

DELAWARE • DISTRICT OF COLUMBIA • MARYLAND • NEW JERSEY • PENNSYLVANIA • PUERTO RICO • VIRGIN ISLANDS

# MASO Journal

THE AWARD WINNING

Middle Atlantic Society of Orthodontists

Spring 2008

**March 14, 2008 - MASO CE Event**

*Doubletree Hotel Philadelphia, PA*

**Dr. Peter Ngan & Dr. Timothy Tremont  
present:**

*“Surgical and Non-surgical Treatment  
of Class III Malocclusions”*

**2007 Annual Session Review**

**Doctor & Staff Sessions**

**Devlin Award**

**Kress Award**

## EDITORS

*Editor:* Dr. Robert E. Williams  
rewdmd@gmail.com • Phone: 410.366.3323

*Advertising Editor:* Dr. Lawrence Wang  
larwang@comcast.net • Phone: 410.285.3500

*Research Editor:* Dr. Yvonne Kwong  
straightteeth1@yahoo.com • Phone: 410.825.7588

*Case Presentation Editor:* Dr. Tai Saini  
tysaini@yahoo.com • Phone: 410.730.1255

## OFFICERS

*President:* Dr. Robert Seebold  
rseebold@ptd.net • Office: 570.387.1243

*President-Elect:* Dr. Robert E. Binder  
binderre@umdnj.edu • Phone: 973.857.1300

*Secretary:* Dr. Luis A. Toro, Jr.  
latoro@prtc.net • Office: 787.860.7943

*Treasurer:* Dr. Constance Greeley  
mcbgreeley@aol.com • Office: 302.475.4102

*Immediate Past President:* Dr. George W. Scott  
drgwscott@aol.com • Office: 732.671.5700

## DIRECTORS

Dr. Doug S. Harte  
drbraces@msn.com • 973.992.7558

Dr. Ali Husain  
str8nsmile@aol.com • Office: 302.838.1400

Dr. Natalie M. Parisi  
drnat@fantasticsmiles.com • Office: 610.374.4097

Dr. Steven Siegel  
picksiegel@aol.com • Office: 410.761.6960

Dr. Stephanie Steckel  
sesteckel@comcast.net • Office: 302.672.7776

Dr. Lawrence Wang  
larwang@comcast.net • Phone: 410.285.3500

## MASO COMMITTEE CHAIRS

### Education/Research

Dr. Stuart D. Josell  
sjosell@umaryland.edu • Office: 410.706.7908

### Government Affairs

Dr. Andrew Orchin  
dramorchin@yahoo.com • Office: 202.686.5100

### Membership/Ethics/Practice Transition

Dr. Philip J. Tighe  
ptighe@ptd.net • Office: 610.432.2242

### Nominating

Dr. Dr. Mario Polo  
braces@caribe.net • Office: 787.754.7658

## COMPONENT PRESIDENTS

*Delaware State Society of Orthodontists*  
Dr. Stephanie Steckel

*District of Columbia Society of Orthodontists*  
Dr. Ashur Chavoor

*Maryland State Society of Orthodontists*  
Dr. Barbara Halpern

*New Jersey Association of Orthodontists*  
Dr. Stanley Gersch

*Pennsylvania Association of Orthodontists*  
Dr. Nate Cole

*Puerto Rican Orthodontic Society*  
Dr. Ruben Colon-Badillo

## DELEGATES TO AAO

### Chairman

Dr. Richard H. Albright  
dralbright@aol.com • Office: 717.786.1399

### Delegates

Dr. Normand Boucher, Dr. Jaime De Jesus-Vinas,  
Dr. Henry DiLorenzo, Dr. Nahid Maleki,  
Dr. Tanya Stavisky, Dr. Frederic C. Sterritt

### Alternate Delegates

Dr. Kristin Albright Thiry, Dr. M. Marie Dang,  
Dr. Robert Seebold

## AAO TRUSTEE

Dr. Robert James Bray

## AAO TRUSTEE-ELECT

Dr. Nahid Maleki

## EXECUTIVE DIRECTOR

Ms. Anita L. Field

DELAWARE • DISTRICT OF COLUMBIA • MARYLAND • NEW JERSEY • PENNSYLVANIA • PUERTO RICO • VIRGIN ISLANDS

# MASO Journal

THE AWARD WINNING  
Middle Atlantic Society of Orthodontists

Spring 2008

2007 MASO ANNUAL SESSION



THE FANTASTIC WELCOME PARTY



MEETING BEN FRANKLIN



A PACKED EXHIBIT HALL

## FEATURES

### 2...Editorial

by Dr. Robert E. Williams

### 2...President's Message

by Dr. Robert Seebold

### 4...Clinical

by Dr. Tarun "Ty" Saini

### 8...Practice Management

Staff Salaries, Benefits, and Employee Taxes  
by Dr. Gary Wisner

### 8...Practice Management

How to Choose the Best Practice Management  
System for Your Office  
by Joretta Beanland

### 10-13...Awards

2007 Devlin Award Recipient:

Dr. Jaime DeJesus

Lifetime Achievement Award Recipient

Dr. Ashur Chavoor

Kress Award Recipient:

Dr. Thomas Hao

MASO Orthodontists Inducted as Fellows of the  
American College of Dentists

## DEPARTMENTS

### 14-16 Meetings

2007 MASO Annual Session Summaries  
MASO Spring CE Meeting  
MASO 2008 Annual Session

### 17-20 AAO Business

Trustee's Report  
Trustee-Elect's Activities  
You Can Volunteer Today  
Council Reports  
AAOSI Update  
ABO Update

### 21-22 MASO Business

MASO Seeks to Fill Vacant Positions  
Nominating Committee Report  
Nominating Committee Changes Approved  
Treasurer's Report  
Secretary's Report  
Membership Report

### 23 Component News

### 24-25 Graduate Program News

### 25 Index to Advertisers

**ON THE COVER:** The City of Brotherly Love will host MASO's Spring CE Event on March 14, 2008. The event will take place in downtown Philadelphia's Doubletree Hotel. Details on page 15.

MASO Journal is the official publication of the Middle Atlantic Society of Orthodontists, 17 South High Street, Columbus, OH 43215, phone: 1-866-748-MASO(6276), e-mail: MASO@AssnOffices.com, and website: www.MASO.org

Advertising rates are available from, and all advertising materials and correspondence should be sent to Stickles Associates, P.O. Box 219, Bath, PA 18014. The Middle Atlantic Society of Orthodontists reserves the right to refuse any advertisements for any reason. All ads must comply with the "AAO Advertising Guidelines."

Email is preferred for receipt of items submitted for publication in the MASO Journal. Articles and photos may be emailed directly to Robert E. Williams, DMD, MA at rewmdmd@gmail.com. If an item must be mailed, send it to Dr. Williams at 110 West 39th Street; Baltimore, MD 21210. Or contact him by phone: 410-366-3323 or FAX: 410-366-3324.

The Journal is published two times a year: Spring & Autumn. The opinions expressed in the Journal are those of the authors and do not necessarily reflect those of the Society, nor does the appearance of advertisements imply endorsement by the Society.



## Staff Salaries, Benefits, and Employee Taxes

BY DR. GARY WISER - Email: wisermgt@mac.com • Phone: 609.259.8850

In most orthodontic practices, staff compensation is both the largest expense and the most difficult item to maintain at realistic levels. Salaries are fixed expenses which can become an albatross for most of us.

### Staff Salaries

Wages paid on an hourly basis are much less costly than salaries paid on a weekly or monthly basis; and part-time hourly employees, with their customary requirement for fewer benefits, are generally the least expensive for our practices.

### Salary Increases

Raises in salaries increase the practice's fixed overhead expenses and payroll taxes. Salary increases can eventually create pressure on the orthodontist to increase revenue via fee escalation and increased patient volume.

### Employee Taxes

Social Security, Medicare, Federal & State Unemployment, and Workman's Compensation Insurance traditionally approximate 10% of the gross salaries paid.

### Employee Benefits

This is the win/win area to control escalating expenses and to provide important benefits for our staff members. The primary

objective is to select benefits that benefit both the practice and the employee, and to eliminate the taxes which must be paid on additional salary. As a further benefit, properly designed programs allow the employee to receive these benefits without taxation or permit the deferral federal and state income taxes. Benefit packages can also be tailored to individual employee desires. Some examples of possible benefit items are as follows:

- CHILD CARE (\$5,000 maximum)
- CONTINUING EDUCATION SEMINARS
- FLEXIBLE SPENDING ACCOUNT
- GROOMING ALLOWANCE
- GROUP LIFE INSURANCE
- MEDICAL & DISABILITY INSURANCE
- MEDICAL REIMBURSEMENT
- PROFESSIONAL DUES, LICENSES, & SUBSCRIPTIONS
- RETIREMENT PLAN
- UNIFORM ALLOWANCE

The benefits listed above *do not* require the practice to pay any additional taxes, and can be expensed (written off) on an annual basis. The employees receive *all* of the benefit dollars and the practice can deduct the cost as an expense. While there is no immediate tax liability, retirement plan contributions are tax deferred for employees. ■



## How to Choose the Best Practice Management System For Your Office: Tips and Guidelines

BY JORETTA BEANLAND, FOUNDER AND PRESIDENT, NEW HORIZONS SOFTWARE

There is an old saying that an ounce of prevention is worth a pound of cure. Ensuring that your choice of a practice management system suits your needs and is a good fit for your practice will be well worth the time and money invested.

Getting the right system in place from the start will increase productivity, save time, boost patient satisfaction, and improve cash flow. The wrong system will potentially cost you a great deal beyond your initial purchase price due to lost productivity, system

crashes, headaches, stress, and finally, and additional money spent to finally get the right system in place.

Every office is different. By asking the right questions, you can ensure that you are choosing the system that's best for your unique practice needs both now and in the future. Take the time to explore your options and get the answers you need.

### Getting Started

Your practice management software will impact everyone in

your office, and it's important to get everyone involved in order to make the best possible decision.

Make a list of the doctors' and each staff member's daily duties. Use this customized list to review any practice management software you may be considering, and ask:

- Does the system offer all the features you currently need - as well as the features you may need as your practice grows?
- Does it use current technology?
- Is it customizable?
- Is it easy to use?
- Is personalized support and training offered at no extra charge as part of the package, and for how long?

Identify those things that make your practice unique. Do you have multiple doctors or office locations? Do you or your staff need to be able to access the system from off-site? Be sure the system is suited for the size and type of practice. You may wish to talk with other practices similar to your own to hear about their experiences, and to get a broader picture of what might be best for your own.

Ask for a hands-on demonstration, either in person or online, to get a feel for what it's like to actually use the system you're considering. Use the following questions as a basis for a detailed evaluation:

## Customization

- Can you customize the features you want, and how easy is the system adaptable to your needs?
- Does the vendor help you set up the software to work best for your office, or is it a "canned" product that tells you how to run your practice?

## Ease of Use

- How easy is the system to use? Can you find what you need quickly?
- If necessary, can the system handle multiple doctors or offices?
- Is the information accessible from offsite?
- Does the software integrate with your existing systems, such as imaging systems?

## Security

- Is the system HIPAA compliant?
- Is the working environment secure?
  - Can you easily block or allow individual employees access to various levels of information and/or system features?
  - When an employee leaves his/her workstation, can they easily "lock down" (secure log out) and re-access (secure log in) their workstation?

## Scheduling, Tracking, and Patient Management

- Is scheduling quick and easy to access and use? Are all desired features available to fit the way your office works?
- Is there a recall system that allows for multiple types of patient tracking such as new patient recalls versus retainer recalls?
- Is there a quick, smooth method for the "back" office to let the "front" office know the patient's appointment needs, without taking the patient's chart to the front desk?
- If desired, is patient self check-in available?
- Does the system have a model box area which can track which boxes are empty and which are filled?
- Does the system have a quick letter generation feature that is fully integrated with other patient data, allowing mail merge features to eliminate repetitive entries?

- Does the system have built-in patient reminder functions utilizing modern methods such as text messaging and email?
- Can reminders be automated?
- Can you store patient's scanned documents, letters, and pictures for quick retrieval?

## Treatment & Charting

- Can the treatment cards be customized to your needs, such as color-coding procedures for quick identification?
- Is there adequate space for the doctor to enter his/her treatment plans and notes? Is this information available for quick and easy retrieval during an office visit?
- Is there an easy to use area to type notes, messages, and reminders? Can these notes be set to auto-remind for future follow-up?
- Is there a place for treatment coordinators to enter notes with reports to track patients for future treatment?
- If desired, can the system handle a "paperless" office where all charts, images, etc. are stored and quickly available via the system?

## Billing

- Is insurance processing quick, easy, and efficient?
- Can claims be filed electronically?
- Can the software accept credit card payments which automatically post to system ledgers?
- Does the system have a good checks and balance system for tracking payments - what type of security control is in place? Can you produce reports for all adjustments?
- Can the system track insurance balances separately from parents' balances?
- Does the system queue up each insurance monthly/quarterly billing automatically, or does information have to be re-entered each month or quarter before submittal?

## Accounting

- Can you print a deposit slip?
- Does the daily journal show all entries for the day, including charges, adjustments, and payments?
- Can you get an aging report of ALL accounts, not just those past due?
- Are there reports to match and balance with the bank statement?
- Does the system generate production reports?
- Can the system generate receipts, statements, full patient ledgers, flex spending report for patient re-imburement, coupons, and patient contracts?
- Can any of these reports be modified to fit your practice's needs?

## Vendor Support & Training

- Does the system have an established, reliable company standing behind it?
- Can you get immediate customer service or technical support whenever you need it, 24/7?
- Is support part of the purchase price, or is it a separate fee?
- Is training available as part of the system purchase price, or is it a separate fee?

Once you have the answers to these and any other questions unique to your practice, you will have the confidence to make the practice management software choice that's right for you and your office. ■

New Horizons Software, Inc., a leading developer and provider of orthodontic practice management software solutions, has provided comprehensive practice management software and personalized customer support to the orthodontic community since 1988. NHS helps hundreds of orthodontic practices nationwide to simplify daily tasks, reduce costs, and boost staff productivity. Visit NHS at [www.NHSoftware.com](http://www.NHSoftware.com)