

Bronx County Dental News



A PUBLICATION OF THE BRONX COUNTY DENTAL SOCIETY

Robert Yeshion Feb 5, 1936 – June 26, 2021

THE BRONX COUNTY DENTAL

Society mourns the passing of Dr. Robert Yeshion. Bob served as President and Executive Director of the BCDS and was a lifelong proponent of organized dentistry. He was a friend and mentor to many of us. I can think of no better tribute to Bob than to reprint the eulogy delivered by his longtime friend, Dr. Gordon Gaynor.



FOR BOB

There I was, sitting in my car opposite 611 West 239th Street, when Bob came out, smile on his face, to join me for lunch. This was his favorite time of the day where six to eight neighborhood dentists would cram into booths at the luncheonette on Riverdale Avenue.

The order of the day was hamburgers with French fries and a coke, pre-diet coke. We were all friends not competitors as we joked, discussed politics

and some dentistry. There was a common thread as to how we all arrived there.

When I opened my orthodontic practice in 1966, I knew no professionals and few residents in Riverdale. Someone suggested that I see Bob Yeshion. I followed that advice and never looked back. Bob welcomed me to the neighborhood and we became fast friends.

He jump started my practice for which I am forever grateful.

What I was unaware of at the time was that every dentist who was considering a practice in Riverdale started out by visiting Bob. His encouragement and lack of self interest led to many successful practices in the neighborhood.

Bob was the CEO, our mentor and advisor. His philosophy was always to do what served the interests of his patients best, and he was dearly loved by them. After twenty years of establishing a highly successful

practice, Bob expanded his vision of helping people when he became active in the BCDS. He quickly moved up the executive ladder to become their president. Bob has served on every committee and represented the society on the state and national level.

When he was in the latter years of his practice, he was asked to become the Executive Director of the BCDS. Bob and Joy Patane worked together in a symbiotic manner.

It was not easy managing an organization where many of the young Bronx dentists wanted no part of organized dentistry.

Nevertheless, Bob and his associate Joy continued to provide the membership with excellent monthly speakers as well as continuing education programs. The effort that Bob, Bobbie, and Joy, together with many of you here today, put in to the Big Apple Dental meeting was overwhelming. That meeting provided the much needed funds to maintain the Society. The highlight of the year was the Holiday Season Party. Good music, lots of dancing, and laughter and it served as a testament to Bob's leadership.

On a personal note, Jo and I shared many special moments with Bob and Bobbie. Starting with their wedding, and followed by Bnai Mitzvahs, and other life cycle events. They are not only special friends but special people as well. Marriage is such a multifaceted relationship. Both



Bobs retirement party (2015)



Bob with friends Dr. Joel Friedman and Dr. Gordon Gaynor

of you have enjoyed so many adventures together highlighted by the pride and joy that your family brought into your lives. Bobbie your care and devotion to Bob during this trying period brings a great deal of solace to all of us.

He was such a strong presence in our lives. I loved him like a

brother, and I knew that he would always be there for me as I would for him. I speak for his friends and colleagues here today when I say that our lives have been enriched by this exceptional man.

Eulogy delivered by Gordon Gaynor at the funeral services for Bob ■

The Bronx County Dental Society Has a New Website

www.bronxcountydentalsociety.org

THE SITE IS DESIGNED TO BE A RESOURCE FOR member dentists as well as the public we serve. Take a few minutes to take a tour of the site. Some of the new features are:

- A Member Center full of resources for your practice. All information here is updated constantly by the ADA and NYSDA to keep you informed in real time.
- A Public Resource Center for the general public. The Find A Dentist feature enables patients to search for ADA member dentists by zip code and specialty.

Please give us feedback. This is your site and we have the ability to adapt it to better serve our members. ■



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Dr. Jacobo to the Rescue

ONE OF THE MISSIONS OF THE BCDS IS TO GIVE back to the community we serve. When 20 cases of medical gowns were donated to us by the 2nd district dental society, Dr. Amarilis Jacobo did what comes naturally to her. She found a community group that needed help and then did the heavy lifting to make it happen. She enlisted the help of her brother-in-law to pick up 20 cases of disposable gowns in Brooklyn and delivered them to Paloma Izquierdo-Hernandez, the CEO of Urban Health Plan (UHP). UHP is a network of community health centers in the South Bronx, Central Harlem and Northwest Queens. UHP is the biggest employer in the 10459 zip code.

Thanks to Amarilis for making this happen on behalf of the BCDS. ■



Paloma Izquierdo-Hernandez with the donated gowns. Dr. Jacobo was moving too quickly to be captured by our photographers.

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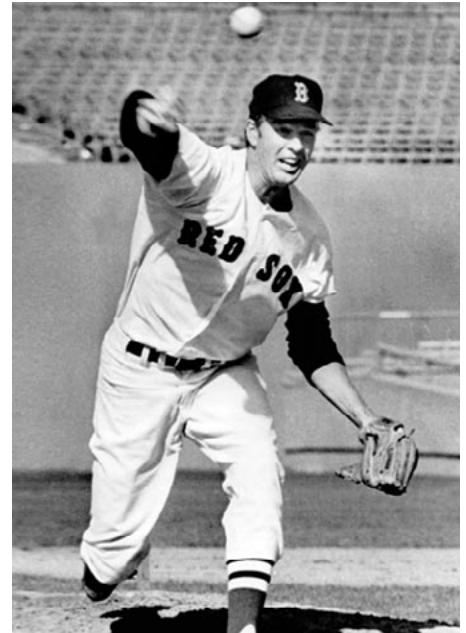
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Who Knew?

THIS INSTALLMENT OF WHO KNEW IS FOR MIDDLE AGED AND older baseball fans.

Jim Lonborg had a 15-year major league baseball career, pitching mostly for the Boston Red Sox. His highlight was winning the 1967 Cy Young Award. Lonborg notched a victory on the last day of the season to send the Red Sox to their first World Series since 1946. Lonborg won 2 games in that series before being called on to pitch game 7 on only 2 days rest. The Sox lost that game to Bob Gibson and the St. Louis Cardinals, extending the "Curse of the Bambino" for another generation.



Lonborg tore knee ligaments in a ski accident that December, leading to a downward spiral of his pitching career. After retiring from baseball, Lonborg rethought his life path. He attended UMass Boston for one year to complete his academic requirements leading to a 3-year program at Tufts Dental School. Lonborg practiced as a general dentist in Hanover, Massachusetts until his retirement in 2017.

Lonborg feels blessed to have had a major league career and then "to come into a beautiful career like dentistry. It's hard to compare. The life of a dentist is a little more realistic, a little more grounded. I've enjoyed my patients and their families and providing a service to them."

Another piece of trivia - On the Boston based sitcom, Cheers, the photo of Sam Malone pitching is actually that of Jim Lonborg. Who Knew? ■

Save the Date

TUESDAY OCTOBER 5
6 PM
MAESTROS CATERERS

CPR/AED Training

THURSDAY OCTOBER 14
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WEBINAR

"Better Preps, Less Stress...Creating Readable, Workable C+B Margins"

TUESDAY NOVEMBER 2
6 PM
MAESTROS CATERERS

"The Threat of Ransomware to Dental Practices"



NO ONE KNOWS NEW YORK DENTISTS BETTER THAN MLMIC

Whether you are a new dentist or an established practitioner, choosing a professional liability carrier is a crucial decision for your practice. Have you ever wondered what makes one carrier stand apart from another? What exactly should you be looking for when making this important decision?

The strength and stability of your professional liability carrier should be one of your first considerations. MLMIC Insurance Company is not only an admitted carrier in New York State, but is now a member of the Berkshire Hathaway family, which further enhances our financial strength. A.M. Best has recently assigned MLMIC Insurance Company a Financial Strength Rating of A+ (superior). This A+ Rating is a testament to MLMIC's stability and unwavering commitment to securing the future of dentists throughout New York State.

In addition to strength and stability, you will also want to look at coverage options and value-added services. MLMIC dentist professional liability policies all come with built-in coverage and benefits including:

- 1 Legal Defense Cost coverage up to \$25,000 for administrative actions and/or Medicare/Medicaid and/or abuse proceedings
- 2 Contractual liability coverage

- 3 Shared limits coverage for Qualified Professional Entities
- 4 Access to our 24/7 Legal Hotline

In addition to the above, MLMIC also waives the cost for tail coverage (Automatic Extended Reporting Endorsement) for qualified Claims Made policyholders on their retirement from the practice of dentistry, and offers some of the most competitive premiums in the state. Both Claims Made and Occurrence policy options are available, as well as an array of liability limits. Whatever your coverage needs, MLMIC has options for you and your practice.

Finally, customer service is another area to investigate while making this decision. MLMIC prides itself on concierge-level service. Whether you have a question regarding coverage, are reporting a claim, or need risk management support, MLMIC is here for you. With over forty-five years of New York-specific experience, MLMIC is New York's #1 dental liability insurer. There is no better way to protect your practice than choosing a carrier located in your "own backyard".



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During these ever-changing times, we are especially thankful to the New York dentists and labs who have donated over \$11.6 million worth of comprehensive donated treatment for 1,848 people. We appreciate the dentists who continue to provide care to vulnerable DDS patients, who have no other resources for treatment they desperately need. If you are interested in helping a patient go to WillYouSeeOne.org ■



Dr. Don Safferstein and his grateful Donated Dental Services patient

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MEMBERS CAN NOW PURCHASE ADVERTISEMENT SPACE IN the BCDS Newsletter. Our newsletter is a quarterly publication that is emailed to over 300 member dentists.

Rates:

- Quarter Page- \$250
- Half Page- \$500
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Cardio-Pulmonary Resuscitation with Defibrillator Training

Tuesday, October 5, 2021 | 6:00pm

Maestros Caterers 1703 Bronxdale Avenue, Bronx New York 10462

Proof of vaccination must be presented

Buffet Dinner at 6pm (Kosher meals available upon advance request*)
Training Course at 7pm

\$95 for Bronx County Dental Society members

\$75 for Staff

\$125 for Non BCDS members

Reservations for this course must be made by 10/1/2021

**TO REGISTER FOR THIS IN PERSON COURSE, EMAIL JOY PATANE AT BRONXDENTAL@OPTONLINE.NET
OR CALL 718-733-2031**

Payment may be sent to Bronx County Dental Society, 2157 Tomlinson Avenue, Bronx NY 10461

3 CE Credits

*Kosher meal requests must be received one week prior to the course.

Dr. Richard Lipscomb Jr.

Better Preps, Less Stress...Creating Readable, Workable C+B Margins

Virtual | Thursday, October 14, 2021 | 7:00pm (EST)

Videos and slides will show you what prepped tooth margins should look like, and how to create them. This course will help our team become more efficient in prepping teeth, making impressions, and fabricating provisional restorations. The key to predictable, functional, and esthetically pleasing C+B cases, is producing margins that everyone can see (the Lab Technician, the Dental Assistant, and the Dentist). This allows your lab to build upon a great foundation, the impression-making to be more predictable, and the provisional process becomes faster.

Course Objectives:

- Digital scanned preps and impressions, what the labs want to see.
- Learn what C+B labs are looking for in the preps and impressions that you send them.
- Show how visible margins are created.
- Learn options to manage soft tissue for better access to margins.
- Review techniques on making impressions.
- Learn how to be more efficient in making provisional restorations.

Dr. Richard Lipscomb Jr.

Dr. Richard Lipscomb Jr., General Dentist, is a Restorative Materials and Mini Dental Implant National Speaker. He also runs a private practice in Mitchellville, Maryland, near Annapolis. He has been performing restorative procedures (Composites, C+B Restorations, and Provisional Restorations) for the past 20 years, and has been placing mini dental implants since 2006. During that time, he has overseen hundreds of MDI cases, and has gained the experience to train other doctors on placing mini dental implants and restorative procedures. Dr. Lipscomb has also written many articles, conducted seminars, and given hands-on training on numerous restorative materials.



TO REGISTER FOR THIS ZOOM, EMAIL JOY PATANE AT BRONXDENTAL@OPTONLINE.NET OR CALL 718-733-2031

2CE Credits. Free to BCDS members.

William P. Hassett, ESQ.

The Threat of Ransomware to Dental Practices

Tuesday, November 2, 2021 | 6:00pm | **Maestros Caterers** 1703 Bronxdale Avenue, Bronx NY 10462

Proof of vaccination must be presented

Buffet Dinner at 6pm (Kosher meals available upon advance request*), Lecture at 7pm

This dinner and lecture are presented courtesy of MLMIC and is free to all BCDS members.

\$35 for Non BCDS members.

Growth and diversification of ransomware is a threat to all dental providers. Is your office prepared for a cyberattack? Did you know that smaller practices and systems are at a greater risk for cyberattacks? MLMIC Insurance Company's **"The Threat of Ransomware to Dental Practices"** will provide you with the knowledge to protect your dental office from potential cyber threats.

Upon completion of this one-hour educational program attendees will be able to:

- Understand how ransomware works
- Learn ways to protect and secure e-PHI
- Recognize threats from technology vendors, including the need for a Business Associate Agreement
- Understand the importance of Cyber-Liability Insurance.

William P. Hassett, ESQ.

William P. Hassett is an attorney with Fager Amsler Keller & Schoppmann, LLP. He practices in the fields of professional liability (medical and dental malpractice), healthcare law, premises liability, general liability, and insurance law.

Mr. Hassett has successfully represented a wide array of clients in the malpractice field, including hospitals, physicians, dentists, and nurses. He also has extensive experience in representing medical facilities, property owners, and management companies in premises/general liability cases and construction accident cases. His litigation experience includes the prosecution and defense of appellate matters before New York appellate courts. He has also effectively handled insurance coverage matters ranging from coverage opinions to avoid litigation to declaratory judgment actions.

Mr. Hassett also provides legal opinions to healthcare practitioners on a variety of matters, including professional liability issues, HIPAA privacy and security regulations, regulatory compliance, and professional misconduct, as well as general assessments of issues in medical and dental practices. He is a frequent presenter on issues related to health law, such as Medicare and Medicaid, health facility operations, medical records, HIPAA compliance, and professional malpractice.

Mr. Hassett is admitted to practice law in the state of New York and is a member of the Health Law Section of the New York State Bar Association. He is a graduate of the State University of New York at Stony Brook (Bachelor of Arts, political science, history, cum laude, 1997) and Touro College, Jacob D. Fuchsberg Law Center (Juris Doctor, cum laude, 2000), where he served as the business editor of the Touro Law Review.



TO REGISTER FOR THIS DINNER LECTURE, EMAIL JOY PATANE AT BRONXDENTAL@OPTONLINE.NET OR CALL 718-733-2031

2CE Credits

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