New York State Approves CE Credit for Business Courses at the GNYDM

New York State dentists can now receive CE credit for many business related courses presented at the 2011 Greater New York Dental Meeting.

When you see this red “Statue of Liberty” logo with the letters “NYSC” next to a course in the Greater New York Dental Meeting Program Guide or on the GNYDM website you will know that these courses follow the educational guidelines and requirements set forth by the New York State Education Department for CE credit toward relicensure.

The Greater New York Dental Meeting means business. Register for a business course today! Online registration for the GNYDM is open at www.GNYDM.com.

AED Law to Take Effect January 1, 2012

source: www.nysda.org

On Wednesday, June 8, 2011, Governor Cuomo signed an important piece of legislation into law that will improve public health and safety of New Yorkers statewide.

Beginning January 1, 2012, all dental offices in New York State will be required to have Automated External Defibrillators (AEDs) on-site. Dentists in New York are already required to be trained to use these devices. AEDs save lives and now over 10,000 dental offices across the State will have them available.

NYSDA’s support of AEDs in dental offices is a result of the indisputable evidence that they greatly improve outcomes for people experiencing cardiac arrest.

While dental offices are not a site where cardiac arrest is likely to occur, as many people frequent dental offices, the availability of an AED provides additional protection for those in a dental office who may experience an unanticipated cardiac event, regardless of the cause.

The importance of early defibrillation cannot be overemphasized:

• The prognosis of pre-hospital cardiac arrest due to ventricular fibrillation is dependent on the first few minutes following the arrest.
• The availability and use of AEDs has resulted in a marked increase in the effectiveness of pre-hospital CPR in saving lives.
• It is estimated that an individual’s chances for survival decreases by 10% for each minute that defibrillation is delayed.
• Early defibrillation has been shown to be more effective than CPR alone.
• The national average for survival after sudden cardiac arrest is 5-6% without immediate defibrillation.
• In metropolitan areas, the survival rates are actually lower, 1-2%, leading many communities to equip first responders with AEDs.
• Public Access Defibrillation (PAD) programs have raised survival rates up to 60%.

AED LAW FREQUENTLY ASKED QUESTIONS
• What are the key provisions of the new law?
  A: The law requires that each dental office in New York State have an automated external defibrillator (AED) or other defibrillator.
• When does this law take effect?
  A: January 1, 2012
• To whom does this law apply?
  A: Any person registered or licensed to practice dentistry under Title 6, Part 520, in New York State.
• When must an AED be on-hand?
  A: After January 1, 2012, the AED must be on-hand during the first minute after an arrest.

Updated course information can also be found on the SDDS website at www.sddsny.org.**
They will be missed...
The SDDS honors the memory of our members we have recently lost.

IN MEMORIAM
Dr. Alexander Leff - October 5, 2011

WELCOME TO OUR NEW MEMBERS
Dr. Bamshad Tabar
University of Maryland, 2005

Dr. Everett Williams
Meharry Medical College, 2008

GREATER NEW YORK DENTAL MEETING
2011 SUBCOMMITTEE SIGN UP
The Greater New York Dental Meeting is sponsored by two components, the Second District Dental Society and the New York County Dental Society. It provides an opportunity for its members and their hygienist’s and office managers to be part of the largest Dental Meeting in the United States. Our success is attributed to the many people involved in the production and the administration of the Meeting.

If you, your hygienist or office manager would like to volunteer on a Committee for the 2011 Meeting scheduled for Friday, November 25, 2011 through Wednesday, November 30, 2011 please complete the information below and fax to (212) 398-6934, email (Greater New York Dental Meeting, 570 Seventh Avenue, Suite 800, New York, NY 10018), or scan and e-mail (info@gnydm.com) the form to our office. Every volunteer who serves a minimum of two half-day sessions will be entitled to a free half-day seminar awarded on a different day from the one that they volunteered and will be pre-registered. (Workshops and Invisalign are not included). We will pre-register you, your staff and family for the Meeting in advance of general registration.

PLEASE PRINT
Name Dr./Ms./Mr.
Address
City State Zip Code
Tel. # Fax # E-mail
Second District Dental Society
New York County Dental Society

DAY:
Please check ONLY the day and time you would like to serve. If you plan on volunteering for multiple sessions, please number the second session 2, the third session 3, etc. Please note: This is NOT for alternative sessions, but for additional sessions.

| Saturday, November 26, 2011 | AM | PM |
| Sunday, November 27, 2011 | AM | PM |
| Monday, November 28, 2011 | AM | PM |
| Tuesday, November 29, 2011 | AM | PM |
| Wednesday, November 30, 2011 | AM | PM |

COMMITTEE CHOICE:
Please number your first choice 1 and your second choice 2. First come first served will be utilized for appointments.

| Entertainment | Essays/Scientific Poster Sessions | Registration | Seminars/Workshops |
| I speak ______ and am willing to assist international guests. |

Don’t forget to visit our website at www.gnydm.com and register your staff and family. There is never a pre-registration fee at the Greater New York Dental Meeting.

PLEASE DUPLICATE THIS FORM IF YOUR HYGIENIST OR OFFICE MANAGER WOULD LIKE TO VOLUNTEER.

SDDS Bulletin November 2011 - Page 2
Are Your Emotions Costing You Money?

By: Lewis J. Altfest, Ph.D., CFA, CFP®

When it comes to investing, too many people favor sentiment and instinct over old-fashioned reason and logic. How emotional an investor are you? Do you tend to be too impulsive, quick to buy when others are buying? Or are you too stubborn, holding an investment long past the time you should have dumped it?

Some researchers believe that investors’ emotions can move whole markets. As a result, a discipline called behavioral finance is rising in prominence. At its forefront are Richard H. Thaler, professor of behavioral science and economics at the University of Chicago Graduate School of Business, and Daniel Kahneman, professor of psychology at Princeton University.

Thaler and Kahneman provide insights into the irrational, speculative behavior that often drives short-term spikes in the prices of certain stocks or the overall market. The mania over social media-related companies is an example of emotionally driven pricing that seems to occur without regard for revenues, profits, or dividends.

Are you prone to such misguided actions? To find out, ask yourself the following questions, which are loosely based on principles of behavioral finance.

1. Do you fail to diversify logically? Thaler has found that many people direct an equal percentage of their assets into each investment choice they’re offered. For example, if a retirement plan were to offer three bond funds and a stock fund, 75 percent of the money would wind up in bonds and 25 percent in stocks. Vice versa if three stock funds and a single bond fund were available.

In other words, plenty of folks fail to consider what sort of mix is right for them. I call this the “Chinese menu syndrome” — selecting something from column A and something from column B, regardless of the types of dishes being offered. That strategy might be relatively harmless when you’re eating dinner, but it could cause more than just indigestion when applied to your investments: you could wind up lacking the diversification necessary to fare well in different market scenarios.

2. Do you fancy yourself a great investor? Investments that have increased in value but were made into a rising market when the tide is lifting all boats can convince individuals that they can pick investments just as well as a financial analyst. But sometimes their “great” picks don’t fare well when compared with the overall market or when adjusted for the risk they took to achieve their returns.

Many also refuse to accept that they simply got lucky. At some point, those delusional investors will get a rude wake-up call. Don’t fall into the same trap. Use only tried-and-true methods for appraising and selecting investments.

3. Do you run with the herd? Many people flock to investments that are popular at the moment. Because they crave instant gratification, they’d rather take some sure gains today than potentially larger ones two or three years down the road.

During the rise of the recent “tech bubble” 2.0, I was asked by a client why I don’t stuff portfolios with social media stocks, given the sector’s recent strong performance. I explain that many of these stocks are overpriced, but he wanted me to buy them anyway. He thought he was going to miss out on another round of outsized returns.

Before you buy the latest outperformer, ask yourself, “Have I ever gotten burned by following a hot stock?” If the answer is no, count yourself lucky, but don’t count on having such good fortune forever. Play musical chairs with your investments, and eventually you’ll have to answer “Yes.” So avoid the high-flyers.

4. Are you swayed by pretty packaging? How something is presented can affect people’s responses to it, Kahneman says. For instance, some mutual-fund companies will launch a spinoff of a winning fund, labeling it “XYZ Fund II.” Or a smart bond fund company will branch into stock funds. They’re hoping you’ll buy their new products based on the “halo effect” that you perceive from the successfully established ones. In my experience, what usually counts most are the reputation and track record of a fund’s portfolio manager, not the name of the fund or the company that issues it.

Sometimes, a manager’s past performance and talent justly investing in a new fund. But even then, it’s foolish to shift the bulk of your money into it. That should remain in investments that have beaten their benchmarks for three years or longer.

5. Do you ignore reality? Many people can’t bear to weed laggard stocks out of their portfolios. Rather than admit they made a mistake, they will hang on for months or years, waiting for it to catch up to the price they originally paid. Never mind that taking a loss could eliminate an overly risky holding or offset gains on their other taxable investments.

Altfest Personal Wealth ManagementSM is the nationally recognized, fee-only investment management and financial planning firm that is endorsed by NYSDA® Support Services for NYSDA. Altfest contributes articles to help members of the Second District Dental Society plan and think intelligently about their finances. If you would like to reach Altfest, you can call Walter Primmoff at (212) 406-0850 or visit wprimoff@altfest.com.

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AED Law to Take Effect January 1, 2012

 Continued from page 1

 A: The AED law applies to ALL dentists’ offices. Unlike hospitals or other health care professions, dental offices are subject to professional disciplinary action by the State Education Department’s Office of Professional Discipline (OPD). How much does an AED cost? The price of an AED varies by make and model. Most AEDs cost between $1,000 – $2,000, and New York State currently offers a $500 tax credit (see question below) to help offset the cost.

 Is there a specific type or standard of AED that will comply with this requirement?
 A: No. Any defibrillator will meet the requirement of the new law.

 Is there a specific dentist required to be trained in the use of an AED, so the liability for proper use and maintenance is minimal?
 A: No, other dental office employees, including dental hygienists, assistants and clerical and managerial staff required to be certified in CPR.

 A: A dentist who fails to comply with this new law will be subject to professional disciplinary action by the State Education Department’s Office of Professional Discipline (OPD). How much does an AED cost? The price of an AED varies by make and model. Most AEDs cost between $1,000 – $2,000, and New York State currently offers a $500 tax credit (see question below) to help offset the cost.

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2011 SDDS CONTINUING EDUCATION COURSE LISTING

2010-37 “Precision Attachments for Natural Teeth and Implants”
SDDS Member $100.00
SDDS Member’s Staff $85.00
ADA Member/Staff $110.00
Non-ADA Member/Staff $190.00
ADA Graduate Student $60.00
Edward M. Feinberg, D.M.D.
Friday, November 12, 2010
Fort Hamilton Community Club
9:00 AM - 4:00 PM
Continental breakfast and lunch included
2010-38 “Dental Treatment and Management of HIV Positive Patients”
SDDS Member $50.00
ADA Member/Staff $60.00
Non-ADA Member/Staff $95.00
ADA Graduate Student $35.00
Alexander R. Kerr, D.D.S., M.S.D.
David D. Nassry, D.M.D.
Friday, November 12, 2010
Fort Hamilton Community Club
9:00 AM - 12:00 NOON
Continental breakfast and lunch included
2010-40 “Surgical and Restorative Phases in Implant Dentistry”
SDDS Member/Staff $50.00
ADA Member/Staff $60.00
Non-ADA Member/Staff $95.00
ADA Graduate Student $35.00
Miles J. Yacker, D.D.S.
Friday, December 10, 2010
Staten Island Hilton Garden Inn
9:00 AM - 12:00 NOON
MCEU - 6 hours
Continental breakfast and lunch included

2010-41 “CPR and Medical Emergencies in the Dental Office”
SDDS Member $160.00
SDDS Member’s Staff $145.00
ADA Member/Staff $170.00
Non-ADA Member/Staff $280.00
ADA Graduate Student $135.00
MCEU - 5 hours
Continental breakfast and lunch included
SDDS HEADQUARTERS, Brooklyn, NY
(9:00 AM - 3:30 PM)
2010-41 Friday, December 17, 2010
HILTON GARDEN INN, Staten Island, NY
(9:00 AM - 3:00 PM)
2010-39 Friday, November 19, 2010

Are you planning to attend a course at the Fort Hamilton Community Club?
The Fort Hamilton Community Club is located on a military base. You may be randomly stopped by the Military Police on duty upon entering the base or while on the grounds. Please have your photo i.D.,Diller’s license, current regis-
tration and insurance card available for inspection.

DO YOU HAVE AN AED?
Special Negotiated Pricing at a Significant Savings for SDDS and NYSDA Mem-
ers Only
Call AED Professionals at (888) 541-2337.
You must identify yourself as a SDDS/NYSDA member to receive discount.

MICHAEL ZIDILE, D.D.S.
BOARD CERTIFIED PERIODONTIST

Before
After
Before the procedure, the photograph demonstrates a decayed tooth with severe gum recession and root exposure. 4 weeks following the connective tissue graft procedure, complete coverage of the root is achieved.
A newly established periodontal practice in Brooklyn Heights.
The practice is limited exclusively to the treatment of periodontal diseases, including oral hard and soft tissue periodontal reconstruction, periodontal plastic surgery, and the surgical placement of dental implants.
I am proud to offer advanced specialty care in a warm and comfortable environment, and remain committed to meet and exceed your expectations.

CLASSIFIEDS
FOR RENT – Rent my fully equipped dental office near Staten Island Hospital on Seaview Ave. For more info and details call (917) 448-7209.

MICHAEL ZIDILE, D.D.S.
BOARD CERTIFIED PERIODONTIST

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