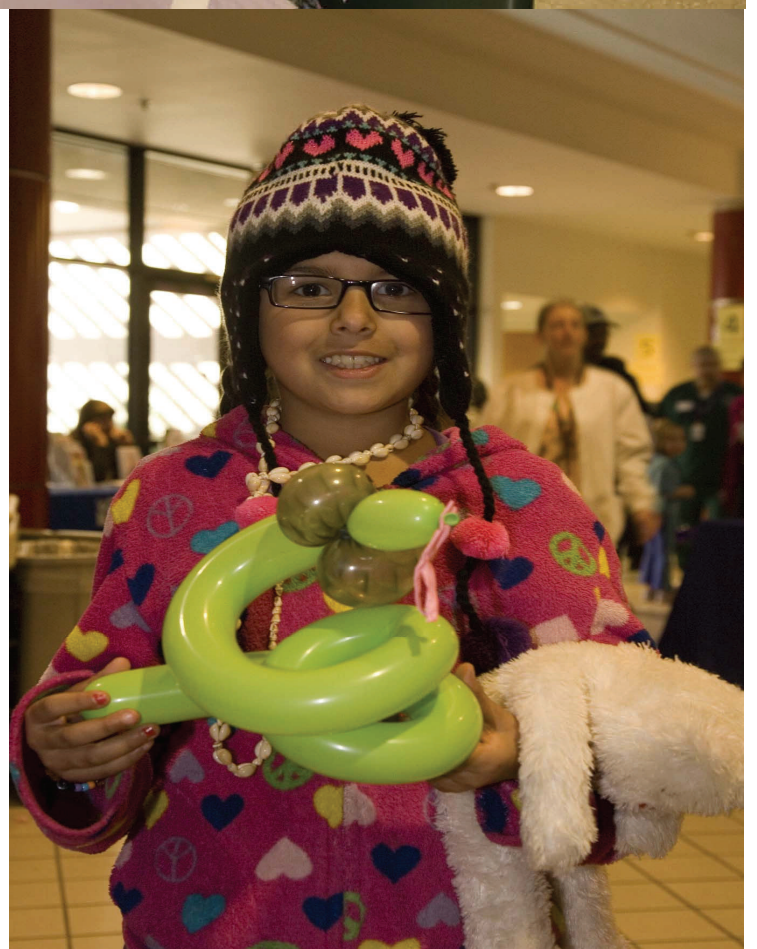




Photos provided courtesy of FMDS Periodontist, Dr. Gerald Pieroni.





POSTING FORM FOR POLICY ON THIRD PARTY COMMENTS

The Commission currently publishes, in its accredited lists of programs, the year of the next site visit for each program it accredits. In addition, the Commission posts its spring and fall announcements on the Accreditation Announcements area of the ADA website for those programs being site visited January through June or July through December. Developing programs submitting applications for initial accreditation may be scheduled for site visits after the posting on the ADA website; thus, the specific dates of these site visits will not be available for publication. These programs will be listed in the Accreditation Announcements with a special notation that the developing programs have submitted applications for initial accreditation and have been scheduled for site visits. Parties interested in these specific dates (should they be established) are welcomed/encouraged to contact the Commission office.

The United States Department of Education (USDE) procedures require accrediting agencies to provide an opportunity for third-party comment, either in writing or at a public hearing (at the accrediting agencies' discretion) with respect to institutions or programs scheduled for review. All comments must relate to accreditation standards for the discipline and required accreditation policies. In order to comply with the Department's requirement on the use of third-party comment regarding program's qualifications for accreditation or initial accreditation, the following procedures have been developed.

Programs with the status of initial accreditation, and programs seeking initial accreditation may have comments submitted by interested parties such as faculty, students, program administrators, Commission consultants, specialty and dental-related organizations, patients, and/or consumers

The Commission will request written comments from interested parties in the spring and fall Accreditation Announcements on the ADA website. All comments relative to programs being visited will be due in the Commission office no later than sixty (60) days prior to each program's site visit to allow time for the program to respond. Therefore, programs being site-visited in January through June will be listed in the fall posting of the previous year and programs scheduled for a site visit from July through December will be listed in the spring posting of the current year. Any unresolved issues related to the program's compliance with the accreditation standards will be reviewed by the visiting committee while on-site.

Those programs scheduled for review are responsible for soliciting third-party comments from students and patients by publishing an announcement at least ninety (90) days prior to their site visit. The notice should indicate the deadline of sixty (60) days for receipt of third-party comments in the Commission office and should stipulate that comments must be signed, that signatures will be removed from comments prior to forwarding them to the program, and that comments must pertain only to the standards for the particular program or policies and procedures used in the Commission's accreditation process. The announcement may include language to indicate that a copy of the appropriate accreditation standards and/or the Commission's policy on third-party comments may be obtained by contacting the Commission at 211 East Chicago Avenue, Chicago, IL 60611, or by calling 1/800-621-8099, extension 4653.

All comments submitted must pertain only to the standards relative to the particular program being reviewed or policies and procedures used in the accreditation process. Comments will be screened by Commission staff for relevancy. Only signed comments will be considered. For comments not relevant to these issues, the individual will be notified that the comment is not related to accreditation and, where appropriate, referred to the appropriate agency. For those individuals who are interested in submitting comments, requests may be made to the Commission office.

All relevant comments will have signatures removed and will then be referred to the program at least fifty (50) days prior to the site visit for review and response. A written response from the program should be provided to the Commission office and the visiting committee fifteen (15) days prior to the site visit. Adjustments may be necessary in the site visit schedule to allow discussion of comments with proper personnel. Negative comments received after the established deadline of sixty (60) days prior to the site visit will be handled as a complaint.

Reaffirmed: 8/10, 1/03; Revised: 7/09, 8/02, 2/06, 1/97; Adopted: 7/95

INSTITUTION: **FRESNO CITY COLLEGE**

PROGRAM(S) TO BE REVIEWED: **DENTAL HYGIENE**

SITE VISIT DATE: **OCTOBER 1-2, 2013**

60-DAY DEADLINE FOR RECEIPT OF COMMENTS IN THE COMMISSION OFFICE: **AUGUST 1, 2013**

(Commission on Dental Accreditation, 211 E. Chicago Avenue, Chicago, IL 60611)

Dr. Curtis Darby, February 13, 1921-March 12, 2013.

The following was re-typed from the Memorial found in the Fresno Bee with minor dialogue in italics added by Valjean Jury.



Dr. Curtis C. Darby passed away on Tuesday, March 12, 2013, in Bend, Or. after a short illness. He was born in Medford, Or. on February 13, 1921, to Curtis and Mary Darby and lived in Medford until his teens and then moved with his family to California.

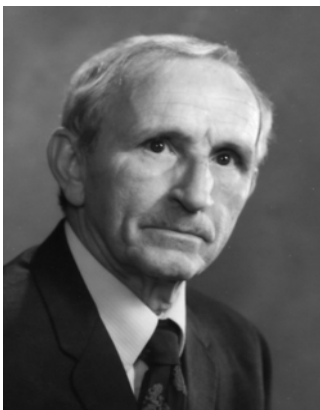
He attended Fresno State College before graduating from the College of Physicians and Surgeons in San Francisco as a dentist specializing in pedodontics. He practiced in Fresno for over 30 years after serving in both the Army and the Navy. He loved to share that he had switched to the Navy because the uniforms were 'snappier'.

His community activities included the *Fresno-Madera Dental Society where he served as president in 1960*, as well as Valley Children's Hospital, the Rotary Club, the Optimist Club and the Masonic Lodge. The Fresno-Madera Dental Foundation, which he helped found, was a focus throughout his life. He worked tirelessly to convince speakers from all over the country to come to the valley to present the foundation's continuing education courses.

Curtis maintained an incredible garden that overflowed with flowers and all manner of fruit trees. He loved taking pictures during his hikes in the Sierra capturing delicate blossoms and majestic vistas. Fishing was another passion that led to many camping trips in Yosemite and longer vacations exploring the San Juan Islands. When not outside, he was an avid reader and always had a book at hand. Most of all he enjoyed good conversation with a neighbor over a glass of wine.

Dr. James Franklin

November 19, 1928—April 10, 2013



As Dr. Franklin's hygienist aptly put it : Dr. Franklin was of the old guard. Born in Clarkesville, Georgia in 1928 and graduating from Clarkesville High School in Georgia, he volunteered for 8 years in the Air Force, achieving the rank of Master Sergeant. Later on he moved to Fresno where he completed his pre-dental school at Fresno State University in 1961. Applying to Indiana University School of Dentistry, he was accepted into their dental program in 1961, graduating with his dental degree in 1965.

He held dual licenses in Arizona, and California. In 1965 Dr. Franklin began his membership with the Fresno Madera Dental Society—remaining a member in good standing until his retirement in 2009. He retired as a Life Member with the California Dental Association, the American Dental Association and the Fresno-Madera Dental Society. His dental hygienist, Laura Terronez worked with him for 25 years. A testament to his ability to work well with his staff.



Dr. Juan Jose Alzate
5650 N. Fresno Street
Fresno, CA 93710
559-447-5781
(General Dentistry)

Dr. Aaron Noordmans
7055 N. Fresno St. Suite 202
Fresno, CA 93720
559-432-4911
(Oral Surgery)

Dr. David Pressitti, Jr.
726 Barstow Avenue
Fresno, CA 93704
559-431-3559
(Orthodontics)

Dr. Ray Lander
1795 Herndon Avenue, #104
Clovis, CA 93611
559-840-4330
(General Dentistry)

Dr. Jack Ohanesian
3727 N. First Street, #102
Fresno, CA 93726
559-229-3541
(General Dentistry)



My Experience with Tzu Chi

Dr. Richard Furze

My experience with Tzu Chi is both personal and clinical. I started volunteering with Tzu Chi about one year ago after I had a discussion with a colleague who volunteered at Tzu Chi. My question to him was, "What is Buddhism about? How does it manifest in daily life?" He said, "Come to the Tzu Chi dental clinic and see." So, I did. This is what I saw and why I have continued to volunteer monthly and why I expect to do so indefinitely.

On my first day, the people I saw as dental patients were mostly street people and the newly-poor. Their mouths were for the most part well-maintained, but showed signs of deferred maintenance, forced upon them by our trying financial times. The mobile Tzu Chi dental clinic provides very basic services, such as cleanings, tooth removal, and basic fillings. This helps many but cannot provide for the more complex cases.

Cont'd next page

My Experience with Tzu Chi (Cont'd from page 6)

Dr. Richard Furze



I also saw the Tzu Chi volunteer staff, particularly noticing how they were as people. They worked hard, did a good job, and were efficient. But what I noticed most of all was that they seemed to enjoy the work. I saw their consideration for their patients as they took the time and trouble to complete paperwork and exams. There was no sense of assembly-line indifference, but rather of human contact in all its quotidian kindness, tolerance, and patience. There was an atmosphere of peace.

On my first day, I had not registered in time to meet insurance requirements to serve as a doctor, so I triaged patients for the four other dentists providing treatment. I was able to meet with each patient, determine their dental needs, learn their names, and see that they got treated. Many of the patients I saw postoperatively as they were leaving. They were happy with the care and very appreciative. They smiled and thanked me when I asked how it went. I have given free treatment in my own practice and have helped people in other ways unrelated to the practice of dentistry, but I have never heard so many thank-yous as I got on my first day at Tzu Chi. They made me feel good; they made me come back.

Why this response? I think it was and is Tzu Chi. I think it is love. At Tzu Chi, people practice love, consideration, and kindness. I noticed that right off when staff members approached me on my first day to welcome me and to introduce themselves. I noticed it in the small groups of young people when they gathered together. I noticed it in a physician in a moment of repose. I noticed it in the large portrait of a woman with a shaved head dressed in a robe, which was placed by the front door. I didn't know a thing about her, but I figured there must be a connection.

I have participated in more than ten Tzu Chi health fairs.

Two were in a rural area of Fresno County. This area of the county is grape country. The Tzu Chi mobile dental van parked next to a green patch of grass in a small park in a little village. Two dentists treated patients in the air-conditioned van while I triaged and treated patients adjacent to the van on the grass. As the day wore on, and the patient backlog grew, more treatment chairs were set up on the grass, side by side. There I pulled teeth. What a difference between what most of us think of a dental office and what I was able to provide for needy patients. They appreciated what I could do for them and I felt good. It was a beautiful day.

One patient I remember in particular. He was seventy years old and a master chef. He worked on cruise ships and had learned enough French for the menu. He grew up in India, where his dad was assigned. They had ten servants. He learned Hindi as a boy so he could talk to them, but he was forced to return to Britain during the time of Gandhi. He had only recently immigrated to the United States. He needed a small filling, which I was pleased to provide. Meeting people outside of my provincial life is one of the pleasures of Tzu Chi.

I am learning Chinese—sort of. The Tzu Chi ladies are patiently teaching me some phrases. I can now say, "thank you, good morning, goodbye, how are you?" They are eager to teach me more. I will try to oblige. I think my pronunciation is atrocious, but they smile and laugh and say that I am doing just fine. Tzu Chi has a family feel to it. I know that it is not and never will be, but that is okay. For me it shows the power of love transcending wide cultural divides. I know that in their families and in their lives there is love, and it spills over. I expect it is related to the lady in the robe, who I hear referred to as "Master."

Local Tzu Chi volunteers are working now toward the ability to provide root canals for its patient base. I have already volunteered.

My first day with Tzu Chi was one of enjoyment. Each succeeding one has been as well. I think my source of pleasure comes in gift-giving. By that I mean that my effort and work is the gift I can give. I think giving comes disguised as work. For me, it brings to mind a quote from Ralph Waldo Emerson: "The only true gift is a portion of yourself."

I understand the Master wants small donations from many. While I have a different Master, I can still make my small donations to Tzu Chi. I believe it is counted by both Masters. As it gives me joy, I will continue. I learned a little about Buddhism now because I hear familiar music. I want to add my voice to the chorus. I find it better to give than to receive.

Article originally featured in Tzu Chi USA Journal Issue 35, Spring 2013. Available online at www.us.tzuchi.org.

ETHICS by Brittany Ryan, CDA Judicial Council Manager

Grouponing & More

The mission of the Judicial Council (council) is the promotion and maintenance of high ethical standards within the dental profession, development and uniform enforcement of a viable and legally enforceable code of ethics, and interpretation and enforcement of the code of ethics. Chapter VIII, Section 170 of the CDA Bylaws states that the duties of the council include providing advisory opinions regarding the interpretation of the CDA Code of Ethics (Code). The Code consists of values and behavioral principles that serve as guidelines for the ethical practice of dentistry. Advisory opinions are meant to be consultative in nature and are designed to aid in the resolution of specific ethical dilemmas; they are not binding interpretations, but they may be considered as persuasive by a hearing panel should a dentist be charged with a violation of the Code.

Over the past four years, the council has observed four topics of common inquiries and ethics complaints that the Code did not sufficiently address. These topics include: 1) social media/social couponing, 2) billing issues, 3) patient abandonment, and 4) disputes between colleagues, especially after the termination of a professional relationship. Further, in April 2012, the American Dental Association added an advisory opinion addressing split fees in advertising, particularly designed to address the phenomenon of social couponing. The council agreed that a similar provision would be helpful at the state level.

In order to maintain the relevance and usefulness of the Code as a viable document for guiding the ethical conduct of CDA members, the council recommended consideration of four additions to the Code in the form of advisory opinions. At 2012 House of Delegates meeting in November, the House adopted Resolution 4S1a, which modified the Code to include four new advisory opinions to the Code, which have been listed below.

New Advisory Opinions:

1.B.1. Patient Abandonment: Once a dentist has undertaken a course of treatment, the dentist should not discontinue that treatment without giving the patient adequate notice and the opportunity to obtain the services of another dentist. Care should be taken that the patient's oral health is not jeopardized in the process.

1.B.2. Notice of Provider Relocation: Patients treated by a dentist who leaves a dental practice have the right to be informed of the dentist's new contact information. It is unethical to withhold this information, if known, upon the request of a patient or to provide misleading information to pa-

tients. If the responsibility for notifying the patients falls to the departing dentist rather than the dental practice, the practice should not interfere with the discharge of these duties by withholding patient lists or other necessary information.

7.A.3. Billing For Services Not Rendered: A dentist shall avoid billing for services not rendered. If payment has been received for a service that is ultimately never rendered, the dentist shall arrange to refund any overpayment immediately.

11.A.1. Split Fees in Advertising and Marketing Services: The prohibition against a dentist's accepting or tendering rebates or split fees applies to business dealings between dentists and any third party, not just other dentists. Thus, a dentist who pays for advertising or marketing services by sharing a specified portion of the professional fees collected from prospective or actual patients with the vendor providing the advertising or marketing services is engaged in fee splitting. The prohibition against fee splitting is also applicable to the marketing of dental treatments or procedures via "social coupons" if the business arrangement between the dentist and the concern providing the marketing services for that treatment or those procedures allows the issuing company to collect the fee from the prospective patient, retain a defined percentage or portion of the revenue collected as payment for the coupon marketing service provided to the dentist and remit to the dentist the remainder of the amount collected. The prohibition against fee splitting is not applicable to marketing via group advertising or referral services that do not base their fees on the number of referrals or amount of professional fees paid by the patient to the dentist.

The council's Subcommittee on Ethics in Dentistry (SED), which serves to provide communication and education on ethical issues to CDA members, is developing quarterly articles in an effort to inform members of the council's interpretations and provide guidance on ethical conduct in these areas. The first two-part article on social media is currently available on the Component Editor's SharePoint website for download and publication in your newsletters. The next article on Patient Abandonment will be available in June, with two more articles planned for this year.

The CDA Code of Ethics, is available on cda.org. Please contact me if you have any questions or if I can be of further assistance. Thank you.

Regards,

Brittney Ryan

RM Matters— Source/ Information provided by TDIC

Date: March 7, 2013

Contact: Risk Management Department

800.733.0634

OMG! Txting @ work is not gr8

Have a clear policy about mobile phones, texting

By Risk Management Staff

Not many will debate the practicality of mobile phones. And since the ubiquitous gadgets are not likely to go away, it's essential to have a policy regarding smartphone and cellphone use on the job. It's equally important to document the policy in writing and make sure your team understands it.

Risk management analysts say many dental practice owners have not addressed smartphone use in a formal manner, but need to.

Mobile phone use during work hours can give patients the impression their dental care is not a priority, and phone use creates distractions that can increase liability. Inaccurate documentation and lack of attention to detail can occur when concentration is divided between work and mobile devices.

If employees are making personal calls, checking email, texting or using smartphone applications at work, the activities could be the result of a lack of policy or an unclear policy. If you have a mobile phone policy, review it for clarity and missing information. If you don't have a mobile phone policy, now is a good time to draft and implement one.

The Dentists Insurance Company recommends banning cellphone and smartphone use while on duty, including sending or receiving personal calls, emails and text messages or using smartphone applications. Further, TDIC recommends establishing a no-text policy, prohibiting staff from texting the dentist for any reason. This helps prevent issues such as sending a text instead of calling in sick for work. If the employee is texting about a patient, banning such communication also removes any potential violation of that patient's privacy.

According to Diana Ratcliff, an attorney in Southern California who specializes in employment labor law, one of the most important things an employer can do is make sure employees are fully aware of office policies and expectations on the job.

Ratcliff suggested that practice owners "communicate their expectations, have policy in writing and follow through with counseling if expectations are not met."

Talk to employees in a staff meeting about smartphone use and texting, and explain the rationale behind the policy, including liability issues that can occur from being distracted at work. Include the policies in your employee manual.

Additionally, encourage ethical behavior that keeps the interests of the practice and its patients first while dissuading behavior such as texting on the job. Model a high standard of personal conduct and do not use your own cellphone while on duty to make or receive personal calls, emails or text messages.

TDIC recommends the following regarding mobile phone policy, texting and employee communications:

- * Prohibit cellphone and smartphone use while on duty for sending or receiving personal calls, emails or text messages, or using smartphone applications.
- * Be clear that employees who need to use their personal phones may do so only during breaks or meal periods.
- * Consider establishing a no-text policy, prohibiting staff from texting the dentist or office manager for any reason.
- * Address attendance and specify that if employees are unable to report to work on time, they must notify the dentist or delegated staff by phone.

Cont'd. on next page

RM Matters, Cont'd. from page 9

- * Train employees on cellphone policy in a staff meeting.
- * Provide employees a copy of the policy.
- * Document cellphone, texting and attendance policies in your employee manual.

For more information or if you have questions regarding this topic, contact the TDIC Risk Management Advice Line at 800.733.0634.



SEAL AND SAVE OUR SMILES AND GIVE KIDS A SMILE

All of us in the dental community thank Louisa Bransford for her tireless work in promoting and putting together the Seal and Save our Smiles event held annually at the Dental Hygiene Clinic. To all who participated, please accept our sincere thanks. Without all of **YOU**, this could never have happened.

To Dr. Michelle Asselin and her group, Dr. Susie Kalinian and her group and to Drs. Kunkel and Evans and their group, our greatest appreciation for offering your offices for the dental society's "Give Kids a Smile" campaign. All in all, between your three offices over 60 children were seen for restorative treatment.

Not to forget Drs. Gerald Pieroni, Richard Furze and Susie Kalinian for taking a submitting their photos of the events of the day, thank you, and thank you everyone for going over the top to provide dental care to our community of children.



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exceptional as you are.
Now choose the optimum
insurance to protect it.**

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