



Signature

CENTRAL COAST DENTAL SOCIETY

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CCDS President Dr. Keyla Springe

Dear Friends,

One of the most important aspects of human relationships is the power of communication. In dentistry, as well as in life, understanding the various tones (mood or emotions) that patients display, and matching them, strengthens interactions and trust, which in return creates patient satisfaction, secures your treatment plan, and helps in the delivery of high-quality care.

When people communicate, they reveal a force that moves them. This force unveils either a **chronic** state of being, as in being cheerful or antagonistic; or it unveils an **acute** reaction to a circumstance, as in feeling grief for a loss. This force is the **'tone,'** which is influenced by various factors, such as personal experiences, environmental conditions, physical health, social interactions, and even hormonal changes.

I've been studying management with MGE

(Management Experts) and would like to bring you their tool of **matching the patient's tone** that I have been using successfully to achieve good communication. I can only talk about highlights of the subject, since it would be difficult to explain it all here.

When a patient shows up, he or she will demonstrate facial expressions, body language, intonation, and intention that will let us know how to categorize what he is feeling at that moment. Some of these emotions are easier to spot than others. These emotions make up a Tone Scale. Here it is simplified, in sequence, from positive to negative:

- Enthusiasm:** A person with a high level of energy, capable of communicating completely and rationally.
- Cheerfulness:** Capable of communicating selectively, cutting off disturbing communication.
- Conservatism:** Communication is more casual and reserved. Small talk is preferred.
- Boredom:** There's a lack of interest and inattention in conversations. They don't like to talk.
- Antagonism:** The individual is apt to nag, put people down, and make nasty communication.
- Anger:** Complete refusal to listen, intense irritation, showing anger, and possibly rage. Communication on this level often involves confrontation and aggression.
- Covert Hostility:** A level characterized by hidden hostility or antagonism. Individuals may appear friendly on the surface, but harbor negative thoughts or intentions.
- Fear:** Here, individuals may experience anxiety, insecurity, or a sense of impending danger. Communication may be hesitant or defensive.
- Sympathy:** Communication shows a desire to offer comfort, support, or understanding to others misfortunes.
- Grief:** Great sadness provoked by trouble or loss. They speak sadly and hopelessly.

President (cont. on page 2)

CENTRAL COAST DENTAL SOCIETY

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This publication solicits announcements, essays, and articles of interest to the general membership of the CCDS. All contributions are subject to space and/or content editing at the editor's discretion.

CLASSIFIEDS:

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**“IF YOU LOVE WHAT YOU DO
MAKE TIME TO VOLUNTEER,
HELP LEAD AND PRESERVE
THE INTEGRITY OF THE
PROFESSION OF DENTISTRY
FOR FUTURE GENERATIONS”**

Art Dugoni, DDS

Contact CCDS President

Keyla Springe, DDS

Kspringe@sbcglobal.net
or Laurie

CCDS@charter.net

805.544.1113

President (cont. from page 1)

Apathy: A state of emotional numbness. Communication may be characterized by a lack of energy or enthusiasm. They say things like: “What’s the use? All is lost.”

It’s important to reiterate that a person can move up and down on this Tone Scale hour to hour, day to day. He/she will be found to have a constant (chronic) tone as well.

In order to communicate efficiently, you must interact in the same tone, or in a tone slightly above theirs. So, first you identify the tone the person presents you, then you respond using a tone slightly above that. If you talk to a person in ‘antagonism’ with a cheerful attitude, this person will not relate to you. On the opposite side, the same disconnect will happen if you talk to a cheerful person with anger. Some examples of successful responses will make this clearer:

Dentist: Good morning, John!

Patient: What’s good about it? (antagonistic)

Dentist: Good enough to keep going. How can I help you? (Said slowly) (boredom)

President (cont. on page 3)

President (cont. from page 2)

Dentist: Hi, Sally. How are you?

Patient: My sister died... I am devastated because I can't go to the funeral. (grief)

Dentist: I'm so sorry, Sally... Do you want to talk about it? (sympathy)

Patient: Everyone says such good things about you! I know you are the best!

Dentist: Thank you, Sally. We always thrive to do the best dentistry.

Sometime later, you read her 1-star review saying "this Dentist doesn't know what he is doing, be aware...blah blah blah" (covert hostility)

These are the most dangerous patients because frequently you can't identify them until it's too late.

Dentist: There are 6 teeth that need crowns.

Patient: Oh, I see... I am buying you a new Mercedes. (antagonistic)

Dentist: Actually, a Ferrari now... But we are talking about your health here. (Antagonistic initially, and after, boredom)

Patient: I'm not doing this deep cleaning. I'm already 80 years old! (anger)

Dentist: I don't want to be **extracting** your teeth when you are even **older!** (anger)

Patient to the receptionist: I've been waiting for half an hour! I have other obligations today; this is very disrespectful! (anger)

Receptionist: I totally agree with you! This is not acceptable! I'm going to see what's going on, this should **not** become your problem. If you still can wait, I will seat you in 5 minutes. I can't let this happen! (anger)

Now, I owe you an explanation. The important aspect when matching the tone of anger, is for the response to come with anger **not directed at the person** but **with the person, at the same thing they are angry at.**

I believe that developing effective communication skills requires consistent practice. This is a skill set that can be mastered. The insights I shared today will prove invaluable in enhancing interactions with your patients, just as they have been helping my own professional journey.

Sincerely,
Keyla Springe, DDS
CCDS President

In Loving Memory

John Phillip Anderson, DDS

May 7, 1948 - June 25, 2023



John Phillip Anderson, age 75, passed away on June 25, 2023, at Twin Cities Hospital in Templeton, California after a three-year struggle with cancer. He died the same way he had lived his whole life - peaceful, content, with faith in God, and coming up with lists of things that still needed to be done.

John was born on May 7, 1948 in Bakersfield, California to Marian and Marty Anderson. He spent his childhood playing tennis, playing the clarinet and saxophone, doing chores, ballroom dancing and building contraptions with his brothers. In high school, he got the crowds cheering as the school mascot, Danny Driller. John attended UC Davis, where he met his first wife, Kathleen. He then earned his doctorate in Dentistry at Case Western Reserve in Cleveland, OH before joining the Navy where he served as an officer and the ship's dentist for three years. After the service, John studied Orthodontics at the University of California San Francisco and graduated in 1979. Soon after, he started an orthodontic practice in Atascadero, California. Serving nearly every teenager in town, his patients were at the mercy of his Orthodontics chair, unable to escape his endless upbeat chatting as he checked and tightened their braces. He and Kathleen raised three children in Atascadero. John was active in his children's activities and was always on top of community current events and the local happenings.

Dr. Anderson (cont. on page 4)

Dr. Anderson (cont. from page 3)

Inspired by his French roots and a trip to Paris, John started making hooch out of his garage with other amateur wine-maker friends in the late 1990's. His "hobby" quickly grew, and soon he was planning his own vineyard. In 1996 he began dating Laural, whom he married in 1999. In the years that followed, they nurtured and developed quality grapes on his ideal plot of land. In 2007, John decided it would be a good idea to end his Orthodontics career (just as his grandchildren were reaching the age of needing braces) in exchange for full-time back-breaking labor and low-margin earnings as the founder and owner of St. Hilaire Vineyard and Winery. John's meticulous attention to winemaking produced quality red wines earning accolades in local and regional wine competitions including Best of Show at the Mid-State Fair.

John enjoyed tending the vineyard and reaping the benefits of his very fruitful garden. Friends and family were always welcome to enjoy some wine while hearing a detailed tutorial on the intricate process of making wine, though, any interest of his was fair game for him to share in detail. He loved a good meal and playing games around the dinner table. When given the chance, he loved traveling with Laural and friends and experiencing different places, cultures and cuisines. John adored people, loved to get involved with different groups, and welcomed opportunities to practice his amazing ability to learn and perfect skills. This included joining Wines and Steins which helped him perfect his craft, getting hooked on fly fishing, and flying remote control planes. For John, there was no such thing as a stranger, he would offer a helping hand to anyone that needed it. He has been a member and Elder of Bethel Lutheran church for 45 years, serving in many capacities.

John was preceded in death by his parents and beloved brother, Robert. He is survived by his wife Laural; his children Josh Anderson, Mollie Watkinson, Peter Anderson, Heather Reuterskiold and Crystal Jensen; his sisters Bonnie Green and Mary Harbor and his brother Tracy Anderson; his grandchildren, Nicholas and Stephen Anderson, Liam Murphy, Carina and Caitlyn Reuterskiold, Abraham, Lydia and Caspian Watkinson and Gage Anderson; his brothers-in-law Wayne Green and Terry Harbor; sons-in-law Jack Watkinson and Dave Reuterskiold and daughter-in-law Gretchen Anderson and many beloved nieces, nephews, and extended family members.

CELEBRATION OF LIFE

Sunday, July 9

2:00 pm

Atascadero Lake Pavilion

9315 Pismo Avenue

Atascadero, CA 93422

Arrangements are under the care of the Chapel of the Roses in Atascadero.

Online condolences and memories may be shared by visiting <https://www.dignitymemorial.com/obituaries/atascadero-ca/john-anderson-11347413>.

Please make a donation in lieu of flowers to any of the following organizations:

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Hope Spring Community

American Cancer Society

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Bethel Lutheran Church of Templeton

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SLO Noor Dental Clinic is looking for a skilled dentist to join our dental family. We are a local nonprofit serving uninsured and low-income adults here on the beautiful Central Coast and are committed to delivering dental treatment in a caring and compassionate manner.

This is a perfect opportunity for an experienced doctor to practice direct patient care without the pressures of billing, bottom lines, and production. Our practice is a friendly, positive, patient focused setting to help our patients feel supported and cared for.

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- General dentistry
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- Dentures/Partials
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- Address Periodontal concerns

Requirements:

Licensed dentist in the State of California including current healthcare provider CPR.

Supports the mission of SLO Noor Foundation and can offer encouragement to patients.

Demonstrates effective communication and interpersonal skills.

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Two days per week.

Contact:

Annie Steel - asteel@slonoorfoundation.org

CALIFORNIA DENTIST SHOULD REVIEW C.E. REQUIREMENTS AS DENTAL BOARD RESUMES AUDITS!

Provided by CDA, May 11, 2023

CDA encourages dentists to review continuing education rules and requirements as the Dental Board of California resumes conducting C.E. audits this year.

The dental board will mail audit notices to randomly selected licensees. While the odds of being selected for a C.E. audit are low, licensed dentists should ensure their correct address is recorded in **BreEZe** — the Department of Consumer Affairs' online licensing and enforcement system. Licensees who receive an audit notice have 30 days from the date of notice to respond with all requested C.E. documentation.

Practice owners are additionally responsible for knowing the C.E. requirements of their employees and ensuring, for example, that dental assistant employees provide evidence of certain completed courses and certifications.

Mandatory C.E. courses and required minimum units for renewal

Common C.E. deficiencies identified by past dental board audits include:

Licensee has not completed a mandatory C.E. course.
Licensee has not completed the minimum required units for renewal.

Licensee did not take a mandatory C.E. course from a provider approved by the dental board to provide the mandatory C.E.

Currently, California-licensed dentists are required to complete four mandatory courses and a minimum of 50 units to renew their license. Registered dental assistants and RDAs in extended functions must complete three mandatory courses and 25 units for license renewal. Anesthesia and sedation permits have additional minimum C.E. requirements.

The mandatory courses are:

- Board-approved course in infection control (2 units).
- Board-approved course on the California Dental Practice Act (2 units).

- Course in basic life support provided by either a CERP or PACE provider or by the American Heart Association, American Red Cross or, as of January 2023, the American Safety and Health Institute.

- (For dentists only) Board-approved course on the responsibilities and requirements of prescribing schedule II opioid drugs (2 units).

A portion of the basic life support course may be completed online, but licensees must complete an in-person, hands-on skills practice session to satisfy the mandatory C.E. requirement.

The **required course on opioid-prescribing** is a newer requirement effective January 2023, as CDA reported last fall.

(Relatedly, dentists with DEA registration must comply with a new federal act requiring opioid use disorder training. Read the **CDA article** published in March for details.)

Mandatory C.E. courses only count when provided by approved entities

To qualify for license renewal, mandatory C.E. courses must be taught by an approved provider.

As already noted, the course in basic life support must be provided by either a CERP or PACE provider, the American Heart Association or the American Red Cross or American Safety and Health Institute (the latter as of Jan. 1, 2023).

Courses on infection control, the Dental Practice Act and the responsibilities of opioid prescribing will only count toward license renewal if they are taught by providers preapproved by the dental board. For example, the board **approved the CDA course** "Responsibilities and Requirements for Prescribing Controlled Substances (Schedule II Opioid Drugs)," created in partnership with Western University of Health Sciences, to satisfy the newest license renewal requirement.

Dentists can use the **BreEZe license search tool** to determine if a course provider is approved. Registered C.E. providers must have a "current-active" (not expired) permit to be valid.

Scope of license and permits may affect eligibility for C.E. credit

The education a licensee receives does not necessarily enable them to perform the services within that course and, in some cases, may not qualify for C.E. credit. For example, a course related to the provision of elective facial cosmetic surgery would not enable the licensee to perform such services unless the attendee has an EFCS permit (see 16 CCR 1016(b)(4)(F)).

Licensees should evaluate the educational value of C.E. courses and are always responsible for knowing the scope of their license and permits.

SETTLEMENT REQUIRES *SmileDirectClub* TO CHANGE REFUND POLICY FOR U.S. CONSUMERS

Provided by CDA June 29, 2023

The online orthodontics company SmileDirectClub must remove certain conditions from its refund policy for U.S. customers and release more than 17,000 customers nationwide from those provisions in the company's nondisclosure agreements as a result of a lawsuit settled 2 weeks ago.

The lawsuit, filed in December 2022 by the Office of the Attorney General for the District of Columbia, **alleged** that SmileDirectClub engaged in deceptive and unfair business practices, including unlawfully using nondisclosure agreements “to silence consumers, manipulate online reviews, and hide information about the safety and effectiveness of its products from the public and government regulators.”

According to the OAG's lawsuit, SmileDirectClub required consumers to sign nondisclosure agreements to receive a refund after more than 30 days of using its clear aligners, which are shipped through the mail and do not require in-office visits for impressions, fittings and check-ups.

The OAG's lawsuit alleged that provisions in the nondisclosure agreements prevented consumers from publishing critical reviews of the company's aligner products online, including on social media, publicly sharing their experience with SmileDirectClub products or services and reporting problems to local, state and federal regulators.

The OAG also alleged that individuals who violated the terms of agreement could face penalties or lawsuits by SDC and, at minimum, be required to remove any public reviews.

“The NDAs used by SmileDirectClub effectively prevented dissatisfied and harmed consumers—including consumers who suffered injuries or permanent harm that required medical treatment—from publicly sharing their experiences,” the **OAG news release states**.

Customers who express dissatisfaction with SDC's aligners cannot be denied refunds

Although the lawsuit was filed in the District of Columbia, the terms of the settlement apply to SmileDirectClub's future practices and agreements with customers throughout the U.S.

The **terms of the settlement** require SmileDirectClub to honor its “Lifetime Smile Guarantee” as long as the guarantee remains in place and to:

- Provide a full refund to customers in the U.S. who return unused aligners within 30 days of receipt of payment and request a refund.
- Provide a prorated refund to customers who request a refund more than 30 days after receipt of payment.
- Stop requiring customers to sign a nondisclosure agreement or other document containing specific provisions as a condition for refund, i.e., denying a full or partial refund to “customers who complain of dissatisfaction with SDC's aligners, dental or gum problems, negative health consequences, or who threaten litigation against SDC.”
- Eliminate the requirement that the customer (1) delete any social media or other public postings about SmileDirectClub or its products; (2) not publish or communicate any disparaging statements or opinions about SmileDirectClub or its products; and (3) not file any new complaints against SmileDirectClub or its products with the Better Business Bureau or local, state or federal agencies or regulators.
- Release consumers across the U.S. who signed nondisclosure agreements from the silencing terms of the agreements, as described above. Approximately 17,000 customers will be released from these terms.
- Notify by U.S. mail or email and within 30 days all consumers in the U.S. who signed a nondisclosure agreement that they are relieved from the silencing provisions of the agreement.
- Pay \$500,000 to the District of Columbia for violating the district's consumer protection laws.

California law protects consumers who receive telehealth treatment

SmileDirectClub customers in California are covered by the settlement, and Californians benefit from additional consumer protections through legislation that was signed into law in 2019 and took effect Jan. 1, 2020. The law requires telehealth companies and treating dentists who use telehealth to maintain a uniform standard of care for orthodontic services received through teledentistry. These protections:

- Require treating dentists to review the patient's most recent radiographs suitable for orthodontics or order new radiographs prior to starting orthodontics.
- Require patients be provided with basic information about their treating dentist, such as the dentist's full name and state license number, as is required of brick-and-mortar dental practices.
- Preserve a consumer's ability to submit complaints about licensees to the dental board — even if the consumer has signed an arbitration clause or nondisclosure agreement.

For more details about the state law, read the CDA article “**Victory for direct-to-consumer orthodontic patient protection bill**” published in October 2019.

**UPCOMING 2023 & 2024
CONTINUING EDUCATION COURSES**

FRIDAY, SEPTEMBER 29, 2023

In Person and Virtual—you choose

**“Infection Control, OSHA, and the CA dental Practice Act”
Nancy Dewhirst, RDH, BA**

***FRIDAY, NOVEMBER 10, 2023 (Date Change)**

In Person and Virtual—you choose

**“The Myths of Pediatric Dentistry”
David Rothman, DDS**

FRIDAY, JANUARY 26, 2024

In Person and Virtual—you choose

**“Responsibilities and Requirements of Prescribing Schedule II Opioids”
& “Medically Compromised Patients”
Patrick Quaranta, DMD**

FRIDAY, MARCH 22, 2024

In Person and Virtual—you choose

TBD

FRIDAY, MAY 10, 2024

In Person and Virtual—you choose

TBD

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members to submit articles, events, birth
announcements or local news to me to
include in our newsletter. Please forward
them to my email address:**

Jonfu.dds@gmail.com

I look forward to hearing from you.

**Sincerely,
Jon Fu, DDS
CCDS Editor**

EMPLOYERS MUST PRINT AND DISPLAY **TWO UPDATED LABOR LAW POSTERS**

Provided by CDA June 21, 2023

Dental practices must print and display in the workplace two revised posters issued by the U.S. Department of Labor. One poster pertains to lactation accommodation and the second to the Employee Polygraph Protection Act.

Neither updated poster is included in the **complimentary Required Poster Set** CDA mailed in April to confirmed practice owners as a benefit of membership. Therefore, dentists will need to download, print and affix the updated poster over the poster currently displayed in their office.

The posters must be displayed in a highly visible place to employees.

Updated FLSA Minimum Wage poster

Signed into law last December and taking effect this year, the federal PUMP Act provides additional rights to parents who must express breast milk in the workplace and impacts employers who are not covered by **California's more expansive protections**.

Employers must print the updated (April 2023) federal **"Fair Labor Standards Act Minimum Wage" poster**, also **available in Spanish**, and affix it over the version currently displayed in their office. The updated poster contains information about the new law in a section titled "Nursing Mothers." Previous versions, including the August 2016 version included in CDA's Required Poster Set, no longer satisfy the posting requirement.

California employers must also provide lactation accommodation notices to employees beyond the federal posting requirement as described in the CDA article linked above.

Updated Employee Polygraph Protection Act poster

The federal Employee Polygraph Protection Act prohibits most private employers, including dental practices, from using lie detector tests either for preemployment screening or during employment. Employers must display in a conspicuous place for employees and applicants the DOL's poster explaining the act.

At the time of this writing, the DOL's webpage with the downloadable poster still indicates the poster was last revised in 2016, but a revised version (2/2022) has since been made available, and the July 2016 version no longer satisfies the posting requirement. Practice owners should **download the updated version**, available in English and Spanish, and affix it over the version currently posted in the office.

A **third updated poster** that cites employees' rights under the Family Medical Leave Act is available to print and display. However, as communicated in a **recent edition** of CDA's member newsletter, Inside California Dentistry, the February 2013 and April 2016 poster versions continue to satisfy the posting requirement. If a dental office is displaying one of those prior poster versions, it need not take any action.



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PLEASE CONTINUE TO
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WWW.CDA.ORG/COVID19**

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IN PERSON

ADA ANNUAL MEETING

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October 23-27, 2024.....Seattle, WA

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