the standards expected of dentists at each encounter. We must involve medical professionals in the process since they will qualify as expert witnesses to testify regarding the standard of care in professional liability cases. Physicians and allied medical professionals, along with dentists, all possess the credentials, knowledge and experience legally required to provide such expert testimony. Hence, we must utilize these same experts to teach

*The dental profession must work with the medical and legal communities to clarify legal accountability for chairside screenings as a prerequisite to integrate them into dental practice.*

see **Editor** page 12

By Vicki J. Prager, JD

### Infomatics Committee

It is time to update the Eighth District website. Dr. Brendan Dowd is chair of the newly formed Infomatics Committee which is tackling this job. He is assisted by Dr. Charles Marchetta, Dr. Dave Bonnevie, Dr. John Nasca, Dana Skinner and two dental students – Jessica Bielejewski and Anthony Moeller. Some of the goals are to make the site more user friendly, have additional resources available and to have the ability to register and pay for courses online. If you have any suggestions for this Committee as they continue their important work, please contact Dana at the office – 995-6300.

### Pew Center on the States Report

The Pew Children's Dental Campaign is a national effort to increase access to dental care for children. In February, Pew issued an extensive report entitled "The Cost of Delay State Dental Policies Fail One in Five Children." The study states that an estimated 17 million low-income children in America go without dental care each year.

Low income families have trouble accessing dental care for their children. The lack of dental care impacts them for the rest of their lives, in terms of oral health, overall health,

school performance, and their ability to obtain a job and perform adequately as an adult. The economic consequences to society become greater the longer treatment and prevention are delayed.

The Pew report states, "Broader, systemic factors have played a significant role, and three in particular are at work: 1) too few children have access to proven preventive measures, including sealants and fluoride; 2) too few dentists are willing to treat Medicaid-enrolled children; and 3) in some communities, there are simply not enough dentists to provide care." The study cites four approaches to improve dental health and access to care for children: 1) school based sealant programs, 2) community water fluoridation, 3) Medicaid improvements and 4) innovative workforce models.

The study ranks states on their performance based on 8 benchmarks. New York met 4 of the 8 benchmarks. The entire report can be accessed at [http://www.pewcenteronthestates.org/initiatives\\_detail.aspx?initiativeID=55323](http://www.pewcenteronthestates.org/initiatives_detail.aspx?initiativeID=55323).

*see Executive Director page 15*



## Congratulations to the Gundlah Dental Center at Olean General Hospital

The Gundlah Dental Center at Olean General Hospital is the recipient of a Give Kids A Smile Award from the New York State Dental Foundation. Gundlah plans to use its award to purchase teaching aids and expand its prevention and outreach efforts for children. The Center will set up dental clinics in low-income areas and offer oral education, sealants and fluoride treatments to disadvantaged children. Each child will also receive oral education literature, a toothbrush, toothpaste and dental floss.

Gundlah Dental Center is a state of the art facility which annually conducts dental health education and outreach programs at local schools, day care centers and pre-school programs. The center's education program includes a train-the-trainer component, whereby teachers learn how to offer lessons on dental health and the importance of oral hygiene, fostering long-term sustainability of oral education efforts in the schools.

Demand at the Gundlah Dental Center continues to

increase; the Center ended 2009 with a patient volume of 15,323 visits, an average of 1,277 patients per month. The average new patient volume is 235 patients per month. The dental center serves an average of 2,760 children between the ages of 2 and 16 each year.

The Center opened in 2006 to serve people without access to dental care in Cattaraugus County and surrounding communities. In that same year, Cattaraugus County was named a low-income Dental Health Professional Shortage Area by the US Department of Health and Human Services. A 2005 County Community Health Assessment found that many children and adults in the region had never seen a dentist and many families did not "own a single toothbrush." During the dental center's first year, patient volume grew an average of 275 new patients per month. The dental center expanded twice, adding two dental operatories in 2008 to the original four and another five dental operatories in 2009.

## Calendar

### April

**Monday, April 5**

CPR – Basic Life Support for the Dental Professional  
5:00 PM Eighth District Office

**Tuesday, April 13**

Eighth District Executive Council  
7:00 PM Eighth District Office

**Thursday, April 15**

ASDA and BOCA Annual Charity Auction  
5:30 PM Harriman Hall UB SDM

**Wednesday, April 21**

Erie County Dental Society Business Meeting  
And Continuing Education – Dr. Othman Shibly  
5:30 PM Curly's Grill and Banquet Center,  
Lackawanna

**Tuesday, April 27**

Eighth District Dental Foundation Board Meeting  
6:45 PM Eighth District Office

**Wednesday, April 28**

Application of Cone Beam Computer Tomography  
In the Dental Practice  
5:30-8:00 PM -Eighth District Office

### May

**Tuesday, May 11**

Eighth District Executive Council  
7:00 PM Eighth District Office

**Thursday-Friday, May 13-14**

Spring Dental Meeting  
Conference Center Niagara Falls

**Friday, May 14**

Eighth District Business Meeting  
12 NOON Conference Center Niagara Falls

**Wednesday, May 19**

Eighth District Service Corp Board Meeting  
6:00 PM Eighth District Office

**Tuesday, May 25**

Erie County Dental Society Board Meeting  
7:00 PM Eighth District Office

## Risk Management Seminars

The Eighth District Dental Foundation offered “Liability Challenges in a Modern Dental Practice” on Wednesday, March 10. This well attended seminar was sponsored by Fortress Insurance Company.

Instructor for the seminar was Richard Small, who is a practicing defense attorney who tried cases for dentists and dental specialists for twenty years before becoming a licensed insurance agent. Mr. Small teaches risk management courses at local dental schools and lectures frequently on many aspects of dental malpractice litigation.

A risk management course for MLMIC insureds will not be offered in the district this year but may be taken online at <http://www.nysdfllearning.org/rskmgt/home.html> Completion of this course will entitle you to a 10% discount on your liability premiums for three years.

## New Members

Please join us in welcoming the following to the growing ranks of organized dentistry.

**Robert Chang**

Columbia University School of Dental Medicine  
3950 E. Robinson Rd., Suite 100, Amherst, NY

**Leah M. Colucci**

State University of New York at Buffalo School of  
Dental Medicine  
AEGD Graduate Resident

**Vishal N. Gandhi**

University of Toronto School of Dental Medicine  
Gentle Dentistry  
5007 Transit Rd., Depew, NY

**Kristen Knauss**

State University of New York at Buffalo School of  
Dental Medicine  
644 Central Ave., Dunkirk, NY

**Julie Labrecque**

State University of New York at Buffalo School of  
Dental Medicine  
3801 Union Rd., Suite 5, Cheektowaga, NY

**Thomas A. Martin**

State University of New York at Buffalo School of  
Dental Medicine  
476 Hertel Ave., Buffalo, NY

**Theodore A. Terry**

Meharry Medical College  
987 R.C. Hoag Rd., Salamanca, NY

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# Spring Dental Meeting Offers Comprehensive 2-Day Program

The Spring Dental Meeting, May 13-14, Thursday and Friday at the Conference Center Niagara Falls, will provide dental teams with a variety of continuing education programming. A brief outline follows.

## Thursday, May 13

5:30 – 6:30 PM Welcome Mingle, Cash Bar, Light hors d'oeuvres & Registration

6:30 – 9:30 PM Forensic Odontology: From Crime Scene to Crime Fiction and Forensic Dentistry presented by Dr. Mary Bush and Investigator Peter Bush. At the conclusion of the lecture, you should understand the role and responsibilities of the forensic odontologist and be familiar with the organization of a dental identification team for a disaster response. The course objectives are to understand the role of the forensic dentist and to be familiar with current techniques and technology utilized by forensic dentists.

## Friday, May 14

8:30 AM – 4:30 PM

“It’s a Great Time to be a Dentist!” presented by David J. Ahearn, DDS. This program is a nuts and bolts “how to” on dental productivity, performance and predictability. It is not a course on dental management, though the results of what you learn will boost your practice to new levels of success. Dr. Ahearn shares results that he has achieved personally in daily practice and with hundreds of offices across the country in small towns and big cities.

“Beyond the Boundaries, Advanced Concepts for Comprehensive and Profitable Dental Hygiene Departments” presented by Karen Davis, RDH, BSDH, RDHMP. Are you bound by antiquated dental hygiene concepts and ready to step up to practicing comprehensively? Break away from traditional concepts and integrate new ideas, science,

technology and even communication skills into anything but “routine” visits. With periodontal health influencing systemic health, dental teams today should lead the way in recognizing and treating all stages of disease, yet far too many practices remain stuck in prophylaxis-driven care.

Attendees at the Thursday evening seminar will receive 3 MCE credits; those at the Friday program will be able to earn another 7 MCE credits.

Cost of attendance is as follows: Dentists - \$275 for Thurs. and Fri., \$125 for Thurs. only and \$245 for Fri. only; Dental Team Member (non-dentist) - \$145 for Thurs. and Fri., \$95 for Thurs. only and \$135 for Fri. only.

Online registration is available at [www.ubdentalumni.org](http://www.ubdentalumni.org) or by calling 716-829-2061.

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PROPOSAL TO AMEND THE BYLAWS OF  
THE EIGHTH DISTRICT DENTAL SOCIETY  
SECTION 20 PERTAINING TO MEMBERSHIP

Amend Section 20. Membership of the Eighth District  
Dental Society Constitution and Bylaws **from**

*"The membership of this Society shall consist of those  
members of the County Dental Societies whose  
qualifications and classifications shall be as  
established in Chapter II of the Bylaws."*

**To**

*"The membership of this Society shall consist of those  
members of the tripartite membership of the  
American Dental Association whose  
qualifications and classifications shall be  
established in Chapter II of the Bylaws."*

This was proposed to deal with the problem that its previous  
wording implied that you must be a member of a  
county society in order to be a member of the Eighth  
District which is not the case here and in other  
districts around the state.

**All members in good standing of the Society  
are encouraged to vote at the May 14  
Business Meeting at Noon at the  
Conference Center Niagara Falls.**

## The ADA 24th New Dentist Conference

Surf's Up in San Diego will be held June 24-26, 2010 at  
the Catamaran Resort Hotel and Spa in San Diego. Join the  
ADA Committee on the New Dentist for a weekend of  
networking, continuing education and camaraderie while  
savoring the tropical paradise around you. Attendees can  
earn up to 15 credit hours and participate in an enhanced  
full day of leadership programming that can help you in your  
role as a leader – personally, professionally and as a new  
dentist volunteer.

Every dentist needs continuing education, but what sets  
the ADA's New Dentist Conference apart is that it caters to  
the unique needs of new dentists—dentists who have been  
in practice less than ten years. Each clinical, professional  
issue and practice management course is hand selected by  
the ADA's Committee on the New Dentist. These courses  
are geared to assist those who are working to strengthen  
their clinical and practice knowledge so that they can better  
achieve personal and professional success. And if you're a  
new dentist volunteer—or would like to get involved, plan  
to attend the leadership program on Thursday. Plus, all  
lunches are included as well as the Friday Night Event – A  
Luau at the Catamaran Resort.

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## Dr. Gwen Corbett, a Fortress Dentist.

*I live* in Baton Rouge, Louisiana. It is a great city full of cajun culture and a love of LSU.

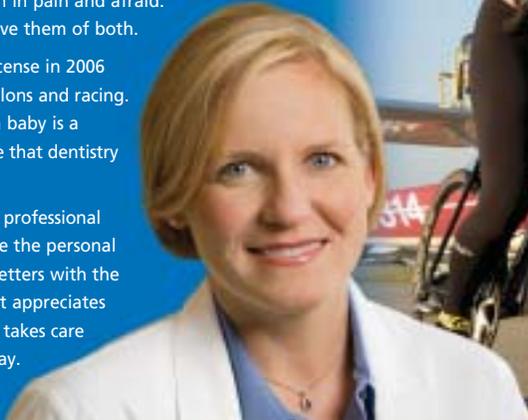
*I grew up* in the local dental community. My father was a general dentist here for 35 years and my mom ran the office.

*I practice* endodontics with Drs. Simon and Bond at Root Canal Specialists of Baton Rouge. It's a top notch practice. Our patients are our priority.

*I specialized* in endodontics because I really liked the focus. Our patients are often in pain and afraid. It's rewarding to relieve them of both.

*I earned* my pilot's license in 2006 and I also enjoy triathlons and racing. Balancing it all with a baby is a challenge. I appreciate that dentistry gives me flexibility.

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Fri., April 30 & Sat., May 1, 2010

**Speaker:** Dr. John West

**Location:** University of Toronto Centre for Continuing Dental Education, 1440 Don Mills Road, Toronto, ON

**Course No:** EN04-10 **CDE Credits:** 15 (Course + Hands-On)

#### COURSE OUTLINE

**Friday Course:** This program will leave you with newfound endodontic freedom. Your endodontics will be safer, simpler, easier, and significantly more efficient. You will learn the six skills of mastering endodontic's fundamental mechanics and will be taught how to immediately implement them into your practice.

**Saturday Workshop:** When is an endodontic treatment ready for rotary? How does a dentist know that shaping is complete? **And more...**

### Advanced Technology in Esthetic Surgery

Fri., June 11 & Sat., June 12, 2010

**Speaker:** Dr. Robert J. Miller

**Location:** University of Toronto Centre for Continuing Dental Education, 1440 Don Mills Road, Toronto, ON

**Course No:** ES06-10 **CDE Credits:** 15 (Course + Hands-On)

#### COURSE OUTLINE

**Friday Course:** This program will encompass advanced technology used in the diagnosis, treatment and surgical planning of complex restorative and esthetic cases. It will include modules on CBCT scanning, esthetic soft and hard tissue grafting, the use of lasers in surgery, esthetics in oral implantology and more.

**Saturday Workshop:** The workshop will include hands on of esthetic implant surgery, grafting, and laser surgery.

### Implant Placement Hands-On Cadaver Course

Fri., June 25 & Sat., June 26, 2010

**Speakers:** Dr. Lee Silverstein & Dr. Peter Shatz

**Location:** Faculty of Dentistry, 124 Edward Street, Toronto, ON

**Course No:** IM06-10 **CDE Credits:** 15 (Course + Hands-On)

#### COURSE OUTLINE

This course is a unique two-day lecture and hands-on experience. It offers the special opportunity for each participant to learn head and neck anatomy pertinent for performing implant, oral and periodontal surgery.

The course includes the fundamental biomechanics & biology of bone as well as the rationale for the diagnosis, treatment planning and the clinical practice of placing root form dental implants. It will also cover informed consent, pre and post surgical considerations, possible pathways for post surgical infection and more **and more...**

For complete course details or to register, visit [www.cde.utoronto.ca](http://www.cde.utoronto.ca) or call: 416-979-4902

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# Eighth District Golf Outing at the Brookfield Country Club

Dr. Carlo Ercoli will speak at the Ivoclar Esthetics Seminar Series to kick-off the William C. Knauf, Jr. Memorial Golf Tournament on Tuesday, June 1 at the Brookfield Country Club in Clarence. An 11:15 AM luncheon and 12:30 PM shotgun start for the golf tournament will follow a 7:45 AM continental breakfast and MCE program from 8:00 – 11:00 AM. The Eighth District Dental Foundation-sponsored event will conclude with 5 PM cocktails and 6 PM awards dinner and door prize drawing.

Dr. Ercoli will lecture on the topic of “Prosthodontics”. He graduated from the “Enrico Berlinguer” Dental Technology Institute in Rome in 1987 and obtained his dental degree from the University of Siena, Italy in 1993. He has a specialty in Prosthodontics and completed a one-year training in Temporomandibular Joint Disorders. He currently serves as Chairman and Program Director of the Prosthodontic Postgraduate Training Program at the University of Rochester, Eastman Dental Center. Dr. Ercoli is also a member of several different dental organizations, and has authored multiple publications.

During the lecture, participants will learn: 1) how to use esthetic and anatomic landmarks for an immediate treatment plan of complex reconstructions; 2) how to optimize

and shorten treatment times for immediate placement and loading of dental implants; 3) how and when to optimize implant soft tissue esthetics with prosthetic material; 4) how and when to fabricate an ovate pontic; and 5) the relationship between tooth form and soft tissue form and how biologic width influences implant esthetics.

Course objectives are as follows: 1) to understand how clinical and anthropometric measurements can easily be used to treatment plan complex reconstructions, 2) to incorporate implant immediate loading in your practice in a cost-effective way, 3) to understand how soft tissue anatomy influence implant esthetics and 4) to learn how to use prosthetic materials to optimize soft tissue esthetics.

Dr. Stan Zak, chair of the event, and Dr. Paul DiBenedetto, co-chair, announced that the afternoon golf competition will again feature divisions for both the championship and scramble flights.

Cost of attendance is \$185 per person for MCE, continental breakfast, lunch, golf, dinner and prizes; cost of attendance at the continental breakfast and 3 MCE course is \$75 per person, and cost of dinner and prizes is \$65 per person. Reservations may be made by calling the Dental Society office at 716-995-6300.

## EIGHTH DISTRICT SERVICE CORPORATION

*The Eighth District endorses the following products and services to our members.*

*Please identify yourself as a member of the Eighth District Dental Society to ensure that you receive any and all special discounts negotiated especially for our members.*



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(888) 427-5995 (585) 427-7880



Credit Card Acceptance  
**Retriever Systems**.....(800) 337-3630



Disposables  
**Direct Dependable Service**.....(716) 828-2203



Financing  
**Bank of America Practice Solutions**.....(800) 920-1451



Handpiece Repair  
**Dental Dynamics**.....(716) 685-9200  
(800) 640-5524



Insurance  
- Health Insurance  
**Employee Benefit Solutions**.....(716) 213-1888



- Professional Liability  
**Fortress** - Tom Feidt or Bob Sauda.....(716) 649-4174



- All Other Insurance  
**Jacob Hauck Agency**  
- Bob Sauda or Tom Feidt.....(716) 649-4174



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**Integrity Distribution** - Faye Schreiner.....(716) 853-0400



Payroll Service  
**ADP** - Laura Bernardoni.....(716) 626-6096



Telecommunication  
**One Communications**.....(716) 362-5641



Water Purification & Treatment  
**WaterCure USA** - Lance Orton.....(716) 912-9939  
(888) 456-9939

## Rick's Riders - Ride for Roswell

Cancer may have taken Dr. Rick Fink's life, but not his spirit. In dedication to this remarkable individual, Rick's friends and family will ride in memory of him in the Ride for Roswell.

Roswell Park has an annual fundraiser, called the Ride for Roswell. It is a bicycle ride of 8, 20, 30, 44 or 62.5 miles with financial contributions from riders and sponsors.

A team was organized, three years ago, in memory of Dr. Richard Fink. The team is called Rick's Riders. This is a great way to bring together everyone who was touched by the generosity of spirit, and heartfelt love Rick had for others.

The Ride for Roswell will take place on Saturday, June 26th. The Rick's Riders team will have a tent and refreshments at the conclusion of the ride. Members of the dental community and friends of Rick are invited to join us.

Please sign up on line at [www.RideForRoswell.org](http://www.RideForRoswell.org). There are many ways to participate. If you are a rider, you can determine the length of your ride for the Rick's Riders team. If you do not wish to ride, you can sponsor a rider, help at the hospitality tent or donate funds in Rick's name to this important cause.

For more information, or to volunteer to help, contact Dr. Donald Tucker at (716) 908-7280.

## Continuing Education

On March 4, the Buffalo Dental Assistants Society in conjunction with the Eighth District Dental Society, celebrated Dental Assistants Recognition Week with a dinner and Continuing Education. The speaker was Dr. Richard Hall, DDS, MD, FACS American Board of Oral and Maxiofacial Surgery. The topic was The Role of the Dental Team "Assessing Your Patient".

### Assistance for Dependencies Available

The Council of Chemical Dependencies is part of the New York State Dental Association and the Eighth District Dental Society.

We are in existence to help colleagues, staff or families who may have a problem with alcohol or other substance abuse. All inquiries are kept strictly CONFIDENTIAL and will be acted upon in a non-punitive, non-judgmental and caring way. These impairments represent a risk to our patients and threaten to destroy the well-being of families and lives of our colleagues.

We have a local peer support network for referrals and recovery support. If you think you, or someone you know, has a problem, please call our State Chairperson, Dr. Bob Herzog (716-565-2160) or Eighth District Chairperson, Dr. Amy Bryan (716-433-7684) night or day.

*The American Student Dental Association and  
Buffalo Outreach and Community Assistance  
welcome you to the*

## 2010 Annual Charity Auction

*Please Join Us on Thursday April 15<sup>th</sup>*

*Harriman Hall*

*5:30pm*



**As Students, we are thankful for all the support you have given us over the years and look forward to celebrating with you for the evening!**

**Proceeds will go to BOCA, Oral Cancer Foundation, and Angel Flight.**

*For information on donating auction items and ticketing please see ASDA website (<http://student.sdm.buffalo.edu/ASDA/Home.html>) or contact [bocaub@gmail.com](mailto:bocaub@gmail.com).*

protocols and set guidelines to ensure compliance.

Third, manage the risk inherent in clinical practice with injury and claims reduction strategies and professional liability insurance coverage. Regardless of whether we claim to provide only hypertension screening and referral services, not treatment, we must recognize the potential areas of risk for liability. Possible allegations of negligence could include failure to perform when expected, failure to repeat at subsequent visits, failure to timely refer, failure to repeat referral, negligent advice regarding medications or other treatment (as misinterpreted or confused by the patient) or, most problematic, negligent administration leading to a patient's detrimental reliance upon an erroneous reading or false negative. As we identify areas of risk, we can define referral and documentation protocols and enable liability insurers to better predict and prepare for related claims.

Only through dental curriculum changes, collaboration with the medical profession, and effective risk management, can we competently expand our scope of practice to include hypertension screenings. Success in this area could lead to screenings for other diseases, such as diabetes mellitus and cardiovascular disease. Not only will medical screenings benefit the general health of our patients, they will protect dentistry's professional autonomy in the wake of reform. Tomorrow's change is a process which starts today.

<sup>1</sup> Greenberg BL, Glick M, Frantsve-Hawley J, Kantor M. Dentists' Attitudes toward Chairside Screening for Medical Conditions. JADA 2010; 141(1):52-62.

Please address any questions or comments to Chester J. Gary, DDS, JD at garyddsjd@roadrunner.com.

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

Members may view the latest edition of the 8<sup>th</sup> District Bulletin online. Simply visit the Eighth District website, [www.8thdistrictdental.org](http://www.8thdistrictdental.org), click on the "8<sup>th</sup> District Bulletins" tab and click on "Bulletin" link. If you would prefer to receive the Bulletin by email, call the Society Office (716-995-6300) or email [info@8thdistrictdental.org](mailto:info@8thdistrictdental.org).



### William R. Calnon, D.D.S. For ADA President-Elect 2010

Every year the American Dental Association selects an individual who will serve as its president and lead the dental profession in its endeavors to protect the best interests of members and assure they are able to provide the highest quality of oral health care.



Bill with Sen. Chuck Schumer

New York has a history of sending strong candidates to the highest position at the ADA, and is pleased to support Dr. Bill Calnon, a Rochester dentist and a successful and well respected leader at all levels of the tripartite organization.

In order to succeed in assuring that Bill will be able to effectively bring his message to ADA members throughout the country, a campaign is underway to afford him this opportunity.

Please consider joining your peers and local dental society in pledging your support for Bill.

Pledges can be paid by check or credit card to:

**Calnon Campaign  
NYSDA  
20 Corporate Woods, #602  
Albany, NY 12211  
800-255-2100**

We appreciate your participation and look forward to a good turnout of New York members in Orlando this October at the ADA Annual Session to help usher in a new era for the American Dental Association.

#### Bill's Platform

- §Corporations don't practice dentistry, doctors do.
- §Patients deserve to have a doctor assume ultimate responsibility for their care.
- §A strong profession best serves the oral health care needs of the public.
- §The quality of our profession is directly related to the quality of our education.
- §Any health care reform should focus on at-risk populations.

*Calnon cares about you and dentistry's future.*

# PAYMENT AT THE TIME OF TREATMENT

## Can you achieve the “Impossible Dream?”

Submitted by Frank Shiner, President and CEO of Retriever Medical / Dental Payments, Inc., a practice management/credit card processing company endorsed by the Eighth District Dental Society. You may reach a representative at 1-800-337-3630.

One of the most critical tasks necessary for a dental office to improve its “financial health” is to collect for services at the time of treatment. Unfortunately, it is a task most dentists find, not only difficult, but also downright distasteful. The good news is that it doesn’t have to be! All that is necessary is that the dentist and staff have a simple understanding of the “psychology of patient payment.”

Statistically, 72% of patients will attempt not to pay at the time of treatment. We’ve all heard the excuses. “I forgot my check book.” “Darn! I just used my last check!” “My spouse pays the bills.” “My insurance *should* cover this, can you just bill me?”

Some of these excuses are, to be kind, less than truthful. You can be sure of that fact when you consider that *less than 1% of the population leave home without some form of payment in their pocket*. Granted, it is a sad commentary on human nature that so many people are willing to misrepresent the truth, but to give people a break, much of it stems from habit. It is ingrained and handed down from generation to generation that you just don’t pay a doctor on the day of the office visit. So, no matter how good an office manager is at *persuading* patients to pay, it is much like a severely strict parent who “forces” a child to lie.

The key to success is all in the timing. The patient is in control on the way out of the office. It doesn’t matter if a doctor accepts cash, checks, credit cards, or, as in the old days, will trade chickens for services. If the patient doesn’t want to pay, they won’t! This in no way means that a practice shouldn’t accept all traditional forms of payment, (I’ll leave chickens out of the list). On the contrary, credit card acceptance, for example, has been proven to dramatically increase payment at the time of treatment, provided, that is, that the proper timing and practice management techniques are utilized.

One *sure* way to assure payment is to tactfully get the patient to commit to some method of payment while they are still in the waiting room. That is the point when the *office manager* is in control of the situation. This may be achieved by formulating a “financial policy” letter, which must be filled in by the patient and signed along with their medical history form. This type of commitment makes it virtually impossible for a patient to claim they cannot pay as they are leaving the office. Furthermore, if the patient truly cannot pay that day, at least you will be aware of that fact “up front.” This will afford you the luxury of being

able to make an informed and intelligent choice of whether or not to begin a major treatment.

You should not be concerned about the possibility of insulting your patients with this technique. You should write the financial policy letter in such a way that explains to the patient that you have “expanded” your payment policy to “better serve” them. Of course, you can’t only say you have expanded your policy, you must also do so. Credit card acceptance is one way to do so, however, retail card processing companies offer only the over-the-counter, retail method of credit card acceptance. A well-trained practice management consultant can inform you of a few new ways amount that is not covered by their insurance. Also, you can set up an automatic credit card payment plan for on-going treatment.

A patient will not be insulted when approached in this manner, and you will also protect them, as well as yourself, from any “hard feelings” in the future. The happiest patient is the patient who is “paid in full.” In fact, the #1 way a doctor *loses* a patient to another doctor is to allow a patient

*see Impossible Dream page 15*

## Dental Donations

Contributions have recently been made to the Eighth District Dental Foundation in memory of the following:

In Memory of **Dr. Irv Epstein**  
By Dr. Ron Jarvis

*Tax deductible contributions may be made anonymously, as a memorial, or on behalf of an individual dental professional/donor by sending checks payable to:*

*“Eighth District Dental Foundation”  
3831 Harlem Road  
Buffalo, NY 14215*

*The Eighth District Dental Foundation is a 501c3 nonprofit organization, and is a tax exempt arm of the Eighth District Dental Society. The management of its affairs is the responsibility of the Board of Directors;  
Andrew L. MacDonald, DDS, President;  
Ronald H. Jarvis, DDS, Treasurer.*

# Obituaries

**Henry E. Bembenista, DDS**, passed away at the age of 88 on December 15, 2009. Born in Buffalo, he attended city schools and Canisius College and received his DDS degree from the University of Buffalo, School of Dental Medicine in 1944.

Dr. Bembenista was commissioned an Army first lieutenant in 1944 and served as a dental surgeon with the 100th and 3rd Infantry divisions in Europe during the last stages of World War II.

Dr. Bembenista practiced dentistry at 2064 Clinton St. in the East Side neighborhood known as Kaisertown and lived in West Seneca. He was president of the National Medical and Dental Association in the mid-1960s. He was a past president of the Filareal Literary and Medical Arts Societies of Buffalo and the Dental Study Club of Buffalo.

He was a member of the county, district and state dental societies, the American Dental Association and many professional and business groups.

**Gordon A. Jenner, DDS**, formerly of Hamburg, N.Y., passed away on Dec. 24, 2009, at the age of 85. Dr. Jenner had a dental practice in Hamburg for 40 years, having graduated from the University of Buffalo, School of Dental Medicine at age 22. He was a veteran of the U.S. Army during the Korean War.

**Elsie (Zanni) Andolina**, mother of Dr. Richard Andolina, Dr. Patricia Andolina, and Pamela Favro and wife of Frank Andolina passed away at the age of 84 on December 26, 2009 in Hornell.

**Joseph F. Fiato, DDS** of Orchard Park, NY, passed away on December 28, 2009. He was an 1958 graduate of Binghamton North High School and a graduate of University at Buffalo, School of Dental Medicine. He was a member of the American Dental Association, NYSDA, the Eighth District Dental Society and the American Association of Endodontists.

**L. Irving Epstein, DDS**, formerly of Amherst, passed away on January 7, 2010, in Tamarac, FL. Dr. Epstein was born in Baltimore, MD. He grew up and attended high school in Lake Placid, NY. He attended The University of Maryland and Syracuse University, where he earned his BA and graduated from The University of Buffalo, School of Dental Medicine in 1939. After serving in WWII from 1942-1946, Dr. Epstein entered into the private practice of dentistry from 1946-1996. He was past President of Alpha Omega, a member of The Honorary Dental Society, O.K.U., an innovator and author of 23 original dental articles, and was nationally recognized in endodontic investigational science.

**Mary Joann Hauk, DDS** passed away suddenly after becoming ill while exercising in Buffalo, NY on January 20, 2010. She was a pediatric dentist practicing in Amherst. She was 42. Since 2001, Dr. Hauk was associated with the

offices of Barzman Kasimov&Vieth in Getzville.

A native of the Town of Tonawanda, she earned a bachelor's degree in biological science from the University at Buffalo in 1989. After graduating from the University at Stony Brook, School of Dental Medicine, she served a residency at the Pediatric Cleft and Craniofacial Center in the Golisano Children's Hospital at Strong Memorial Hospital, Rochester.

She continued training at the New York University Institute of Reconstructive Plastic Surgery, then completed her master's degree in public health at the University of Rochester, where she was a clinical assistant professor in the Department of Dentistry for five years. Dr. Hauk served on the Education Committee of the American Cleft Palate Craniofacial Association.

**Harold L. Dinger, DDS** passed away February 10, 2010 in Mount St. Mary's Hospital, Lewiston at the age of 85. Born in Niagara Falls, Dr. Dinger was a 1940 graduate of LaSalle High School. He attended Niagara University before leaving to join the Navy during World War II. He served in the Asiatic-Pacific Theater.

After the war, Dr. Dinger resumed his studies at Niagara University. After graduating in 1949, he attended New York University, where he earned a DDS in 1954.

Dr. Dinger opened his dental practice in Sanborn in 1955 and was still practicing at the time of his death. He was a member of the Eighth District Dental Society, the New York State Dental Society and the American Dental Association.

**Arnold Edward DiLaura, DDS** of Sarasota, FL formerly of Venice, FL, Thunder Bay Colony on Lake Erie and Buffalo, NY, passed away at the age of 87, on February 22, 2010. Dr. DiLaura was born in Albion, NY. He served in the U.S. Army Air Corps from Dec. 1942 until March 1946.

He attended Michigan State and received his DDS in 1951 from the University of Buffalo, School of Dental Medicine. He practiced dentistry in the Brisbane Building in Buffalo, NY, for over 40 years. He was active in his professional dental societies in public relations, welfare, peer review, necrology, dental trade and laboratory relations. He was issued a patent for foam rubber golf tee.

**John A. Farnella, DDS** of Jamestown passed away at the age of 76 on April 8, 2009. Following graduation from Jamestown High School in 1951, he attended St. Bonaventure University for three years until his early acceptance into St. Louis University School of Dentistry from which he graduated in 1958. He completed his education with a two year residency in oral surgery at the University of Pennsylvania.

He served in the Army as a dentist in Fort Leavenworth, Kan. And then returned to Jamestown to begin his private practice where he was still working, never having retired.

## Classified Ads

### Professional Services

**Attorney at Law** - Admitted in New York and Florida, licensed dentist, practice concentrated in matters related to health care practice. Chester J. Gary, The Williamsville Law Center Building, 17 Beresford Court, Williamsville, New York 14221. Call (716) 565-2000.

**Transitions Group North America** - Comprehensive Practice Assessment, Associate & Partner Consulting, Associate Feasibility Studies, Associate Integration Studies, Buyer's Advocacy If Purchasing or Merging, JUMP START Program for First Time Practice Owner, Practice Valuation & Retirement Planning. Please call (800) 345-5157 or Visit Our Website @ [www.transitionsonline.com](http://www.transitionsonline.com).

**Hudson Transition Partners** - Dental Practice Valuations, Brokerage, Buyer Representation Services, Associate Buy-Ins, Partnerships, Mergers and Consulting. Please contact Brian and Sean Hudson at (716) 633-0550 or [info@hudsontransitions.com](mailto:info@hudsontransitions.com). Please visit our website at [www.hudsontransitions.com](http://www.hudsontransitions.com).

### Employment Opportunities

General Practice Associate Needed: We are a busy, health-centered, high quality practice looking for a caring dentist to help us take care of our growing patient base (yes, even in this economy!). We enjoy a modern facility with the latest toys, computerized ops, digital xrays, a great reputation and a skilled and motivated support staff. This is a great part time opportunity which can lead to full time. Please email your resume with a cover letter telling us why you'd be a great associate to [wmdc12@gmail.com](mailto:wmdc12@gmail.com) or fax to 716-652-6125.

### Equipment

Pelton Crane Overhead Lights (4), 1.5 amp, 117 volts, cream color. Make reasonable offer. Call 675-9777.

Matrix Surgical Chair - Green, Multi to Trendelenburg position, 10-12 years old. \$1500. Call 675-9777.

Boyd Dental Chair - Blue, Multi to Trendelenburg position, like new, 5 years old. \$2000. Call 675-9777.

### Property / Practices Available

Buffalo – South Towns area. 30+ year practice. 3 day week – 500+K. Digital & digital pan-computerized. 4 ops- room for 6. Building also available- Rental area upstairs. Fax inquiries to 716-688-2984.

Dental Practice for Sale: Located in Southtowns – Large Bldg with 3 apartments on 1<sup>st</sup> floor. 2 apartments on 2<sup>nd</sup> floor. 1 studio apartment, 1-3 bedroom apartment. Call 866-0216 after 5 pm.

**HIGH PROFILE PRIME STORE FRONT RENTAL AVAILABLE** High visibility, newly remodeled building with upscale facade fronts on newly reconstructed roundabout, village of Hamburg. Abundant attached parking. Various sizes. James Blake, DDS 648-2600.

For sale, established general practice, WNY community, 3 ops, FFS, \$300k annual ave., building available, seller will assist in transition. Email [vze7qbnb@verizon.com](mailto:vze7qbnb@verizon.com).

## Infection Control

Dr. Frank Barnashuk, Director of the AEGD Program and Chair of the Infection and Biohazard Control Committee at the University at Buffalo School of Dental Medicine, presented “OSHA Update/Infection Control for the Dental Office” on Wednesday, March 3. The course was very well attended and fulfilled the State Education Department’s requirements for the four-year training certificate. Many thanks for former president of the Eighth District Dental Society for presenting this course.

### Keeping Up with the Eighth District

For a complete copy of Eighth District Executive Council minutes and Council and Committee reports, visit the Eighth District Dental Society website [www.8thdistrictdental.org](http://www.8thdistrictdental.org)

### Executive Director from page 3

### NYSDA Member Profile Page

NYSDA has added a member profile page on which the public may view currently active dentists. You will need to log into the members only page and click on public profile. It will contain information that NYSDA has on you and you may edit the page and add a picture. Logging into the members only area requires a password in addition to your ADA number.

### Impossible Dream from page 13

to become delinquent in payment. Thus, collecting at the time of treatment both *improves* the doctor-patient relationship and actually increases the number of procedures a doctor performs.

The “bottom line” is that few patients, if any, should exit a dental office without either paying the amount due, or, at the very *least*, guarantee future payment with their credit card. With a qualified practice management consultant, “payment at the time of treatment” goes from being an impossible dream to a very attainable reality!

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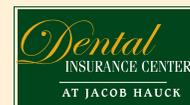
# Business and Personal Insurance at Group Rates

Since 1974 Jacob Hauck Agency has handled the insurance needs for members of the Eighth District Dental Society. Your Association currently endorses the following programs:

- Professional Liability
- Business Owners Office Policy
- Workers Compensation
- New York Disability Benefits
- Automobile
- Homeowners
- Umbrella Liability
- Disability Income
- Business Overhead Expense
- Long Term Care



The *Dental Insurance Center* can handle all your insurance needs. Over 500 of your colleagues have taken advantage of our experience insuring the dental community – *let us put that knowledge to work for you.*



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