

JOURNAL

Quarter 2, 2023

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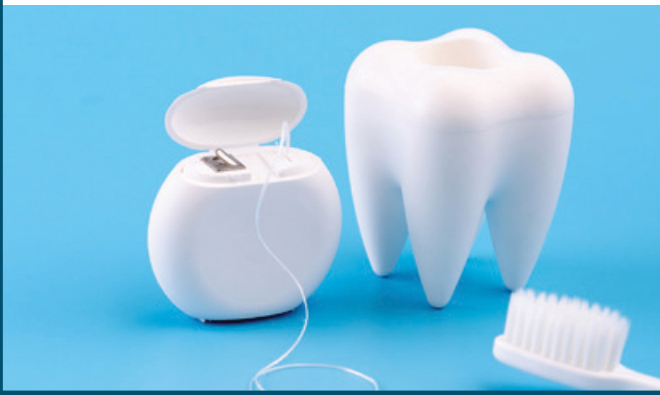
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Hawaii Dental Association JOURNAL

Quarter 2, 2023

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LETTER FROM THE 2023 PRESIDENT

By Dr. Norman Chun, HDA 2023 President



HDA President
NORMAN CHUN, DMD

I have been told there are three types of dentists. First, those that make things happen. Second, those that watch things happen. Thirdly, those that say, “What happened?” Being a member of the HDA already qualifies you in the first and second tiers. Volunteering or participating with HDA puts you in the first tier. You help make decisions which makes things happen for our profession. Those of you who are not members, fall in the final tier. Always last to find out if at all. You chose dentistry and to keep it a profession and not a vocation, volunteer, get involved, and meet the leaders of this profession.

The pivotal changes are not on the horizon but rather they are here. The Baby Boomers in our association are retired, about to retire, and just plain tired. This translates to over 400 members which will leave a huge void for the next generation of Millennials and Gen Z to carry on.

My experiences with these two age groups are that they are not intimidated with technology and they adapt well. As a Baby Boomer myself, I’d like to leave our profession and the association better than when I entered it for them. Therefore, managing the money from the sale of the building is a huge responsibility to not just the members but to those who initially

contributed and those that paid the assessment dues. The Fresh Start Task Force was created and will give its best recommendations to the House of Delegates on what to do with the funds. Currently, it’s been placed in a Central Pacific Bank account where it will earn high interest. The interest represents passive non-dues revenue and will be reinvested for the association. CPB has been a great partner for the Association and members with their support at our Annual Convention and hosting multiple meetings and functions at their beautiful downtown office plaza.

Currently, our Executive Director and her team of dedicated and hard-working staff are settling in at our Waterfront Plaza office. Every meeting, function, correspondence, and communication has been handled by just three individuals. If you attended one of our state or county functions you would have never guessed it was executed by one assigned individual.

I am asking all our members to encourage and mentor new dentists as these are the most exciting times in our profession. The first step is to embrace them into organized dentistry and it starts at the county levels. The last place we would want to see our younger dentists is sitting in the third tier, outside looking in.



I am asking all our members to encourage and mentor new dentists as these are the most exciting times in our profession.



LETTER FROM THE EXECUTIVE DIRECTOR

By Ms. Kim Nguyen, HDA Executive Director



HDA Executive Director
KIM NGUYEN, MSW

Is it Halfway Already?

As I write this, Memorial Day holiday—the unofficial start to summer—has passed. (Although living in Hawaii, it feels like summer year-round.) That means we’re at the halfway mark of 2023. Really hard to believe! Our in-person convention was only back in January but we’ve been in full planning mode for 2024 for a while, along with trying to finish out the 2023 schedule. You can definitely tell that we’re back by just the long but exciting list of **in person events remaining for 2023:**

- The Young Dentist social in July followed by their business meetings/ CE courses in Sept. and Nov.
- The Foundation’s GALA on Sept. 30
- The HDA House of Delegates on Nov. 19 (not Nov. 12 as originally scheduled)
- HNL Co’s business meeting/CE in Aug. and Dec., and
- The Neighbor Island counties have also resumed their in-person get togethers, of which I wish to thank Maui County for inviting me over to their May meeting for an HDA update. Much of our work and communications with members is via phone and emails so to be face-to-face with members, is a pleasure.

Please attend and participate in those that pertain to you! Read on in this *Journal* about some of these respective events.

Speaking of Convention, you may have seen our email that we pushed out, announcing our partnership with the **Alaska Dental Society** (ADS) at its Annual Session in February 2024 in Kona. This is very exciting for us, as our very own Dr. Wynn Okuda will be lecturing on two courses that Friday, February 16. This is the holiday weekend, so please attend to support him, gain more CE credits, and visit with AK colleagues—and for those not in Kona—make it a staycation if your schedules allow!

On the ADA front, the work on **Strategic Forecasting**—a new model that allows ADA to tackle business in a flexible and nimble manner with a diverse representation of members—is up and running. The states have been assembling their nominees for Action Groups. Strategic Forecasting is not a new model per se, but it is new to the tripartite family. You may have seen updates from ADA’s leadership, but if you’re curious, give me a jingle and I’m happy to chat about it.

A note that we have updated our **HDA mailing address** to: 500 Ala Moana Blvd Suite 7-411, Honolulu, HI 96813. Please remove all other addresses you may have for us. We continue to work in a hybrid model as our office is much smaller (“cozy” is the word), but nevertheless, if at any time you have questions, give us a call (808-593-7956) or an email to hda@hawaiidentalassociation.net (email is usually faster).



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A smiling baby Eliana

A Hero Wears Many Different Uniforms

By Dr. Norman Chun, HDA President

NINETY SECONDS IS all it took to get a hero into action. On December 16, 2021 a young mother settled her six children in Dr. Mark Chun's dental office reception room. She picks up her three-month-old daughter, Eliana, from her carrier and begins to feed her.

Fifteen seconds go by and baby is a little fussy and after several attempts to get her to feed, Mom notices she is not responsive. Alarmed, she goes to the front desk and asks for help. The front desk assistant quickly takes the baby and performs a few unsuccessful back slaps.

Sixty seconds have gone by and Dr. Chun, hearing his name called, then quickly takes the baby from the assistant and performs more forceful back slaps, flips her over to her back and notices that her lips are blue, she is unresponsive, there are no breath sounds and no pulse. He begins chest compressions and mouth to mouth resuscitation.

Ninety seconds have elapsed. 911 has been activated by the young mother and she clearly and understandably is hysterical.

It will take six minutes and three more cycles of CPR by Dr. Chun before the first responders arrive.

City and County Fire Fighters hurriedly set up their equipment all while Dr. Chun continued the CPR.

Next on the scene at the nine-minute mark was EMS. Like a surreal movie scene with the chaos of no less than one dentist, four fire fighters, two EMS, three dental staff, and a screaming mother hovering over a three-month-old infant.

At the eleven-minute mark the paramedics take over and baby was stabilized for transport to Kapi`olani Medical Center for Women & Children where she would eventually be admitted. There, the team of doctors would discover three heart conditions. She would eventually receive open-heart surgery to address three congenital heart defects, ventricular septal defect, patent foramen ovale, and patent ductus arteriosus.

All three defects were undetected until that fateful day in December. Later, her physicians gave full credit to Dr. Mark

Chun for saving Eliana's life. Although she has a long road ahead medically, she is thriving and enjoying the company of her five other siblings.

This story would not be complete if we did not mention the other "heroes in uniform," our first responders. Thank you goes to the Honolulu Fire Fighters, City and County EMS, and the Honolulu Police.

As for Dr. Mark Chun, this was not the first time he was called into action for his medical skills. It was a hot scorching morning in Balad, Iraq 2004. The then Colonel Chun serving in the U.S. Army was helping soldiers in his field dental office when a series of mortar rounds hit the compound a few hundred yards away, killing three soldiers and seriously wounding many soldiers and Iraqi civilians. Considered a MASCAL (mass casualty) event, the senior dental officer served as the triage officer on the scene. Overwhelmed by casualties, decisions were made to address as many victims his dental/medical facility could handle.

The most serious with life threatening injuries were stabilized and transported to a field hospital a few miles away. By the time the dust settled, all soldiers were triaged, stabilized, and transported to support hospitals.

Today, Dr. Mark Chun continues to practice general dentistry in Kailua, Hawaii. It was through his years of training that triggered his "muscle memory" of emergency care and in this particular case, his skills of providing CPR to save a little girl. He tells everyone who hears of this heroic story that little Eliana and himself were reborn on 10:31 AM, December 16, 2021.

This story is shared with full permission from Kanani Siliado (mother of Eliana). 🦷



Dr. Mark Chun tending to baby Eliana



2023 HDA Meetings

All HDA members welcome at all HDA meetings—RSVPs required

(Dates subject to change; email the HDA office to confirm: hda@hawaiidentalassociation.net)

Executive Council Meetings by Zoom (Remaining)

Wednesdays: 6:30 PM to 7:30 PM

- » August 9
- » October 25

Board of Trustees (Remaining)

Thursdays: 8:30 AM to 1 PM

- » July 6 (Zoom)
- » September 21 (In Person)

ADA House of Delegates,
Saturday–Tuesday,
October 7–10, 2023, Orlando, FL

HDA House of Delegates,
Sunday, November 19, 2023,
Halekulani Hotel



E Komo Mai! New Members

- | | |
|-----------------------|-----------------------|
| Nura Abujbara, DMD | Rohit Sahdev, DMD |
| Heera Chang, DDS | Stephen Salvador, DMD |
| Jason Fackender, DMD | Spencer Schiappa, DMD |
| Arghavan Farhadi, DDS | Kaitlyn Tom, DDS |
| Benjamin Hanks, DDS | |



In Memorium

- | | |
|-------------------|-------------------|
| Clyde Ishida, DMD | Joseph Young, DDS |
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Dr. Wynn Okuda
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ISSUE	DEADLINE
Quarter 3 2023	Aug 29

In this Journal, we're happy to introduce our new 2023 County Presidents!

Let's Meet Your 2023 County Presidents!

By Dr. Candace Wada, HDA Member



Dr. Lena Hamakawa Now

Dr. Lena Hamakawa, Hawaii County Dental Society President

Lena Hamakawa was born and raised in Hilo and is a graduate of Waiakea High School. She went to college at Creighton University and continued on there for dental school after shadowing dentists, including her cousin on the mainland; Lena, who enjoys working with her hands, found their work fascinating.

Her parents and brother live in Hilo. She is engaged and is planning a wedding for next summer. She enjoys going to the gym, playing basketball, and bon dancing in the summer. She also likes fishing for oama when they are biting. She likes traveling and hopes to go to Singapore one day.

Lena bought a practice a year ago in her hometown of Hilo. She said, "It's just me and three wonderful staff. The thing I like the most about being a dentist is interacting with patients, helping fix their problems, and giving them a smile. The thing I like the least is all the 'business stuff.' It is tough and chaotic at times, but it's all worth it in the end."

Lena got involved in organized dentistry when she met a couple of dentists after she graduated, who encouraged her to go to county meetings. They said that she would meet other dentists who could be helpful and supportive



Dr. Lena Hamakawa Then

in her career. As the years went by, she was asked to be Secretary and she got more involved, eventually ending up as President. She would like to bring Give Kids a Smile to the Big Island and get more young dentists involved. Lastly, her advice to other dentists is, "Keep doing what you love to do. And get involved with organized dentistry, so you can be an advocate for your profession."

Dr. Camden Tokunaga, Honolulu County Dental Society President



Dr. Camden Tokunaga at graduation

Camden Tokunaga was born and raised on Oahu and went to Saint Louis High School. He then went to the University of Colorado-Denver for a BS in Public Health and dental school at UMKC, University of Missouri-Kansas City. He said, “I practically grew up in the dental office because my dad was a dentist before passing and my mom is still

a practicing GP. Growing up, I actually wanted to be a physician. It wasn’t until my junior year when I realized I wanted to pursue a career in dentistry. I just needed time away from the dental office to realize it was something I wanted to do, rather than just seeing it as something my parents did.”

Camden has six sisters and a brother. One of his sisters is also a dentist. He said, “I feel fortunate to be able to share the love I have for dentistry with both her and my mom.” When he has free time, he loves going to the movies and hanging out with his goldendoodle, Mahina, a registered therapy dog, who he volunteers with at Queens’ West.



Dr. Camden Tokunaga with his family

He said, “I love working with my hands and doing the actual dentistry, especially when I see a patient for a dental emergency and I’m able to get them out of pain. I hate the whole financial burden of dentistry on patients and having to charge them. If it were up to me and I didn’t have to worry about bills, I’d give dentistry away for free!” For that reason, he and his family go on mission trips often, where they treat patients at no charge and travel at the same time.

Camden practices all over Oahu. He is part-time at his family’s practice in Ewa Beach, and is also at Ala Moana Dental Care, Kaizen Dental Center in downtown, and Hawaii Family Dental in Kapolei. He enjoys the diverse nature of the practices, since each one is different. Some are focused on treating dental emergencies, while others have a big emphasis on seeing families and doing long term dental care with multi-generations.

While in dental school, Camden was heavily involved in American Student Dental Association (ASDA) and Student National Dental Association (SNDA). Both were student organizations for larger national organizations and helped him realize the importance of organized dentistry. It gave him an avenue to connect with other people while still in dental school. He said, “When I went to ADA Lobby Day in Washington DC, I met HDA staff and practicing dentists involved in HDA. It was those connections that helped me continue my involvement with HDA and Honolulu County.”

Camden said, “I want to be able to engage all different age groups within HDA and Honolulu County. I especially want to help show my fellow ‘young’ dentists the importance of joining and becoming members because we are the future of our profession.” His advice to others: “Go out and enjoy yourself! Many people are overly concerned with student loans and debt, as a young dentist, and they forget the main reason why we all became dentists in the first place.”

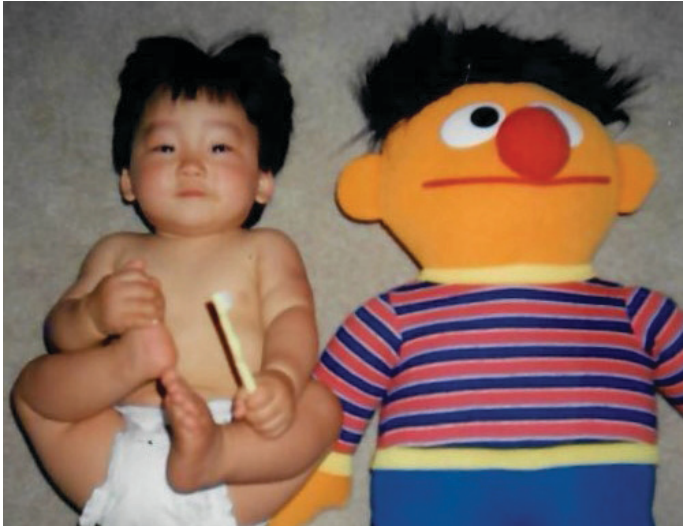
Dr. Shea Shimabukuro, Kauai County Dental Society President



Dr. Shea Shimabukuro Now

Shea Shimabukuro grew up in Kalaheo, Kauai graduating from Kauai High School. He went to Creighton University for both undergraduate studies and dental school, graduating in 2019. Growing up with a father who is a dentist, Shea decided on preparing to apply to dental school after his freshman year of college. He got married to Mia in

MEMBER PROFILE



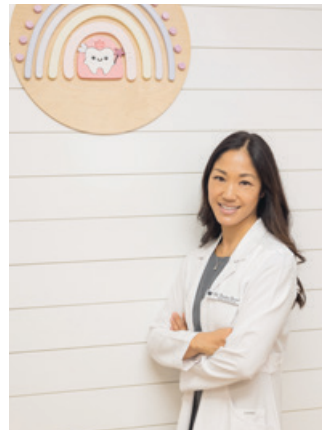
Dr. Shea Shimabukuro with his family

April of 2022 and is now a new father having had his first child just recently.

Shea said, "I practice with my father, Scott; my mother, Shari, runs the show; and my sister, Skye is our hygienist." He said he is fortunate to practice literally right down the road from where he grew up. Shea said, "I like that I get to be a part of and help the community that I grew up in. It's so nice to be able to help the people that have known me since I was a little child. I really don't think there is anything I like the least about my job, no two days are the same and every day I get to interact with so many different people."

When asked how he got involved in the local dental society, he said, "I've learned about the tradition and history of the county society from my father and other dentists who have been part of it through the years. They've done a great job paving the way for us and I feel it's our turn as young dentists to keep that going." Lastly his advice to new dentists is, "I've only been doing this for a short while, but I would say to new dentists to love what you do every day."

Dr. Emilie Sumida, Maui County Dental Society President



Dr. Emilie Sumida Now

Emilie Sumida was born in Brooklyn, NY, grew up on Long Island and went to school in Hewlett, NY. She went to Molloy College in Rockwell, NY. She said, "I decided to be a dentist early in college. I was a biology major, studied a lot and was Valedictorian for the Class of 2001. But I had a lot of cavities! I remember driving to Brooklyn on my days off to go to my dentist

for several restorations, so I spent a lot of time with my dentist and became interested in the field of dentistry. I remembered how excited my dentist became when he talked about dental school and what he loved about dentistry. He was extremely proud of me when he found out I was accepted into dental school. I attended SUNY-Stony Brook School of Dental Medicine, class of 2005." Her father was a cardiothoracic surgeon and her mother, an Internist, and she has one sister and one brother. She is married to Chad Sumida from Wailuku, and they have three girls: Elise, Estella, and Eva. She enjoys spending time with her family and friends, surfing, hiking, and would like to travel more if time permits.

Emilie said, "I was fortunate to receive a strong foundation and training in pediatric dentistry at Stony Brook and during my two-year AEGD residency with the military. I felt comfortable treating children as a general dentist. Also, being a single mom back then, I was able to relate to the parents and work well with them in helping their children obtain oral health. Treating children became my passion and I wanted to solidify my education in pediatric dentistry with post graduate training. I received my certificate from the University of Maryland, School of Dental Medicine in 2015." She continued saying, "I absolutely love helping children obtain and maintain a healthy smile, all while continuing to have a fun and positive experience. I love watching the children grow over time and being rewarded by drawings and letters to me about how much they love the dentist. It truly makes my day! What I least like about being a dentist: seeing a child in dental pain."

Emilie practices in Wailuku, Maui at Children's Dentistry of Maui, where she said, "You'll meet the 'Dentist Aunties' who love children and what they do. We focus on building

relationships, educating families, and creating a lifetime of healthy smiles for generations to come. Our warm and caring environment makes us a trusted place for parents and a beloved dental home for all keiki.”

Emilie has been an active member of the HDA for eight years now and said she realized it was her time to give back in a leadership role. She said, “I’d like to know how I can better serve the interests and needs of our county members to have more active involvement and participation at our meetings.”

Emilie’s advice to her colleagues: “Remember your purpose, your passion, and why you love to do what you do. You will have this amazing career ahead of you and inspire others along the way.”



Dr. Emilie Sumida Then

Mahalo

**Dr. Hamakawa,
Dr. Tokunaga,
Dr. Shimabukuro,
& Dr. Sumida!**

**for your
leadership!**



MELISSA PAVLICEK, J.D.



DANNY CUP CHOY, M.ED

Caught on Camera: HDA Leaders Brush Up their Communications Saavy

By Melissa Pavlicek, J.D., and Danny Cup Choy, M. Ed., HDA Legislative Consultants

AN EVENING IN front of the video camera, answering a “reporter’s” mock investigative questions, might not be most people’s idea of fun, but it was a useful and necessary exercise to advance HDA’s advocacy priorities. A small but committed group of HDA leaders and Legislative Program advocates recently dedicated themselves to a communications refresher course.

The purpose of an annual communications training update is to help position HDA as the preeminent authority on oral health and dentistry. It was also intended to ensure that HDA’s volunteers keep communications open, honest and transparent and to dispel the misperception held by some government officials that dentists testify at the legislature in a way that reflects “protecting their businesses or territory,” when in reality dentists are putting patients first. Finally, a goal of the training is for HDA leaders to develop a good working relationship with the media, policy leaders, and representatives of other organizations built on respect for each other.

HDA leaders, including President Dr. Norm Chun, met to discuss the protocols and approval processes in place for HDA to speak publicly on an issue, in the media, at the state legislature, or in community meetings. Essentially, all HDA public messages must be pre-approved by the Board of Trustees or a needed extension of a pre-approved message. Legislative positions also must be approved by the HDA Board of Trustees or necessary or advisable to avert patient harm. Examples of pre-approved messages were discussed, including “the safety of our patients and the public is our number one priority.”

An important part of the training was to remind HDA leaders that, when speaking publicly, they should clearly articulate “who” they represent, “who” they are speaking for, and any limitations of what they are stating. Spokespersons were also coached in how to recognize, acknowledge, and report potential conflicts of interest.

Finally, the HDA leaders engaged in interview role-playing, videotaping their responses. They practiced being asked difficult, irrelevant, and complex and compound questions. They practiced so they could feel comfortable in front of the camera and so that their messages would come more smoothly if asked by the media or a legislator for comment in the future. What the videotaping taught the participants was that being a spokesperson requires thoughtful preparation and the skill of sticking to approved messages. They learned that good communications skills are essential to leadership and advocacy. And, in the end, that speaking on behalf of HDA can actually be fun.

Mr. Danny Cup Choy and Ms. Melissa Pavlicek, through Hawaii Public Policy Advocates, LLC, conducted the training as HDA’s communications and advocacy consultants.



Dr. Neil Nunokawa participating in HDA’s communications training



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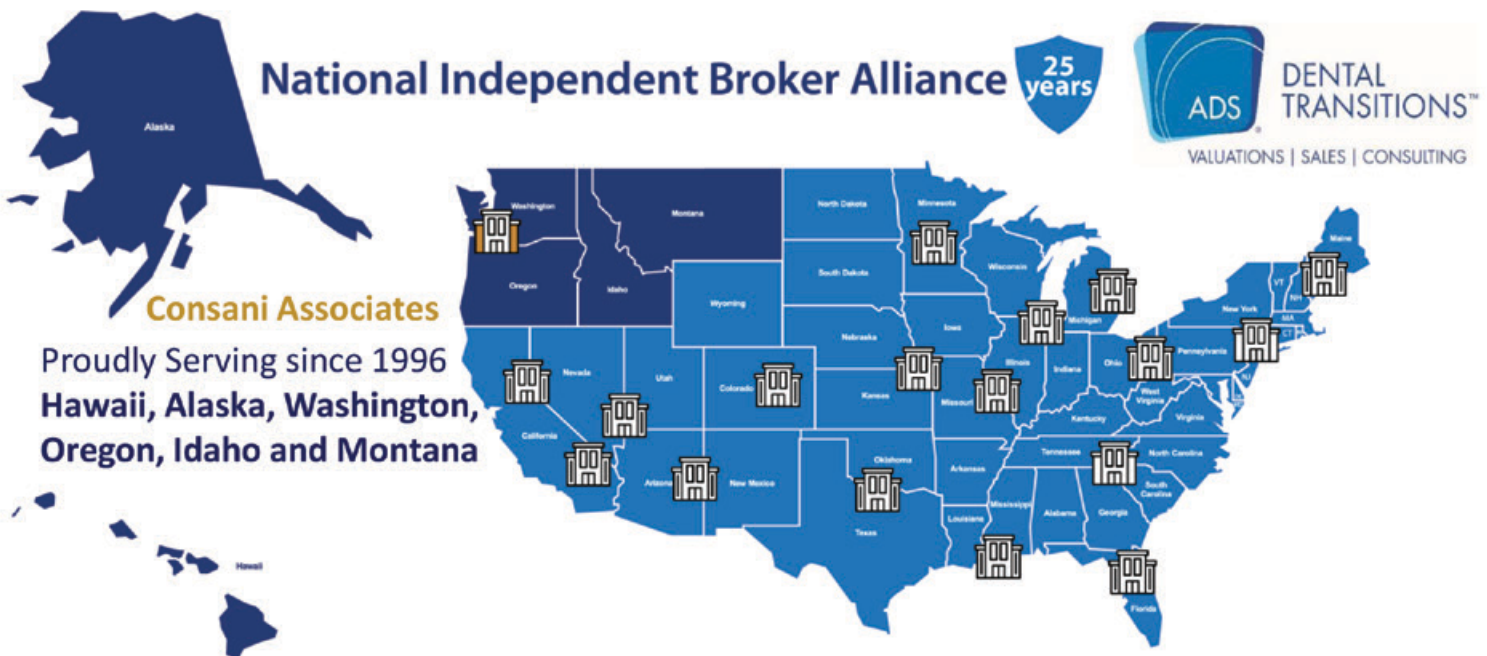
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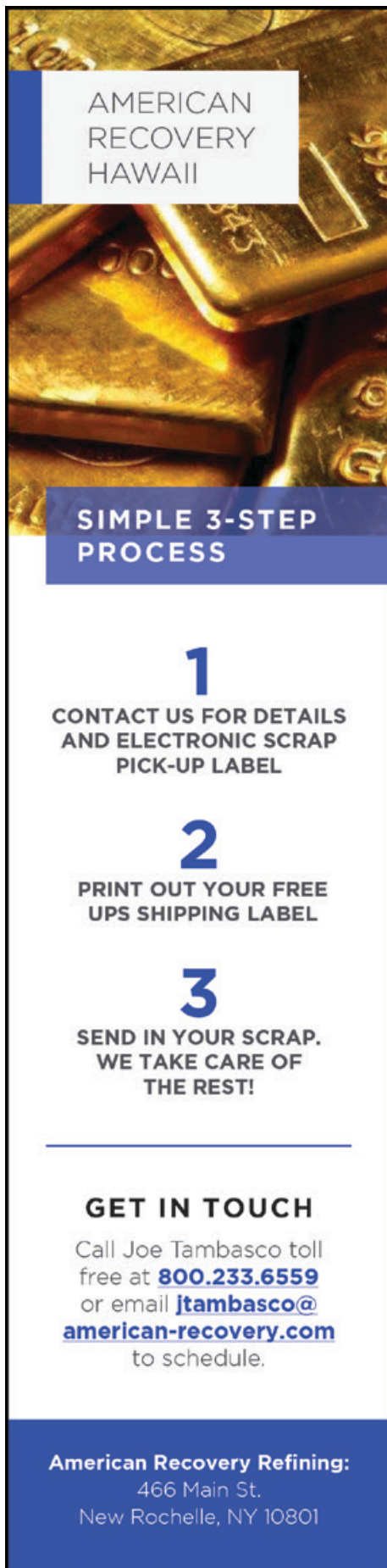
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Did you know? Healthcare Professions Can Start Right Here in Hawaii.

By Dr. Nora Harmsen, HDA Member

SOMETIMES YOU RUN across an opportunity and you know that your fellow dentists may not have heard about it. Over the last few years, I have had the opportunity to be associated with Chaminade University and had heard about their Healthcare Articulation Agreement Programs.

I was very interested as many times my patients or staff members (perhaps like many of yours) might talk about their goals to be a hygienist, dentist, occupational therapist, pharmacist, and so on. Perhaps your own son or daughter dreams of a health professional career and isn't sure where to start on the path. Maybe having a smaller university experience is helpful for some students and living at home can save much needed money for future graduate student expenses. This may apply to your family member or one of your staff or patients.

Chaminade University has a pre-professional program that places students on a path that will lead them to a position in one of the much-needed healthcare fields, both here in Hawaii and where their future takes them. The student works with the profession's counselors and follows

the required curriculum and requirements for graduation from Chaminade. They will then apply to one of the graduate programs, following the requirements for the program's application process. This may include an interview and required GPA or DAT, MCAT, etc. These students will be on a direct path to the program of their choice, at one of the Programs with which Chaminade has a current Articulation Agreement. Using this plan, the student does not have to apply to multiple programs to achieve their vocational dreams.

I am always skeptical about the "too good to be true" programs or ideas, but Chaminade has multiple graduates from these programs who have come back to encourage other students to use this plan for their future. Hopefully you will take a moment to look through the articulation options and keep them in mind when someone you know is interested in a healthcare profession, be it dentistry or one of the many others.

More information and any questions can be addressed to Amber Noguchi at amber.noguchi@chaminade.edu or call her at 808-739-8558.



Health Professions Articulation Agreements by Degree

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Pacific University (PacificU)

Doctor of Dental Medicine (D.M.D.)

A.T. Still University- Missouri School of Dentistry & Oral Health (ATSU-MOSDOH)
Tufts University School of Dental Medicine (TUSDM)
Western University School of Health Sciences (WesternU)

Doctor of Medicine (M.D.)

Boston University School of Medicine (BU)
George Washington University (GWU)

Doctor of Osteopathic Medicine (D.O.)

A.T. Still University- Kirksville College of Osteopathic Medicine (ATSU-KCOM)
A.T. Still University- School of Osteopathic Medicine in Arizona (ATSU-SOMA)
Western University School of Health Sciences (WesternU)

Doctor of Physical Therapy (D.P.T.)

A.T. Still University- Arizona School of Health Sciences (ATSU-ASHS)
University of Dayton (UD)
Western University School of Health Sciences (WesternU)

Doctor of Podiatric Medicine (D.P.M.)

Samuel Merritt University (SMU)
Western University School of Health Sciences (WesternU)

Doctor of Occupational Therapy (O.T.D.)

Pacific University (PacificU)
A.T. Still University- Arizona School of Health Sciences (ATSU-ASHS)

Master of Occupational Therapy (M.S.)

A.T. Still University- Arizona School of Health Sciences (ATSU-ASHS)

Master of Physician Assistant (M.P.A.)

Samuel Merritt University (SMU)

Master of Physician Assistant Practice (M.P.A.P)

University of Dayton (UD)

Master of Physician Assistant Studies (M.S.P.A.S)

Pacific University (PacificU)

Doctor of Optometry (O.D.)

Pacific University (PacificU)

Doctor of Pharmacy (Pharm.D.)

Pacific University (PacificU)

What is HIPAA & How Does It Apply to Your Dental Practice?

By The Compliancy Group



HIPAA CONSISTS OF complex regulations dictating patient information privacy and security. Because of its complexity, many people fail to understand HIPAA and how it applies to them.

Much of the everyday operations at your dental practice are heavily regulated by HIPAA. Answers to FAQs are discussed to guide dental offices in complying with HIPAA standards.

[How Does HIPAA Apply to Dental Practices?](#)

Dental practices are considered covered entities under HIPAA. To be HIPAA compliant, dental practices must meet the requirements of each of HIPAA's three main rules.

1. HIPAA Privacy Rule

The HIPAA Privacy Rule provides guidance on the appropriate use and disclosure of protected health information (PHI). Under this rule, PHI access must be limited to only those employees that require access to perform their job (known as the minimum necessary standard). To

comply with this rule, employees should be granted access to PHI based on their role within the practice.

For instance, an employee scheduling a patient appointment would not need to be granted access to a patient's entire medical chart. They would only need to know the basic information required for setting a new appointment.

For dental practices using an EHR, access to the platform should only be given to employees that need it. EHR platforms will allow you to designate different levels of employee access through unique login credentials. Dental practices still using paper records may have difficulty limiting access to specific parts of a patient's file. However, paper records must be kept in locked rooms or cabinets to prevent access by unauthorized parties. To ensure that employees access paper records appropriately, it is essential to have written privacy policies that dictate the proper uses and disclosures of PHI.

The HIPAA Privacy Rule also requires dental practices to develop a Notice of

Privacy Practices (NPP) that outlines how your practice uses and discloses patient information. Patients must be given a copy of your NPP for review upon intake. If your practice would like to use or disclose PHI for reasons other than what is outlined in your NPP, you must receive written authorization from the patient. For example, you may wish to share patient testimonials on your website or through social media, but to do so, patients must give explicit consent for you to use their information in this manner.

Also, as outlined in your NPP, patients have the right to request copies of their medical records. Should patients request their records, your practice has thirty days to provide the copies. Records should be provided in the format the patient requests (i.e., paper, CD, USB, etc.) when reasonably appropriate. Additionally, practices may only charge a reasonable cost-based fee for requested records, such as the cost of the CD.

HIPAA also imposes annual employee training requirements. Training must

include HIPAA basics, cybersecurity best practices, and an overview of your practice's HIPAA policies and procedures. To meet HIPAA training requirements, employees must legally attest that they have read and understood the training materials and agree to comply with the standards outlined in the training.

2. HIPAA Security Rule

The HIPAA Security Rule requires dental offices to ensure the confidentiality, integrity, and availability of PHI. This is accomplished by implementing administrative, technical, and physical safeguards. Conducting an annual security risk assessment (SRA) is essential to determine what safeguards are appropriate for your practice. SRAs identify risks and vulnerabilities to electronic PHI (ePHI). By conducting a risk assessment, your practice can prepare against potential threats to the privacy and security of ePHI.

To ensure that your practice adheres to the HIPAA Security Rule, it is essential to have written security policies and procedures. These policies and procedures guide how your practice implements safeguards to protect PHI.

3. HIPAA Breach Notification Rule

The HIPAA Breach Notification Rule requires breaches affecting PHI to be reported. Breaches affecting 500 or more patients must be reported within sixty days of discovery to HHS' OCR, affected patients, and local media outlets. While those involving less than 500 patients must be reported within sixty days from the end of the calendar year in which they were discovered (March 1).

Your practice must have written policies and procedures for breach notification. These policies and procedures provide guidance for

employees on what to do should they suspect a breach, and to whom they should report an incident.

What is a Business Associate?

Dental practices must also ensure that all their business associate vendors are HIPAA compliant, and have signed business associate agreements with these vendors.

A business associate is any vendor that creates, transmits, receives, stores, or maintains PHI on behalf of their clients. Common examples of business associates include online appointment scheduling services, electronic health record providers, cloud storage services, and email service providers.

Business associate agreements (BAAs) are legal contracts that must be signed before allowing vendors to perform business associate functions. By signing a BAA, each party agrees to be HIPAA compliant, and be responsible for maintaining their compliance.

How Are HIPAA Violations and Fines Determined?

The Department of Health and Human Services (HHS) sets forth specific standards that dentists must follow, while the Office for Civil Rights investigates potential violations. HIPAA violations can occur for a variety of reasons.

The most common reasons that healthcare practices are fined are:

- Failure to conduct an annual security risk assessment
- Failure to provide patients with timely access to their medical records
- Improperly using or disclosing patient information
- Lacking signed business associate agreements

Healthcare organizations that are investigated by the HHS' Office for Civil Rights and found in violation of HIPAA are subjected to costly fines, OCR monitoring, and corrective action plans. In the past, dental practices have been fined \$5,000–\$62,500 for right of access violations, impermissibly disclosing patient information in response to an online review, and impermissibly disclosing patient information to a third-party marketing firm.

How Do I Become HIPAA Compliant?

To become HIPAA compliant, you must implement a documented compliance program that meets HIPAA Privacy, Security, and Breach Notification requirements.

To do so, you must:

- Conduct annual self-audits, identify gaps in your compliance, and implement remediation plans
- Implement documented HIPAA policies and procedures, and review them at least annually or when there is a change in your business operations
- Have signed business associate agreements with all business associate vendors
- Conduct annual employee training and have employees attest to the training
- Have a system in place for detecting and responding to breaches

Contributed by Compliancy Group

Need assistance with HIPAA compliance? Compliancy Group can help! Their simplified software and Compliance Coach guidance help dentists achieve HIPAA compliance with ease. As the only HIPAA solution endorsed by the HDA, dentists can be confident in their compliance program. Find out more about Compliancy Group and HIPAA compliance.



Dr. Derek Ichimura

ETHICS in AI

By Dr. Derek Ichimura, HDA Editor

ARTIFICIAL INTELLIGENCE (A.I.) chatbots like ChatGPT, Bing, and Bard have been in the news recently and many are concerned that A.I. may replace humans in certain areas or that it will write term papers for students, etc. But it is widely known that these chatbots make errors and produce false information. I was curious about the ethical aspects of using A.I. so I asked ChatGPT about it and its' response is shown below. Remember, everything written below was created by a machine.

HUMAN: Write me a 5-paragraph essay on whether chatbots can make ethical errors because of how Artificial Intelligence works.

ChatGPT

Title: Ethical Errors in Chatbots: The Impact of Artificial Intelligence

Introduction: Chatbots have become increasingly prevalent in our digital landscape, providing automated conversational experiences to users. Powered by Artificial Intelligence (AI), chatbots possess the ability to process vast amounts of information and respond to inquiries in a human-like manner. However, the complexity of AI algorithms raises concerns about the potential for ethical errors. This essay examines whether chatbots can make ethical errors due to the inherent characteristics and functioning of AI.

Paragraph 1: Understanding Artificial Intelligence and Chatbots

Artificial Intelligence refers to the development of computer systems capable of performing tasks that typically require human intelligence, such as understanding natural language, recognizing patterns, and making decisions. Chatbots are a specific application of AI designed to interact with users in a conversational manner. They employ machine learning algorithms to analyze and respond to user input, constantly improving their performance based on data they receive. While chatbots aim to replicate human-like conversation, their underlying mechanisms differ significantly from human cognition.

Paragraph 2: The Limitations of AI Algorithms

One primary factor contributing to potential ethical errors in chatbots is the inherent limitations of AI algorithms. Chatbots rely on pre-existing data and patterns to generate responses, and their training heavily depends on the quality and diversity of the data they receive. If the training data is biased or lacks a comprehensive understanding of ethical nuances, chatbots may inadvertently perpetuate biases or respond inappropriately to certain situations, leading to ethical errors. Moreover, chatbots lack true understanding and empathy, which are essential for comprehending complex ethical dilemmas accurately.

Paragraph 3: The Role of Human Programming and Bias

Another crucial aspect influencing the potential for ethical errors is the role of human programming and bias. Chatbots are developed and programmed by humans who must make decisions regarding the bot's behavior, responses, and ethical framework. However, programmers themselves are susceptible to biases, consciously or unconsciously, which can

inadvertently manifest in the chatbot's behavior. If these biases are not identified and addressed during the development phase, chatbots can perpetuate discriminatory or unethical behavior, compounding the risk of ethical errors.

Paragraph 4: Unforeseen Circumstances and Adaptability

The dynamic nature of chatbot interactions introduces the challenge of adapting to unforeseen circumstances. AI algorithms are trained on existing data and patterns, which may not encompass the entire range of possible scenarios. When faced with unfamiliar or complex situations, chatbots may struggle to provide accurate and ethical responses, potentially leading to errors or misguidance. The lack of contextual understanding and the inability to interpret non-verbal cues can further exacerbate the potential for ethical errors.

Paragraph 5: The Importance of Human Oversight and Responsibility

To mitigate ethical errors in chatbots, it is crucial to emphasize human oversight and responsibility. Developers and organizations must implement robust testing, evaluation, and quality control measures to identify and address biases, ethical shortcomings, and potential errors. Additionally, incorporating diverse perspectives and ethical considerations during the development phase can help reduce the likelihood of biased or unethical behavior. Continuous monitoring, feedback loops, and regular updates can improve chatbot performance and ensure that ethical guidelines are adhered to, promoting accountability and transparency.

Conclusion: While chatbots have the potential to enhance user experiences and provide valuable assistance, they can also make ethical errors due to the nature of A.I. algorithms. Understanding the limitations of A.I., addressing biases during programming, accounting for unforeseen circumstances, and implementing human oversight are crucial steps to minimize ethical errors in chatbots. As technology advances, it is essential to prioritize the development of A.I. systems that align with ethical principles, ensuring that chatbots contribute positively to society while minimizing potential harm.



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Hawaii County Dental Society

By Dr. Lena Hamakawa, President

Hawaii County held our first meeting in February. Our next meeting will be in May, and generously sponsored by Central Pacific Bank.

Hawaii County members at their quarterly meeting



Honolulu County Dental Society

By Dr. Esther Oak, Treasurer

Following a strong start to the year, the Honolulu County Dental Society hosted a successful in-person meeting on May 17 at 3660 On the Rise, featuring a lecture by Dr. Kenneth Choy on clinical applications of digital technology to enhance treatment outcomes. We reached full capacity at the venue and had a great turnout. It was an evening filled with thoughtful discussions, networking, and delicious food. We look forward to continuing to see familiar and new faces at our future meetings: a Zoom meeting with topic TBD on Aug. 23 and an in-person lecture on Dec. 7 by Dr. Michael Hironaka.



HNL Co members gather for our first in-person meeting in 2023



Dr. Kenneth Choy speaks to his HNL Co colleagues on May 17



Maui County Dental Society

By Dr. Emilie Sumida, President

Maui County recently meet on May 16, 2023. We welcomed guest speaker Dr. Sujata Bhatia, who lectured on Sleep Disordered Breathing. Also invited to the meeting was Ms. Kim Nguyen, HDA Executive Director, who provided updates and happenings within the HDA. Our next meeting is scheduled for June 22, 2023.

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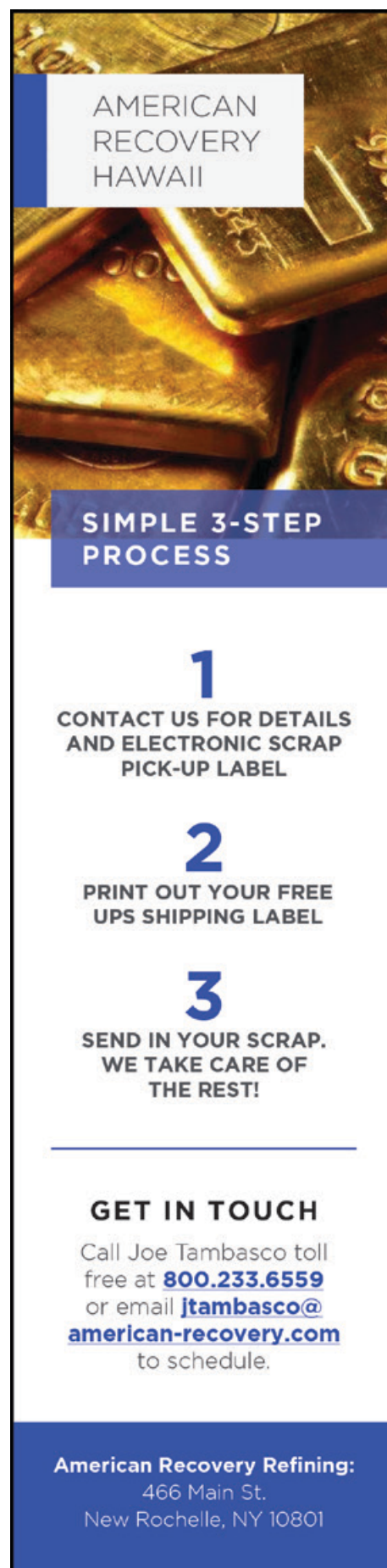
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