



Carl Botvinick
Richard Somerlott
Michael Glass
Allan Jacobs
Richard Rubinstein
Richard Gardner
Gerald Dietz, Jr.
Mark Dylewski
Alayne Evans

Edward Fitzpatrick
Michael Hoen
Stephen Navarre
Mark Robinson
Thomas Vokal
Jason Lang
Tiffany Chimelak
Craig Duhaime

Emeritus
Gerald Dietz, Sr.
Melvyn Eder
John Dylewski

Bloomfield Hills - Troy
50 W. Big Beaver, Ste. 200
Bloomfield Hills, MI 48304
248 647-7930

Waterford - Pontiac
2335 Pontiac Lake Rd., Ste. D
Waterford, MI 48328
248 683-2300

Clinton Twp. - Sterling Heights
15870 19 Mile Rd., Ste. 110
Clinton Twp., MI 48038
586 286-3390

Rochester - Lake Orion
1460 Walton Blvd., Ste. 208
Rochester, MI 48309
248 656-1626

Farmington Hills - W. Bloomfield
31410 Northwestern Hwy., Ste. C
Farmington Hills, MI 48334
248 737-1360

St. Clair Shores - Roseville
18303 E. Ten Mile Rd., Ste. 150
Roseville, MI 48066
586 773-2000

Clarkston - North Oakland
6770 Dixie Highway, Ste. 300
Clarkston, MI 48346
248 620-0002

Sterling Heights - Troy
43114 Dequindre
Sterling Heights, MI 48314
586 254-1110

Ann Arbor - Ypsilanti
315 E. Eisenhower Pkwy., Ste. 220
Ann Arbor, MI 48108
734 761-3166

Commerce Twp.
2900 Union Lake Rd.
Commerce Twp., MI 48382
248 363-9345

Dr. Michael Glass Named New CEO of Endodontic Associates

Dr. Michael Glass is now serving as Chief Executive Officer for Endodontic Associates since the recent retirement of Dr. Gerald C. Dietz, Sr., in July of 2009.

Dr. Michael Glass was raised in Birmingham, MI. He attended Oakland University for his pre-doctoral studies and attended the University of Detroit where he received his Dental Degree in 1973. He received his endodontic certificate in 1978 and immediately joined Endodontic Associates.

Dr. Glass has maintained membership in the local Dental Societies along with the ADA, MDA, AAE and the MAE.

Dr. Glass practices out of the Rochester Hills EA office and is very active volunteering his time and skills in surrounding communities. He is currently serving on the Board of Trustees for the Community Foundation of Greater Rochester and on the Board of Directors for the College of Arts and

Science at Oakland University. In his spare time he enjoys carpentry and spending time with his family.

Dr. Glass will continue to work a full patient schedule in the Rochester Hills office. He also looks forward to leading Endodontic Associates as Chief Executive Officer. "This is an exciting and challenging opportunity; and I intend to continue on with the commitment of excellence that EA was built on" said Dr. Glass. He can be reached at 248-647-2431 or info@endocentral.com. ■



Quote of the Quarter

"A word is not a crystal, transparent and unchanging. It is the skin of a living thought and may vary in color and content according to the circumstances and the time in which it is used."

– Oliver Wendell Holmes

MAE “Save a Tooth Day”

Even though the economy is starting to show small signs of recovery, 2009 was a challenging year for Michigan and especially so for Detroit. Many Detroit dental patients were forced to make the hard decision when facing dental pain: extraction or endodontic treatment. Endodontic



Dr. Tiffeny Chimelak lends a helping hand

Associates and the Michigan Association of Endodontists are strong advocates for saving natural teeth whenever possible through endodontic treatment. Toward that end, the Michigan Association of Endodontists held the first ever “Save a Tooth Day” at University of Detroit Mercy

Dental School this past winter. Endodontic Associates Doctors rallied behind the cause and donated their time and expertise to the patients in need. **Drs. Michael Glass, Mark Dylewski, Jay Lang and Tiffeny Chimelak** performed endodontic procedures on patients who qualified for the program. The event provided free root canal treatment along with other endodontic services to uninsured residents of Detroit.

The goal of the program, coordinated by the MAE, was to serve 50 patients over two days. University of Detroit Mercy Dental School donated the facilities, endodontic suppliers donated the surgical tools and Michigan Endodontists donated their time. They exceeded their goal treating 52 patients. All patients were sent for follow-up dental care by Covenant Community Care, a non-profit organization that provides health care to the under-insured and un-insured residents of Detroit. Patient Dakla Hatcher was thrilled with the care she received, “It went wonderfully, there was no pain, I had a wonderful Doctor and assistant, and I am so glad I came today.”

This was a great experience for both patients and providers (Drs. and auxiliary personnel). The patients experienced pain free root canal treatment and the providers were happy to help those in need. ■

2nd Annual Food Drive

The Doctors and Staff of Endodontic Associates Waterford office & Drs. Ainslie and Zetu their staff started a winter tradition in 2009 to host canned food drives to benefit local food banks. The event was so well received last winter that this year the Drs. and staff of the EA Farmington Hills office joined the effort.



Drs. Glass, Jacobs, Duhaime, Zetu and Ainslie filled up the Waterford office lobby with food

The Farmington Hills event was held during a snowstorm on Tuesday, February 9th at their office on Northwestern Highway. Over forty dentists and staff braved the roads to drop off cans and to enjoy some hot Zoup soup on their tough commute home. **Drs. Richard Rubinstein and Tiffeny Chimelak** were pleased with their first event and donated the products to the Farmington Area Good Fellows.

Two days later, with the snow cleared off the Michigan roads, the EA Waterford office held its Valentine’s Food Drive event on Thursday, February 11th hosted by **Drs. Carl Botvinick, Allan Jacobs**



and **Craig Duhaime** joined by Drs. Pat Ainslie and Laura Zetu. They were again able to fill up the North Summit Medical Building lobby with donated products of nonperishable food to benefit the Baldwin Center in Pontiac. True to the “soup kitchen” cause, they served Zoup soup, warm bread and coffee donated by Starbucks.

EA would like to thank all of our referring dentists and staff who contributed and made the Valentine Week Food Drives successful. ■

Supplemental Articaine for Irreversible Pulpitis

A supplemental injection is required to ensure patient comfort when pulpal anesthesia from the inferior alveolar nerve block (IANB) is inadequate in patients with irreversible pulpitis. Studies have shown success rates of only 19 to 56 percent for IANBs in such patients. Several studies have demonstrated that 4 percent articaine with 1:100,000 epinephrine is superior to 2 percent lidocaine with 1:100,000 epinephrine in mandibular buccal infiltration of the first molar in asymptomatic patients.

A previous study comparing articaine with lidocaine for supplemental buccal infiltration showed that, for the 26 mandibular teeth receiving buccal infiltrations after the IANB failed (13 articaine and 13 lidocaine), there was no significant difference in efficacy between the 2 solutions. Success was evaluated with a visual analogue scale (VAS) rather than by performing endodontic treatment to determine anesthetic efficacy. Because a standard VAS pain scale does not fully predict

the clinical efficacy of a supplemental injection, the supplemental buccal infiltration of articaine in patients with irreversible pulpitis needs further investigation.

To determine the anesthetic efficacy of supplemental buccal infiltration, Matthews et al from Ohio State University prospectively studied the efficacy of an injection of 1 cartridge of 4 percent articaine with 1:100,000 epinephrine in mandibular posterior teeth diagnosed with irreversible pulpitis when the conventional IANB failed. A total of 55 emergency patients, diagnosed with irreversible pulpitis of a mandibular posterior tooth, received an IANB and had moderate-to-severe pain on endodontic access.

An infiltration of 1 cartridge of 4 percent articaine with 1:100,000 epinephrine was administered buccal to the tooth requiring endodontic treatment. Success of the infiltration injection was defined as “no pain” or “mild pain” on endodontic access or

instrumentation.

The anesthetic success of the buccal infiltration injection of articaine is presented in Table 1. The overall success rate for the supplemental buccal infiltration of articaine in mandibular posterior teeth was 58 percent.

Conclusion

The authors found that when the IANB fails to provide profound pulpal anesthesia, the supplemental buccal infiltration injection proved successful in 58 percent of cases of mandibular posterior teeth in patients presenting with irreversible pulpitis. This is lower than the success rates of 82 to 91 percent recorded with supplemental intraosseous anesthesia with lidocaine or articaine.

Matthews R, Drum M, Reader A, et al. Articaine for supplemental buccal mandibular infiltration anesthesia in patients with irreversible pulpitis when the inferior alveolar nerve block fails. *J Endod* 2009;35:343-346. ■

Table 1. Patients who experienced anesthetic success with the supplemental buccal infiltration of articaine

| Tooth | Anesthetic success rate (95% confidence interval) | Number of patients |
|-----------------|---|--------------------|
| First molar | 58% (37-77) | 15/26 |
| Second molar | 48% (27-69) | 11/23 |
| Second premolar | 100% (29-100) | 3/3 |
| First premolar | 100% (29-100) | 3/3 |

TIME FOR A CHANGE

Our newsletter has undergone numerous changes over the years you have been receiving it. A lot of the past articles featured the activities of our 10 offices.

We would like to shift the direction, going forward, and include more articles that we hope will be helpful to you and your practice.

Let us know what you think! Please email info@endodonticassociates.com with any input or suggestions.

The Impact of Health Care Reform on Doctors and Their Practices

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The new health care reform act became law on March 23. One week later, on March 30, President Obama signed into law a "reconciliation" bill, which was designed to make the law more tolerable to House Democrats. Together, the Health Care Act of 2010 (Public Law 111-148) and the 2010 Reconciliation Act (Public Law 111-152) constitute the new government health care program. These massive and complex new laws (they total more than 2,500 pages) will take a significant amount of time to digest and review in detail. After making preliminary assessments, we can report on some of the good, the bad and the ugly aspects of the reform efforts.

Individual Mandate, Starting

in 2014: The new law requires that, with very limited exceptions, all U.S. citizens and legal residents must have qualifying health care coverage or face a penalty tax. The penalty tax will be the greater of: a) \$695 per year, up to a maximum of three times that amount (\$2,085) per family, or b) 2.5% of household income in excess of a low base threshold. The penalty will be phased in as follows: \$95 in 2014, \$325 in 2015 and \$695 in 2016 for the flat fee, or 1.0% of taxable income in 2014, 2.0% in 2015 and 2.5% in 2016. Starting in 2017, these penalties will be increased for inflation.

Premium Assistance Tax Credits for Purchasing Health Insurance on an Exchange, Starting in 2014:

A centerpiece of the reform legislation includes the "premium assistance

credit" to help low and middle income individuals buy health insurance. These credits will be available to individuals and families with incomes up to 400% of the federal poverty level (\$43,320 for an individual or \$88,200 for a family of four, using 2009 poverty numbers). The credits are based on a sliding scale and are designed to make sure that qualified individuals will not spend more than a specific percentage of their income on health insurance. Those that are 100% of the FPL will receive enough of a credit to keep their insurance premiums at 2% of income, while those at 400% of the FPL would receive enough of a credit to keep their costs at 9.5% of income. The federal government will pay the credit directly to the insurance company in which the insured is enrolled, with the insured paying the balance. ■

EA Winter Educational Seminars

Eight weeks apart on opposite sides of the Detroit suburbs, Endodontic Associates executed two educational seminars to provide CE credits for dentists in Southeast Michigan. On Tuesday, January 26, EA Bloomfield, Rochester and Sterling Heights hosted 160 dentists at the MEC Conference Center in Troy. Then, on Tuesday, March 23, the EA Farmington Hills, Waterford, Clarkston, and Commerce offices hosted 140 dentists at the Radisson Kingsley in Bloomfield Hills. Both events featured two speakers followed by a strolling dinner.

The afternoon presenting speaker, **Dr. Donna Mattscheck, D.M.D.**, is a practicing endodontist from Billings, Montana, and an award winning speaker, educator and clinical author. With an engaging and entertaining style, Dr. Mattscheck spoke on differential diagnosis of pulp, periradicular disease and orofacial pain. The session reviewed the pathophysiology of pain in the trigeminal system; and the pain entities that can mimic toothache. She provided a detailed checklist system

for performing a pain history within an extensive exam of the oral and masticatory system. She also provided a solid review of the clinical and pharmacological case treatment guidelines. The attending dentists left the afternoon session with a valuable review of pain

diagnosis that they could immediately apply to their practice.

The evening speaker was **Dr. Mark Murphy** who is the principal of Funktional Consulting and lectures for Mercer Advisors, Sterngold LLC, Vident and several other independent, national, state and local meetings as well as study clubs. He is a native Detroiter who graduated at UDM School of Dentistry and practices on a very limited basis in Rochester, Michigan.

Through a series of entertaining stories and analogies from his own time tested dental practice, Mark demonstrated the power of developing trust with patients, avoiding having dentistry looked upon as a mere commodity and becoming the trusted oral health leader for his patients. He defined the values and emotions that drive patient decisions to choose optimal dentistry and explored the economic impact of increased case acceptance. He showed how the goal of each patient experience is to develop enough trust through open communication that the patient will arrive at an informed consent and "say yes" to the optimal course of treatment.

Both events were well attended and everyone seemed to enjoy the entertaining speakers.

Our goal was to help provide our referring Drs with good information and endodontic techniques that they can use in their own practice. With the success of these two lectures EA hopes to continue to provide more of these events in the future. ■



Endodontic Associates Founder Retires



Dr. Gerald Dietz Sr., Founding Partner of Endodontic Associates

After leading Endodontic Associates for 50 years, **Dr. Jerry Dietz, Sr.** has retired. Dr. Dietz opened his practice limited to endodontics in 1960 at 14 Mile and Woodward Avenue in Royal Oak. At that time, it was the only endodontic practice in Michigan outside of Wayne County. Less than 100 dentists limited their practice to

endodontics in the entire United States. Today Endodontic Associates has 10 specialty offices located in Oakland, Macomb and Washtenaw counties.

When asked to remark on the highlights of such a long career, Dr. Dietz cited five areas in particular as most rewarding. They were:

“The interaction with wonderful, talented young Endodontists who have worked with me over the years. Thirty two different endodontists have been associated for various periods of time, many of whom became my Partners while others went on to other successful pursuits.

The fulfillment and excitement generated by the challenge of saving teeth, which in the past would have been extracted, while witnessing firsthand the many changes, protocols and advancements which have evolved over 50 years in Endodontic therapy.

Serving all those years as Managing Partner of Endodontic Associates with spirited, ambitious and highly skilled colleagues as together we developed a wonderful, dynamic, unique and successful group practice.

The opportunity to hire and work with hundreds of staff over the years, and to observe their hard work, their skills, and their loyalty in a difficult profession and to observe firsthand how they strived to balance so well

their work life with their personal and family lives.

High on my list of fond memories was the satisfaction of developing relationships and friendships with so many of my referring doctors. I will always be thankful for their acceptance, their cooperation, their loyalty and their trust. Getting to know so many of them so well was very special.

On a personal note, sharing the rewards of my practice with Fran, my wife of 53 years, as we raised and educated seven terrific children, is most heartwarming, and practicing for 22 years with my first born son, Jerry Jr., and knowing he will continue my name, practicing with Endodontic Associates gives me a sense of great pride and satisfaction.

These memories will long stay with me since they have made my career in dentistry fulfilling beyond my greatest expectations”.

The Doctors and Staff of Endodontic Associates would like to thank Dr. Gerald C. Dietz, Sr. for his wonderful vision, aspirations and never ending stamina.

Dr. Dietz Sr., has held many positions in organized dentistry both locally and nationally. He has received several awards for his contributions in dentistry and is still politically active today. In 1998 Dr. Dietz, Sr. was awarded the American Association of Endodontists prestigious “Coolidge Award” for lifetime achievement in his specialty.

A most important accomplishment for all of us was in 1989-1990 when Dr. Dietz, Sr. served as President of the AAE. That year the endodontic specialty was up for re-certification. Just 8 days after his term began, the AAE received notification that the organization had been denied re-certification as a specialty. It was not to be reconsidered for 2 years. Dr. Dietz began his term in upheaval but because of his leadership, perseverance and determination led the AAE through this difficult challenge and re-certification was awarded within the year. For this, we are forever indebted and grateful.

We wonder if 50 years ago Dr. Jerry Dietz, Sr. knew he would be the founder of the largest endodontic practice in the United States and perhaps the world. Over the last five decades he has touched many lives here at EA and we will always have a special place in our hearts for him.

We at Endodontic Associates wish him great joy as he embarks on a well deserved retirement.

He can be contacted at gcdietzsr@yahoo.com. ■