

Spring 2004

## President's Message

Dr. Michael Pollak



We can take pride in belonging to one of the premier continuing education organizations, devoted to the art and practice of cosmetic dentistry. As with any organization, we rely on you for feedback, suggestions, and yes, even criticism, to continually improve our services and reflect the varied interests and needs of our members. These past two years we attempted to select speakers who would appeal to various interests and clinical experiences. This is your organization. Is there a speaker you would like to see? Are there subjects or areas of cosmetic dentistry or practice management you are interested in? Let us know. I encourage any interested members to volunteer their efforts. Most members of the executive began by serving in a volunteer capacity.

In light of the events that unfolded on 9/11, the executive made arrangements for back-up speakers to be available in the event a speaker is unable to attend. Thankfully this has never occurred in our fifteen plus years. Thanks to Drs. Ron Goodlin, Dennis Marangos and Carol Waldman who have made arrangements in their schedules to make themselves available as back up speakers on short notice.

Thanks to Dr. Ron Goodlin for forming and running the TACD Accreditation Study Club. Those of us who have attended have found that it has helped raise the quality of our cosmetic dentistry (as if we weren't picky enough beforehand!)

Continued on page three ...

## TACD News

### Accreditation Study Club

The TACD Accreditation Study Club is going strong!



We had several members and some non members join us for our last meeting and have had several more asking to join in. The club has two more slated meetings this year.  
Thursday April 15, 2004

6:30 pm sharp, at Baluke Dental Studios. Light dinner included. Bring slides of cases for critiquing, according to AACD guidelines.

Contact Dr. Ron Goodlin (905) 727-6453  
Richard Murray@Baluke (905) 764-6322  
Lisa Panos@TACD (416) 236-6861

### Smile Gallery

Bring your photos to the meetings for display in the smile gallery. Lots of prizes!

Each case submission must be a 4 x 6 colour photo according to the following guidelines.



Mount photos on a piece of blue or black bristol board cut in half. Name written only on the back of the board. (anonymous judging) Brief description of the case should be written on the bottom of the board.

### Electons

Congratulations to Dr. Arun Narang who has been elected as the next member of the executive. We are thrilled to have Arun as part of the executive and commend him for his dedication. We would like to thank Dr. Rod Thoms for his participation and commend him on the close race, won by the slimmest of margins of only 6 votes.

## TACD Schedule of Events

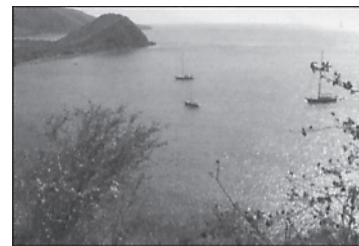


Thurs April 15, 2004	Accreditation Study Club Baluke Dental Studios
April 23, 2004	Dr. John Kios Lecture meeting Le Parc, 8:30 am sharp
April 27 - May 1, 2004	2004 AACD Convention Vancouver
May 19, 2004	Accredittation Study Club
October 15, 2004	Dr. howard Farran Seminar Le Parc, 8:30 am sharp
October 26, 2004	Accreditation Study Club Baluke Dental Studios 6:30pm
November 2004	Member only Free Seminar T.B.A.
January 26, 2005	Accreditation Study Club Baluke Dental Studios 6:30pm
February 4, 2005	Dr. Girard Chiche Le Parc
April 7, 2005	Accreditation Study Club Baluke Dental Studios 6:30pm
April 15, 2005	Dr. Gary Alex Seminar Le Parc
May 10 - 15, 2005	AACD Convention Nashville TN

Congratulations to Dr. Ron Goodlin for being appointed to the AACD committee on International Relations, and to the committee for the AACD convention to be held in Nashville 2005. He has also been selected to be a speaker host in Vancouver as well as returning to the Telephone Hotline answering cosmetic dentistry questions from people from all over the world.

*The members and executive of the TACD*

## Video Tape Library



The TACD Video Library is FREE To all members!

Please visit our Website at [www.tacd-online.com](http://www.tacd-online.com) to view the videos available from the past AACD Conventions since 1996.

### Video Rental Form

Name \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

Address \_\_\_\_\_

I wish to borrow the following videos ( max 3)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Please fax this form or send your email request to Lisa Panos and she will process your request as soon as possible.

Fax 905-278-9137

Email c/o [tacd-online.com](http://tacd-online.com)

Congratulations to Dr. Kal Khaled for being accepted into the Anesthesia Program at the University of Toronto. We wish him good luck in his studies.

*The members and executive of the TACD*

## Make a hundred bucks!

A referral bonus of \$100 will be given to any existing TACD member who refers a NEW MEMBER\*. The \$100 TACD voucher can be used at any of our corporate Sponsor/Exhibitors.\* (A dentist who joins 2 or more seminars and has not previously been a member)

**Congratulations!  
Dr. Arun Narang  
becomes our next  
member of the TACD  
executive.**



Dera Fellow TACD Members.

Thank you for supporting my election into office as your TACD Corporate Relations Representative.

I received my dental degree from the University of Toronto in 1984 and have been an active member of the TACD for the past 8 years. I am also a member of the AACD for the past 6 years, and I am working towards my accreditation. I am a fellow of the ICOI and a Fellow of the Academy of Dental Facial Aesthetics.

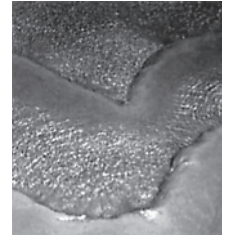
I have a family and Cosmetic practice in Mississauga and a practice in Oakville focusing on aesthetics and implant dentistry.

I look forward to serving the TACD membership to the best of my abilities. Please feel free to approach me if you have any suggestions.

Dr. Arun Narang.

## **Photo Credits**

Photography for this issue and last issue have been provided by Dr. Ron Goodlin.



Anyone interested in providing photographs for use in the future journals are encouraged to submit them to Lisa Panos.

### ***President's message continued from page 1***

To reiterate a theme I have discussed before, I believe that the ideal cosmetic dentistry our patients deserve is often multi-disciplinary. Cosmetic restorative procedures are much more predictable when we have resisted the urge for the quick fix and performed the ideal preliminary treatments in periodontic, endodontic, orthodontic, and occlusal regimens.

As my presidency comes to an end, I want to thank my executive Dr's Kal Khaled, Carol Waldman, Ron Goodlin, Maurice Schacter and our executive director Lisa Panos for their efforts and enthusiasm. Thank you to my fellow members for their support and trust. You have made my term satisfying both personally and professionally.

Dr. Mike Pollak

## **Cosmetic Pearls by Dr. Ron Goodlin**

### **My most valuable "non dental" tools**

Without question my most valuable non dental tool is the stopwatch timer. I have several of these, at least two in each operatory. One is set to 20 seconds, the time I must wait for etching enamel, and waiting for each layer of my self etching primer to do its thing. The other one is set for 4 minutes, the time it takes for my impression material to set. It is all too easy to guess at the length of time these materials are in place, and far easier to overestimate the time passed, and therefore not give the material enough time to perform properly, resulting in post operative sensitivity, poor bond strength, and distorted impressions. You can easily change the time so you can time all of your procedures, temporary material setting time, Cementation etc.

My second most valuable tool is my "Goodlin#1" instrument, the index finger of my right hand. There is no law against using it to putty a composite into place, smooch a little cavity or smooth out some fomite.

My digital calipers from Lee Valley Tools are next for precise measurements of heights and widths of teeth, crown thickness and measuring golden proportion.

Hope these help you too!



## Pain Perception is Reality

By Dr. Kal Khaled

Several years ago I heard the statement: "Perception is reality." The dentist-lecturer who said it was educating us on the fact that what a patient perceives is for him "reality." This is a very powerful concept, important in our endeavour to create a successful practice.

A successful practice is based on excelling in three areas. Clinical, Humanistic and Business management.

Pain control is an issue which encompasses both Clinical and Humanistic areas. Pain management is a major part of our clinical repertoire, most obviously as we use local anesthesia to minimize discomfort from dental procedures. Pain is multi-factorial, effected by anatomic stimuli and mediated by psychological factors. The wise practitioner will manage the psychological factors as aggressively as the anatomical. This can be achieved by calming that patient using a soft voice, relaxing music, office décor etc.

Recently I came upon an article by University of Toronto researchers Locker and Maggiriias who interviewed 1422 patients and asked them about their dental experiences. The abstract follows:

Although pain during dental treatment has been identified as playing a major role in the onset of dental anxiety and is a major concern of patients when seeking dental care, there have been very few studies of the prevalence of pain during dental treatment and the factors associated with patient's perceptions of pain. This study used data from a longitudinal population based study to assess the proportion of dental attendees who experienced pain while having dental treatment and the psychological characteristics which predisposed them to experience pain. OF 1422 subjects who completed questionnaires at baseline and five-year follow-up, 96.4% had visited a dentist over the observation period. Two fifths, 42.5%, reported having pain during treatment and one fifth, 19.1%,

had pain that was moderate to severe in intensity. Reports of pain were associated with the types of treatment received, and a number of baseline sociodemographic and psychographic factors. In a logistic regression analysis predicting the probability of pain, a variable documenting the number if types of invasive treatment received (restorations, extractions, crowns/bridges, root canal and perio surgery) had the strongest independent effect. Pain was also more likely to be reported by those who were anxious about dental treatment. These people expected treatment to be painful and felt that they had little control over the treatment process. Pain was also more likely to be reported by those who said they were unwilling to accept or tolerate pain. Younger subjects and those with higher levels of education were most likely to report pain than older subjects and those with a lower educational level. These results indicate that pain is as much a cognitive and emotional construct as a physiological experience. They also have implications for dentist's behaviour when providing dental care.

Comm Dent Oral Epidemio. 2002, Apr, 30(2) 151-9.  
Jaggieras J, Locker D.

The findings of this survey suggest that over 40% of individuals has pain during their last visit to the dentist, and that 20% found the pain to be moderate to severe in nature. Given the modern methods of pain control, this result disappointing. The authors' state that pain perception is not only about individuals who were anxious prior to the appointment reported more pain than the non anxious patients, and those who felt they had little control over the treatment process also reported greater incidence of pain.

This type of research affords us a tremendous opportunity to understand how to help our patients with a dose of reality from a patient's perspective, and an introspective look to our own practices. If a survey was done amongst the dentists, asking if they caused moderate to severe pain 20% of the time, very few dentists would respond in agreement.

Success in dental practice and practice growth can be achieved by paying attention to these types of surveys and acting on their results. Members of the TACD are often ahead of the pack on the dental innovation and service. Given these findings, there exists a tremendous opportunity to

allay the fears of much of the population, many of whom will not seek dental care due to the fear of pain. Understanding the psychological as well as the physiological causes of pain perception will allow us to treat patients more comfortably, more effectively and this will lead to practice growth.

Review your pain control procedures. Look at psychological factors such as sounds, colours, pictures, and physical structure of the office. Look at lighting and hour you and your staff communicate with the patients. Consider the environment from a patient's perspective. (Ask your staff and you patients, for their opinions!)

Clinical pain control methods have come a long way with the advent of newer local anesthetic techniques and materials. What do you offer in the way of alternative anolytic techniques such as Nitrous Oxide, conscious sedation or oral sedation? Many good courses in pain control are offered through the University and private educators.

While the findings of this report maybe considered to be an indication of our failings, look at it as an opportunity for future growth and success.

K. Khaled.

## TACD Accreditation Study Club

By Richard Murray

Last year Dr. Ron Goodin and the TACD executive set up a study club for those members, contemplating or, actively working towards AACD Accreditation. It was intended to be a series of peer group critiquing sessions to help any member wishing to improve his/her quality of dentistry through the process of review. The participants bring in actual cases, suggestions. In doing so, the entire group becomes more aware of how to achieve better dentistry.

As is so often the case, the group has expanded its focus and the subject material is now the whole process of providing better dentistry through closer evaluation and consideration of techniques and biological principles. This group is not limited to younger Dentists, but in fact there are several very experienced and highly skilled clinicians attending the meetings.

The group is probably the best kept secret within the TACD, and it members, a very diverse group, are extremely dedicated. How else would you explain that almost every member made it out to a meeting on the night of one of our worst snow storms in January? Admittedly, most were late, but the fact that they braved the elements is a testament to the value of these meetings.

We always have room for more Dentists and Lab Technicians to join in. Its' fun, casual, highly educational and there is a great dinner supplied compliments of the TACD. To find out more, please contact any of us, and for a list for the upcoming meetings please look at the TACD Schedule of events on page 2 of this newsletter. Check us out once and I'll bet you get hooked too!

*Richard Murray*

Baluke Dental Studios.

Contact Dr. Ron Goodlin	(905) 727-6453
Richard Murray @ Baluke	(905) 764-6322
Lisa Panos @ TACD	(416) 236-6861

## Executive Director's Report

Thank you for another great year! There has been great interest in our TACD Video Library this year. Please remember these videos are free to borrow by all members. A list of the videos from the 2004 AACD Vancouver meeting will be posted on our website in July. Please contact me if you would like to borrow them over the summer. Have a great summer; I am looking forward to seeing all of you again in October.

Lisa Panos

## Treasurer's Report

Excess monies which have accumulated over the last number of years have been invested certificates. The Current year was operated at a light loss due to the addition of the journal cost and the free members' continuing education day. The loss will be offset by the interest we have gained from the investments. We look forward to an equally successful year in 04-05. As I have now entered the Dental Anesthesia program, I have passed the checkbook to Dr. Carol Waldman who will be the Vice President/Treasurer for the next two years.

*Thank you; Dr. Khal Khaled*

## Editor's Report

The publication of only one journal yearly has saved the TACD a considerable amount of money. The addition of the extra Newsletter has maintained our ability to communicate with the membership at large. The addition of email announcements has also been a tremendous success with excellent feedback from the membership. Thank you to Lisa for all her hard work.

*Thank you: Ron Goodllin and Carol Waldman*

## Corporate Relations

Our corporate sponsorship was a great success this year. The program has been so popular we were forced to create a waiting list this year. We would like to thank all of our sponsors for their generous support of the TACD. We look forward to seeing you all again next year. I am pleased to pass on my responsibilities as chair of the Corporate Relations to our newest member of the executive - Dr. Arun Narang.

*Thank you, Dr. Ron Goodlin*

## Classifieds

**Health Outreach** – Non profit organization providing dental services in Guatemala. We welcome any support in the form of equipment/supplies. Tax Receipt will be provided. Contact Dr. Timothy Lee @ (905) 567-8899

**Photography Consulting** – Are you having trouble integrating photography into your dental practice? Dr. Ron Goodlin is able to assist you in all aspects of integrating Dental Photography into your daily office regimen. Just call Ron at (905) 72-Smile!

**Interior Design** – Specializing in Dental offices, Contact Jaipreet (416) 939-3630

**Dental Office Consulting Services-** Specializing in continuing education seminars, marketing strategies, practice analysis. Contact Sandie (905) 336- 7624

**Mountain Bike for Sale-** CCM Heavy duty frame, trip computer, well maintained. 1 set of off road tires and 1 set of slicks. Asking \$100.contact Dr. Patel (905) 455- 8057

**Costumed tailored clothes for infants-** No size is too small! Indian outfits a specialty! Contact Ushy (905) 456-1431

**Desperately seeking female companion-** Young-ish Dentist seeks female companion for upcoming long road trip to Hamilton. Currently valid Petro-Canada Credit Card an asset! Contact Dr. Michael Pollak.

**Dental Personnel Placement Agency-** Busy Temp- Temporary and Permanent placement of all dental staff including restorative dental hygiene. Professional, confidential and reliable. Call (905) 716-TEMP (8367)