

LDA Journal

VOL. 75, NO. 4 WINTER 2016

Journal of the Louisiana Dental Association



"I so enjoyed our time together and appreciate every effort my heroes made on my behalf. Education wise, I am still on track to graduate (from college) and looking forward to my special day. I recently celebrated my 29th wedding anniversary and was able to go out without concerning myself with possibly embarrassing my husband. I am a better usher at church as well - no more shying away. I'M BACK!!! I sincerely THANK all of you at LaMOM for giving of yourselves and touching the lives of so many people. I will make sure to make myself available to volunteer at the next event. Be BLESSED in all you do."

- Patricia



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LDA Journal

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A MEMBER PUBLICATION
OF THE AMERICAN ASSOCIATION
OF DENTAL EDITORS

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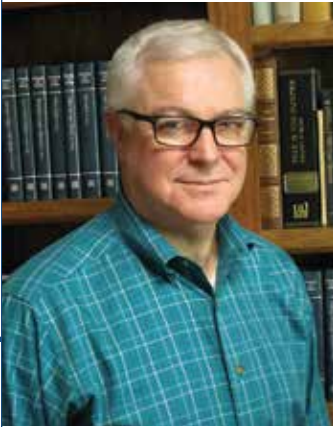
Established in 1878, the Louisiana Dental Association (LDA) is the largest professional health organization for dentists in Louisiana. It is a statewide grassroots organization whose purpose is to promote, advocate, and protect the dental professional. The LDA has over 1,900 members.

Copyright 2016, LDA.



On the cover: The LDA Foundation hosted the Louisiana Mission of Mercy (LaMOM) Sept. 30-Oct. 1 in New Orleans. Over the two days, 8,724 dental procedures performed with 1,537 patient visits. Over 1,000 volunteers provided the community with \$1,095,077 in donated care. Patricia and her mother waited in line over 12 hours to make sure they were one of the first to be treated on Friday morning. Watch her story (and others) by visiting www.lamissionofmercy.org! (On right, Dr. Laurie Moeller with Patricia.)

LDA members can view the Journal
online at www.ladental.org.



LDA

editorial

Dr. David Austin
Editor, LDA Journal

Proud to Be a Member of the LDA

As I reflect back on the year 2016, I have never been more excited and proud of my association (and I have been a member for almost 40 years). First of all, in October I was privileged to watch my good friend and colleague, Dr. Gary Roberts, take the stage as the president of the American Dental Association at the national meeting in Denver. How cool is that! Gary, we are indeed so very proud of you!

Next, once again our state was plagued with a devastating natural disaster and what I heard and witnessed was so many of our LDA members and LDA staff coming forward to help those dentists who lost so much. Our Foundation provided over 30 grants to impacted dentists. And just six weeks after the flooding, our foundation hosted the largest LA Mission of Mercy (LaMOM) held in Louisiana so far! We worried about staffing because some of the volunteers who flooded could not come, however, over 30 ADA members from other states headed to Louisiana to volunteer.

As we compiled news and information for this issue of the *LDA Journal*, I was overwhelmed with gratitude for my association for representing my profession so well. Just to name a few things going on right now, the LDA is STILL working hard to create a MEWA health insurance plan to offer our membership. Even though the financial and insurance law requirements are making it very difficult to accomplish, our Council on Insurance and staff are working diligently to try to make this happen. I am confident they will.

Our president, Dr. Bob Barsley, is also using his expertise to work with the MCNA Dental Advisory

Committee to address the concerns of our members. He is making sure that the LDA is at the table in discussions over RFPs, reimbursements and denial of claims issues. He's created several task forces to discuss pertinent dental and legislative issues and he continues to support the LDA/LSBD Task Force that has been successful in fostering productive discussions and negotiations between the two groups.

Our executive director, Ward Blackwell, is also working with our lobbying team and the Council on Government Affairs to monitor possible further changes to sales tax laws, including the possible reinstatement of the sales tax exemption for dental devices. After Ward's testimony earlier this Fall, the Sales Tax Streamlining and Modernization Commission subsequently voted to recommend restoring a number of sales tax exemptions on medical-related products, including the dental device exemption. This recommendation will be forwarded to the 2017 Legislature. Thank you, Ward, for having our back!

And even though there are a number of other "irons in the fire" at the LDA that will hopefully come to fruition and will be announced when they do, I am very proud of my peer members. We have gathered award information and leadership positions for so many of you in the last couple months! The information collected can be found on pages 24-25 of this issue and individually on the LDA's Facebook page. YOU are doing some great things! Please keep that information coming because we love hearing about it. If you have news to share with us, email LDA Assistant Executive Director Annette Droddy at annette@ladental.org or call her at (800) 388-6642.

2017 MEMBERSHIP DUES INVOICES were mailed on November 9, 2016

BE SURE TO TAKE ADVANTAGE OF THE 2018 LDA MEMBERSHIP DUES INSTALLMENT PROGRAM (see your 2017 Dues Invoice for details)

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LDA president

*Dr. Robert Barsley, J.D.
President, Louisiana Dental Association*

2016 Work Will Continue into 2017 to Serve Our Profession

So what has transpired since I last wrote? Well the “Great Flood” of 2016 has made history. Many LDA members in the Greater Baton Rouge area and Acadiana, as well as some on the Northshore, were hard hit, as were their patients. The LDA Foundation received requests and gave out Disaster Relief Grants for over 30 dentists who suffered damage to their offices or homes, or in some cases, both. The Foundation received monetary support from several dental associations and from dentists locally and nationally.

Six weeks after the flood, the 2016 LaMOM event was held at the Alario Center in Westwego. More than 1,000 volunteers came together to provide over \$1,000,000 of dental services to more than 1,500 patients. More info can be found in this issue, as well as stats and three videos at www.lamissionofmercy.org. News of the flooding resulted in several dental teams from neighboring (and distant) states signing up for the event. LDA member dentists, members of their dental teams, students, staff, and faculty from LSUSD, along with the staff of the LDA worked tirelessly to make this the third successful Mission of Mercy in Louisiana in the last three years. The patients and the volunteers owe thanks to the donors and sponsors and to Dr. Maria Burmaster (General Chair), Dr. Gizelle Richard (Local Chair), and Drs. Reid Owens and Jessica Tingstrom (Vice-chairs) as well as all of the Clinical Leads and Section Leads. Although no plans have yet been announced for the next LaMOM, I am certain that plans are being discussed around the state.

Post-election concerns, along with legal hurdles, have slowed the progress of the LDA Council on Insurance and the MEWA. The uncertain future of ObamaCare (the Affordable Care Act) and in particular the state “Insurance Marketplaces” and family subsidies will no doubt have an impact on the future availability and cost of health insurance in the employer and personal health insurance fields. The LDA wishes to be certain that our product meets the needs of our members and staff as well as their families.

Similarly, the future of the Dental Medicaid Program in Louisiana has been a topic of discussion. I was invited to address the November meeting of the MCNA Dental Advisory committee. I voiced the concerns raised by the LDA membership in the recent online poll conducted by the LDA. I was also able to make a very preliminary report from the LDA Task Force on Medicaid which had its initial meeting only a week prior. Our concerns are being heard, and I expect



LaMOM: Dean Henry Gremillion, Senator Bill Cassidy, and Dr. Bob Barsley discuss the incredible dental service that the LDA and its partners, such as the LSUSD, are providing to the community.

them to be addressed and resolved. The LDA plans to take an active role in the next RFP released by the LA Department of Health to determine who the MCO will be for future years and how that product will operate. Among the concerns that will be addressed in the RFP are reimbursement and denial of claims issues, along with better metrics and measures to assure that the oral health of this vulnerable population is improved.

The LDA General Supervision Nursing Home Task Force also met in November by phone to address the issue of oral healthcare in nursing homes and other long term care facilities. The Board was interested in the opinions of several LDA members who devote a major portion of their practice time to caring for this vulnerable population. A lively discussion (mimicking in many ways a similar discussion which occurred at the LDA's September Board meeting) was had. The LSBD will receive and consider the suggestions from the dentists, LTC facility staff and medical personnel, the dental hygiene community, and others to decide if changes in either the rules and regulations or perhaps statutes are needed.

I will update you on the continuing progress of these issues and any others that develop during my report at the House of Delegates meeting in April in New Orleans. I encourage you to attend the New Orleans Dental Conference/LDA Annual Session to not only obtain great C.E. at a great price, but to visit the Exhibit Hall and come to the LDA's House of Delegates.

2017 LDA Events Calendar – visit www.ladental.org

LDA's Bowden Leadership Development Conference

Friday, January 13, 2017
Embassy Suites, Baton Rouge, LA

Winter C.E. and Ski Over Mardi Gras Holiday

February 25-27, 2017
Park City/Canyons, Utah

New Orleans Dental Conference/ LDA Annual Session

April 6-8, 2017
New Orleans Morial Convention Center
www.nodc.org

Dentists' Day at the Legislature

TENTATIVE: Wed., May 3, 2017
Baton Rouge, LA

NEW DATE AND LOCATION LDA Summer Education Conference

June 21-24, 2017
Hilton, Pensacola, FL

LDA Foundation Fishing Rodeo

July 14-15, 2017
Sand Dollar Marina, Grand Isle, La.

LDA Last Chance Seminar

December 8, 2017
Marriott, Baton Rouge, LA



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LDA feature

*Dr. Buddy Donaldson
Dual Trained Specialist in Pediatric Dentistry and Orthodontics
Board Certified in Orthodontics
ADA, LDA, and Acadiana District Dental Association Member*

The Relationship Between Pediatric Sleep Disordered Breathing and Attention Deficit Hyperactivity Disorder

The physiologic role of oxygen for overall health is often underappreciated and underrated. The lack of or difficulty in receiving the proper amount of oxygen creates negative consequences as the human body does not physiologically respond positively to increased respiratory effort. If the roadblocks, bottlenecks, and chokepoints of labored breathing are removed or altered, it will result in improved daily functioning. The signs, symptoms, and phenotypic expressions of pediatric sleep disordered breathing (PSDB) and attention deficit hyperactivity disorder (AD/HD) are similar. It is the aim of this literature review to increase awareness of the connection between PSDB and AD/HD, and discuss available treatment options to reduce the effects of these two disorders.

Pediatric Sleep Disordered Breathing (PSDB)

The nasal airway begins at the nares and extends to the superior end of the trachea. (1) The oral airway begins at the lips and extends to the superior end of the trachea. When the flow of air is encumbered, it creates increased resistance, which results in a number of medical conditions. In the pediatric population, a condition known as PSDB may develop.

PSDB is a broad term that encompasses multiple conditions that fully or partially attempt to define it. Some of these include obstructive sleep apnea (OSA), which involves, snoring, hypopneas, apneas; upper airway resistance syndrome (UARS); and respiratory effort related arousals (RERAS); and respiratory disturbance index (RDI). There are other names associated with PSDB, depending on the author's nomenclature system.

Glossary of PSDB terms

1. Apnea – Occurs when there is a complete obstruction of the airway and breathing stops
2. Hypopnea – Occurs when there is a partial obstruction of the airway that results in partially taken breaths.
3. Upper Airway Resistance Syndrome (UARS) – Occurs with labored breathing during sleep that causes sleep arousals. Oxygen levels diminish, but do not meet the criteria to be named a hypopnea or apnea. It is also known as RERA.

4. Respiratory Effort Related Arousals (RERA) – Presents as labored breathing during sleep, which causes sleep arousals, but is not severe enough to be classified as a hypopnea or apnea. It is also known as UARS.
5. Respiratory Disturbance Index (RDI) – Records the number of RERAS, Apneas, and Hypopneas per hour.
6. Apnea Hypopnea Index (AHI) – Records per hour of sleep in a study the number of apneas and hypopneas.

In the pediatric population, OSA is defined as a disorder of breathing during sleep, characterized by the prolonged partial upper airway obstruction and/or intermittent complete obstruction that disrupts normal ventilation during sleep and normal sleep patterns. (2)

The collapse of the pharyngeal airway during sleep causes repetitive sleep arousals. (3) The recurrent and strenuous efforts at inspiration contribute to disturbed sleep. Disturbed sleep has been referred to as sleep fragmentation. (3)

Attention Deficit Disorder (ADD) is a disorder characterized by the inability to concentrate on any one task for any length of time. Attention Deficit Hyperactivity Disorder (ADHD) is characterized by both an inability to focus and hyperactive behavior. Recently, the two terms have been combined and renamed AD/HD.

An apnea occurs when there is complete obstruction of the airway during sleep. A hypopnea is partial obstruction of the airway during sleep. The number of apneas and hypopneas per hour are totaled to derive the Apnea/Hypopnea Index (AHI). In the adult population an AHI greater than 5 indicates the presence of OSA. However, in children and adolescents, an AHI greater than 1 is diagnostic of OSA.

UARS is an abnormal increased respiratory effort that does not qualify as either apneas or hypopneas. (3, 4) This presentation is more commonly seen in the pediatric population than is OSA. (5) The Respiratory Disturbance Index (RDI) is utilized in pediatric polysomnography and includes RERAS, hypopneas, and apneas.

There are 3 types of AD/HD:

1. AD/HD characterized primarily by inattention and distractibility.
2. AD/HD characterized by impulsive and hyperactive behavior.
3. AD/HD combined in which impulsive and hyperactive behavior as well as inattention and distractibility are present.

Snoring

Snoring occurs when an obstruction is present in the airway. The increased resistance to breathing causes the tissue in the soft palate and uvula to vibrate and produce the snoring sound. A child who snores is a key sign that some type of PSDB exists. (6, 7) The child may suffer from low school performance (4) and may be at risk for neurobehavioral consequences. (8) Snoring can be a predictor to future hyperactivity. (6)

Epidemiology

The prevalence of pediatric OSA ranges from 0-6% of the population. (4, 9, 10) The range of snoring in the pediatric population ranges from 3-12%. (4, 6) The prevalence of AD/HD is 5-10%. (11)

Diagnosis

Polysomnography (PSG/sleep study) is considered the gold standard in the diagnosis of PSDB. (4, 9, 12, 13, 14, 15) An esophageal pressure monitor may be placed during PSG and appears to help in the diagnosis of UARS.

ADD or ADHD are diagnosed by qualified health care providers such as a pediatrician, psychiatrist, a neurologist, family physician or ENT. Inattention or hyperactive symptoms are typically present and aid in the diagnosis of the condition. PSG can diagnose pediatric OSA, but is not accurate in predicting child behavior. (9) A child with low or no OSA can have major neurobehavioral (inattention, hyperactivity) or neurocognitive (school performance) impairment. (12)

Pediatric polysomnography is usually found in large urban areas, but not typically found in rural or remote areas. However, certain alternative measures such as questionnaires and other modalities have been developed to determine if Pediatric SDB and/or AD/HD are present.

Chervin, et al. (12, 16) have developed a research –validated, 22- item Pediatric Sleep Questionnaire. The PSQ inquires about snoring frequency; loud snoring; observed apneas; difficulty breathing during sleep; daytime sleepiness; inattention or hyperactive behavior, and other OSA features which correlate

with PSG- confirmed OSA in children. While the PSQ is not diagnostic for OSA, it is a reliable and validated tool to identify childhood SRBD (Sleep-Related Breathing Order), snoring, sleepiness, and behavior.

NOTE: The complete article, including signs, symptoms, treatment and a Pediatric Sleep Questionnaire can be found on the LDA website at www.ladental.org.



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LDA louisiana dental services, inc.

Dr. Michael J. Maginnis
President, Louisiana Dental Services, Inc.

LDS Endorsed Companies Support LaMOM

Once again, the Louisiana Mission of Mercy was a great success. The latest LaMOM was held in October at the Alario Center in Gretna. Over a thousand volunteers provided over \$1 million of dental care to over 1,500 patients.

Louisiana Dental Services was proud to have had a number of its endorsed companies step up and provide sponsorship or in-kind supplies to make the event happen. LDA endorsed companies that participated this year were Fortress Insurance, Association Gloves, BestCard, Campus Federal Credit Union, Medical Waste Management and notably, Brown and Brown of Louisiana Association Services Professionals. Stormy Blair, vice president at Brown and Brown, and her husband, Jay, even served on the planning committee as leads and handled logistics from set-up to clean up.

Recognition would not be complete without singling out Dr. Maria Burmaster, the driving force behind LaMoM and the person who organized the event, found donors of money and supplies and recruited the volunteers. LDS



is proud to have Dr. Burmaster serve on its Board of Directors as one of NODA's representatives.

As members of the LDA, you can show your thanks for the success of LaMOM by using the products and services that our Association endorses. The endorsed companies and a summary of the products and services can be found on the LDA website at www.ladental.org. Click on

"LDS Endorsed Companies." (It's at the top of the page, next to the "Members Only" button.)

Endorsed companies provide valuable resources, information and even special pricing all the time. Watch your e-mail inbox for the "LDA E-Bytes," our electronic newsletter that will include more details.

To receive special pricing and discounts with any of our vendors, you must identify yourself as an LDA member!

www.ladental.org/LDS



Left: Stormy Blair with Brown and Brown and her husband, Jay, volunteered from set up to clean up. Top middle: Medical Waste Management boxes and bags were a huge help throughout the clinic (look right). Bottom middle: Dr. Mike Maginnis making magic in the Lab! Right: Thank you Association Gloves.

ENDORSED PRODUCTS AND SERVICES SPOTLIGHT



Fanny Barrientos, Marketing Specialist, ProSites (LDA/LDS endorsed company)

What should dentists post about on social media? 30 Great Social Media Post Ideas for Dentists

Consistently posting on social media can be hard to do after a while. So, we thought we'd give you some inspiration! Here are 30 ideas on what to post about when you've had a hard day and are stumped on what to post about.

Community and Volunteer Events

1. Visit an elementary schools to teach children about oral health and share this event with your followers.
2. Highlight volunteer work your practice is involved with.
3. Host a charity drive and promote it leading up to and on the day of the event (e.g. food, blood, toys, etc.)
4. Help promote events happening in your community like a pet adoption near you. People like to help spread the word!
5. Share information about scholarships you offer or are aware of, particularly for dental school students!

Office Celebrations and Announcements

6. Celebrate your staff with a happy birthday message. This will resonate with your loyal patients!
7. Congratulate your staff when they announce a pregnancy (given that they feel comfortable sharing this news).
8. Show your practice's personality and post photos of holiday parties, costume competitions or white elephant gift exchanges.
9. Have a new gadget in the office? Show it off!
10. Announce conferences that you are attending.
11. Share your experiences at CE events. People like to know that their dentist is keeping up with the times!
12. Introduce new-hires with a photo and quick bio.
13. Explain a new process that your practice has implemented to improve patient experiences, like confirming or rescheduling their appointments seamlessly online.
14. If you're in the news, it's OK to brag a little! Share local press about your practice.
15. Give your followers updates on holiday hours.

Testimonial Content

16. Share your own positive, native reviews. Facebook allows patients to review you, so if someone has something nice to say "share" the post and thank them publicly.
17. Highlight before and after photos (with the patient's permission, of course).
18. Re-post any positive posts that patients post about and tag your practice in.

Promotions

19. Hold themed days such as *Denture Days* or *Patient Appreciation Days*. Having a blog post that explains the promotion helps too.
20. Offer a discount to new clients. Tip: Promotions are best shared near end of calendar year when people are thinking about their expiring benefits.
21. Create a Patient of the Month program and congratulate patients publicly.

Educational Content

22. Create a list of common questions and answer one common question each week, such as "What to do in a dental emergency?"
23. Discuss your opinion of fashions trends that affect oral health such as piercings, jewelry in teeth, and other uncommon cosmetic procedures.

Entertaining or Humorous Content

24. Share celebrity dental news like Sharon Osbourne losing a dental implant on live television.
25. Entertain your patients with celebrity before and after smile comparisons.
26. Uncover myths about dentists debunked.
27. Highlight fun facts about dentistry. A quick google search can help come up with a few.
28. Make kids laugh with cartoons about dentists. Use your best judgment to determine if this is consistent with your practice's voice and personality.
29. Re-post relatable content such as these BuzzFeed articles about dentists. Use your best judgement to determine if this is consistent with your brand as well.
30. Repost old content that did well as a #TBT (throw-back Thursday) post.

For more information about social media management for dental practices, download our free guide to *Running a Dental Practice in the Age of Social Media*.

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LDA

executive director

Ward Blackwell, M.J.
Executive Director, LDA

The Year in Review: Advocacy Report for 2016

The advocacy that LDA does on behalf of Louisiana dentists seems to grow in both quantity and importance every year. In 2015, LDA was so successful in meeting this challenge that the ADA recognized our efforts with a Golden Apple Award for Legislative Achievement. (The award was actually presented this year.)

The amount accomplished in 2016 may even eclipse that of 2015. Consider that all this took place in 2016:

SPECIAL SESSIONS

Sales Tax Exemptions (Acts 25 and 26 of Special Session) – A massive budget shortfall loomed as the Edwards administration took office in Fall 2015, and it was quickly decided the only way to get sufficient revenue into the State's coffers before the fiscal year ended June 30, 2016, was to increase sales tax collections. This was accomplished mainly by temporarily eliminating virtually all exemptions from sales taxes, including the exemption for dental devices. Subsequently, two entities were created to review Louisiana's tax structure: the Sales Tax Streamlining and Modernization Commission and the Task Force on Structural Changes in Budget and Tax Policy. LDA testified for reinstatement of the exemption at the October 18, 2016, meeting of the Commission, and the commission subsequently voted to recommend restoring a number of sales tax exemptions on medical-related products, including the dental device exemption. This recommendation will be forwarded to the 2017 Legislature.

REGULAR SESSION

Passed:

Reduction in Security to Appeal LA State Board of Dentistry (LSBD) decisions (Act 369) – this reform worked out between the LSBD and LDA removes a significant hurdle for dentists wishing to appeal an LSBD decision in district court.

Limits on Recoupment for Clerical Errors on Medicaid Claims (Act 467) – Thanks to a law the LDA helped pass two years ago, if the only discrepancy found on a claim in a RAC (Recovery Audit Contractor) audit is purely clerical, recoupment is limited to any overpayment above what WOULD have been paid had the claim been filed without the clerical error. The LDA successfully

passed a bill this year to ensure a similar provision applies for SURS (Survey Utilization Review System) audits ("legacy" Medicaid audits).

Insurance Coverage for TMD (Act 405) – This new law requires large group health insurance plans to provide coverage for TMD in the same manner as for any other bone/joint disorder. Since most plans had already filed rates for 2017 by the time this bill was considered, the effective date is not till 1/1/18.

Medicaid Transformation Plan (HCR 108) – This resolution created a task force that will make recommendations to the Louisiana Department of Health (LDH) on how best to design an improved system for Medicaid that will optimize the delivery of care following the Medicaid expansion. LDA was able to appoint one member of the task force.

Defeated:

Medicaid Co-Pays (multiple bills) – Several (mostly new) legislators thought they'd save the State money by charging Medicaid patients a small co-pay each time they receive care and reducing providers' reimbursement by the same amount. However, co-pays are really provider rate cuts since federal law makes it impossible for providers to actually collect the co-pay. None of these bills passed.

Prohibition on Balance Billing by Out-of-Network Providers in ERs OR Other In-Network facilities (multiple bills) – This is an issue that comes up every year. As usual, it went nowhere.

Increase Malpractice Cap for Traumatic Brain Injuries (SB 78) – filed by a legislator whose daughter suffered such an injury. A sad story, but not a bill anyone could get behind. It died in committee.

Venue for Administrative Hearings (SB 239) – Another bill that SOUNDED good; it would have forced licensing boards to hold administrative hearings in the home parish of the licensee who is the subject of the hearing. Problem is that the logistical burden placed on such boards would be extreme, leading to (among other adverse effects) much higher costs (and higher licensing fees) and some wrongdoers getting off simply because their board didn't have the capacity to do all the traveling. Killed.

Medicaid Provider Fees (multiple bills) – The fees charged would be used to draw down additional federal

matching dollars, which could then be used to help fill the Medicaid budget hole. Some of the money would be used to increase provider reimbursements too. Unfortunately, the increase would likely not be enough to offset the fee, and there were many issues of how to apply the fee for provider types (like dentists) that don't universally accept Medicaid. None of these bills passed either.

MEDICAID (Funding, MCNA)

There may be an alternative to provider fees as a way to draw down more federal matching funds to enhance dental Medicaid reimbursements. LDA is partnering with LDH and the LSU School of Dentistry (LSUSD) on an arrangement that would have LSUSD cooperate with LDH to generate the state match for the federal funds while dentists who accept Medicaid and want to receive additional remuneration "affiliate" with the dental school. This will require the Centers for Medicaid and Medicare Services (CMS) to approve a State Plan Amendment submitted by LDH. A decision from CMS is expected by spring 2017.

LDA also conducted a survey of its members this year regarding Medicaid. The results, which were shared with LDH and MCNA (the Medicaid benefits administrator contracted by LDH) showed Medicaid dentists have a generally unfavorable opinion of MCNA, with specific, recurring complaints including:

- Inconsistencies in prior authorizations.
- Claims denied for reasons the dentists found unfathomable.
- Specialists being unable to get paid for an exam when a patient was referred.
- An appeals process that many dentists could not make sense of.
- Lack of a post-authorization process.

MCNA representatives have given assurances that they would do their best to address all these issues. LDH is now sending a representative to MCNA's quarterly advisory committee meetings to ensure they follow through.

LSBD

As has been reported previously, the LDA and LSBD formed a joint task force in 2014. The purpose of the task force has been to provide a small group forum for resolving differences between the two entities on various issues. The task force, LDA Council on Governmental Affairs and yet another LDA task force recently created to address issues specifically relating to general supervision in nursing homes, have collectively had a hand in the following regulatory changes that will soon (2017) be effective:

- Changes to sedation rules – the proposed rules essentially conform to changes made by the ADA House of Delegates in October. Among other things, these changes modify training requirements for moderate sedation permits and eliminate regulatory distinctions between enteral and parenteral

methods of moderate sedation (e.g., CO2 will have to be monitored for all moderate sedation). Also, PALS will now be required to obtain a pediatric sedation permit.

- Retired volunteer license – Currently, maintenance of a retired volunteer license (a license to do only charitable dentistry) carries with it the same CE requirements as a regular license. Legislation supported by both LDA and LSBD to be introduced in 2017 would reduce the number of CE hours required for the volunteer license and allow them to be all obtained via online courses. This should significantly reduce the expense of maintaining a volunteer license.
- General supervision in dental schools – rules regarding supervision of dental students and dental hygiene students will be revised to allow more general supervision.
- General supervision in nursing homes – the special task force previously mentioned has considered a number of proposed changes to general supervision in nursing homes. Generally, the debate is about changing rules so hygienists can work under general supervision in nursing homes in a manner more like they currently do in schools and government institutions and less like in private practice (which is how the rules presently read). While some small modifications seem likely, the exact degree of the changes (if any) is still being discussed as of this writing. A final decision will not be made prior to the LDA Board meeting on January 13, 2017.

It should be noted that there were some proposed rule changes that the LDA opposed and the LSBD has agreed NOT to pursue, such as:

- Requiring a dentist to have a personal deep sedation permit before a third party (e.g., a CRNA) could perform IV sedation in that dentist's office (currently, only an office permit is required).
- Mandatory AEDs in dental offices (LSBD floated this idea again, but only briefly).

While available space in the Journal limits the details I can share, the LDA has also continued to represent dentistry at meetings of several other governmental bodies (e.g. PCF Board, LA Health Care Commission, PMP Advisory Council). Obviously, 2016 was both a busy year and a very good one when it came to advocating for LA dentists!

www.ladental.org

In Memoriam

Dr. David A. Kestel, LDA's 1995-1996 President



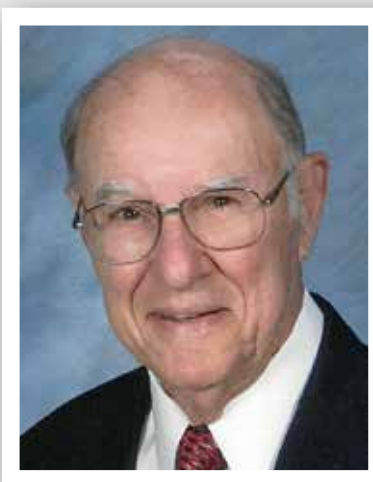
Dr. David Allen Kestel passed away on Dec. 6, 2016, surrounded by his loving family at CHRISTUS St. Patrick's Hospital. Dr. Kestel was a greatly loved and respected Lake Charles area family dentist for over 43 years, and was immensely proud of his office, Dentistry on the Bayou. Throughout his career, he considered his patients and amazing staff his family. He was dedicated to serving his profession on local, state and national levels. He served on the local board in many capacities including past president of the Southwest District Dental Association.

He is a past president of the Louisiana Dental Association (1995-96) and was currently serving as the Louisiana Dental Political Action Committee (LADPAC) chairman. He received the LDA's Distinguished Service Award in 2009. He was an elected Fellow of the American Academy of Dentistry, an elected Fellow of the American College of Dentists and was a member of the Pierre Fauchard Academy. He is a past president of the Calcasieu Parish Study Club. Furthermore, he loved mentoring young professionals.

Dr. Kestel is survived by his wife, Donna, and his daughters Amy Kestel and Stephanie Kestel Karpovs, son-in-law Dr. Anatole Karpovs and grandchildren Nikolai and Clara Karpovs, and Jett Bays. He is also survived by his mother, Alline Kestel.



Dr. Polyet Maron "P.M." Breaud, LDA's 1976-1977 President



Dr. Polyet Maron "P.M." Breaud, age 90, passed away on Oct. 12, 2016, at his residence in Baton Rouge. After 3.5 years in the Army Dental Corps, he practiced dentistry in Baton Rouge for over 50 years. Dr. Breaud was a past president of the Louisiana Dental Association (1976-77).

After retiring from his private practice, he continued to use his skill and experience working for many years at the Mary Bird Perkins Cancer Center. A devout Catholic, Dr. Breaud participated in the formation of St. Thomas More Parish and then was a longtime parishioner at Our Lady of Mercy Catholic Church.

Dr. Breaud is survived by his wife of 68 years, Amy (Hebert) Breaud and their children, Suzette and husband, Frank Perry, of McKinney, Texas, Dr. Stephen Breaud of Baton Rouge, Alan and wife, Shelley (Pearson), of Lafayette, Melanie and husband, Gary Black, of Lewisville, Texas, and Diane and husband, Dale Songy, of Baton Rouge. Dr. Breaud was the proud and beloved "Granddaddy" of Meagan (McClelland) McKissick, Capt. "Will"

Perry (USAF), Meredith (McClelland) Creecy, Graham Perry, Isabel Perry, Alec Breaud, Hudson Breaud, Harrison Breaud, Amy (Black) Hoffman, Allyson (Black) Wall, Suzette (Songy) Perry, and Dr. Chad Songy. He was blessed with 11 great-grandchildren.



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LDA last chance seminar

Jeanne Parr
Director of Conference Services, LDA

Seminar Focused on Benefits of Digital Technology in the Dental Office

It was a day of extraordinary learning on December 9, at the Baton Rouge Renaissance, thanks to the collaboration of the LDA and Patterson Dental, who brought dental professionals of Louisiana the “For the Love of Dentistry” program. This program was very different from what we have offered attendees in the past, and the change was well received.



John Howard (Ivoclar Vivadent), Dr. Gary Chumley, and Michelle DeBlanc (Ivoclar Vivadent).

After gathering for the morning session with all three speakers: Drs. Klim, O’Bryan, and Juliani, we separated out into our workshops for the day. Those who owned CAD/CAM technology (owners group) separated from those who did not (discovery group). Owners learned concepts such as milling versus grinding, prep design, bonding, and anterior and posterior bridge design. The discovery group focused on topics such as advantages and disadvantages between various restorative materials, identifying digital restorative workflow through hands-on digital impression scans, and understanding the benefits of using digital impressions in a lab setting. These hands-on courses inspired many of the dentists to get more “technical” in their offices.

After the workshops were complete, attendees gathered back together for a peer panel discussion with the opportunity to ask questions about what they learned that day and the importance and

practicality of implementing digital dentistry in their everyday practice.

All-in-all, attendees had a challenging day and learned more than they anticipated! If it hasn’t already, digital dentistry will affect your practice soon. There is no doubt that most offices will see the impact of digital dentistry in 2017. Thankfully, this year’s Last Chance Seminar gave dentists and hygienists the confidence to not only use the equipment that will soon be in their offices, but an understanding of their uses as well.

We look forward to hearing about the growing benefits of technology you have in your offices. Share with us on Facebook by tagging us in your posts: Louisiana Dental Membership.

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Dr. Gerald Mayeux won the Brown and Brown Association Services Professionals door prize from Jennifer Luquette.



Randy Blackburn (center) with Blackburn Dental Lab gave door prizes to Drs. Esperanza Prato and Matthew Whitehead.



Attendees during one of the breakout sessions.



Drs. David Reed, Samuel Sanders, and Chris Owens.



Janine Nootz and Dr. Blair Gremillion.



Special thanks to Patterson Dental for co-presenting this seminar with the LDA. (Pictured here, from left) Dr. Darin O'Bryan, Dr. James Klim, Elizabeth Bowie (Patterson), Chris Counce (Patterson), Dr. Dave Juliani, and LDA Executive Director Ward Blackwell.



Drs. Leanne Smith and Robin Levy.



Dr. Paul Beyt, Dayna Waters, and Dr. Francis Scott Sicard.



LDA benefits byline

Stormy Blair
Vice President, Brown and Brown Association Services Professionals

Are You Covered?

Dentists are always encouraging patients to perform those daily tasks of brushing and flossing to take care of their teeth and prevent cavities. They also place sealants and fluoride varnishes to help patients protect their teeth against dental disease or decay. But when it comes to doing those things, such as reviewing their insurance needs annually, to protect themselves and their practices, many times they are as non-compliant as their patients. The information in this column is provided to help you protect yourself, your family and your practice by making sure “you are covered.”

Flooding is on everyone’s mind now due to the recent flood disaster in southwest Mississippi and Louisiana. From an insurance perspective, what is a flood? The simple difference between flood damage and a water damage is:

- Water damage caused by rising water will be a flood claim - Must have a flood insurance policy for protection.
- Water damage caused by broken pipes, rain coming through a damaged roof and overflowing bathtubs will be a water damage claim – File this claim on a commercial or residential insurance policy.

The August 2016 flooding is the worst disaster to hit the United States since Superstorm Sandy in 2012. In Louisiana alone,

- 35% of all homes in East Baton Rouge Parish were impacted – that’s 70,000 homes;
- More than 85% of all homes in Livingston Parish were impacted;
- 12,000 businesses in the region were impacted;
- 507,495 people were affected by the flood – that’s 11% of LA’s population.

AT LEAST 75% OF THOSE IMPACTED BY FLOODING WERE NOT COVERED BY FLOOD INSURANCE!

- Property in a high-risk flood zone are more likely to be damaged by flood than by fire.
- On average, 20% of flood claims come from properties NOT located in high-risk flood zones.
- 1/3 of Federal disaster assistance is for flooding.

Flood premiums vary depending upon location & property value, but the cost of a policy is a fraction of the expense to recover from the devastation of a flood. Bottom line, **EVERY PROPERTY OWNER NEEDS FLOOD INSURANCE to CYA (Cover Your Assets!)** Contact your LDA endorsed insurance representative, Stormy Blair, at Brown & Brown Association Services Professionals for more information and a no-obligation quote at 1-888-503-5547.

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Informed consent is more than just the patient signing a piece of paper. However, the use of the consent form is an important part of the treatment process. For that reason, Fortress offers policyholders a library of informed consent forms you can use in your practice. Additionally, Fortress offers a variety of office and clinical documents such as a health history form and patient educational documents. A sample of the available forms and documents are available to LDA members. Visit www.ladental.org for links to the sample forms and documents.

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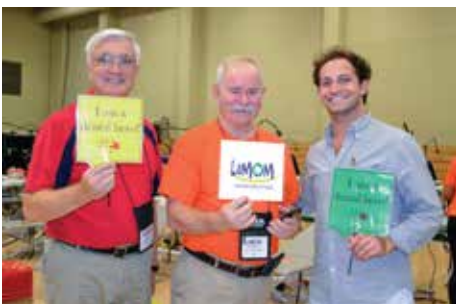


Fall 2016 Mission of Mercy in New Orleans, Sept. 30 – Oct. 1, 2016:

- **8,724** procedures
- **1,537** patient visits
- **\$1,095,077** in donated care
- Over **1,000** Volunteers

Visit www.lamissionofmercy.org to watch three short videos showcasing the spirit and the success of LaMOM 2016.







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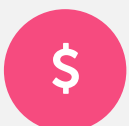
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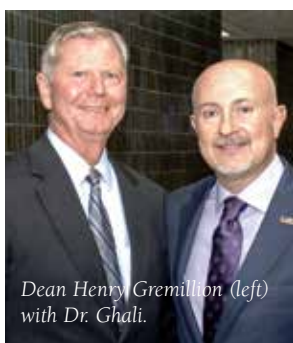


Dr. Eric Geist of Monroe was recently inducted as a Fellow of the American College of Surgeons. He was part of the first ever fellowship class to include Board Certified Oral and Maxillofacial Surgeons having dental degrees without medical degrees. The American College of Surgeons was founded in 1913 and is the preeminent surgical and

surgical specialty organization in the world.

The letters FACS (Fellow, American College of Surgeons) after a surgeon's name mean that the surgeon's education and training, professional qualifications, surgical competence, and ethical conduct have passed a rigorous evaluation, and have been found to be consistent with the high standards established and demanded by the College.

Ghali Named Chancellor of LSU Health Shreveport



Dean Henry Gremillion (left) with Dr. Ghali.

Dr. G.E. Ghali, D.D.S., M.D., F.A.C.S., F.R.C.S. (Ed.), has been appointed as chancellor of LSU Health Sciences Center Shreveport and Dean of the School of Medicine by President F. King Alexander and with the support of the LSU Board of Supervisors.

Previously, Dr. Ghali was interim chancellor, as well as a professor and chairman of the Department of Oral & Maxillofacial Surgery and held the Jack W. Gamble Chair in Oral & Maxillofacial Surgery. He is also director of the cleft and craniofacial surgery fellowship program.

Cross Receives Healthcare Provider of the Year Award from LPCA



At the Louisiana Primary Care Association's 33rd Annual Conference in New Orleans in October, Dr. Douglas Cross, dental director at EXCELth, received the Healthcare Provider of the Year Award. The award was presented during the Healthcare Excellence Awards Banquet.

LSU School of Dentistry to Open After Hours Pediatric Clinic

LSUSD is opening an after-hours pediatric dental clinic in November 2016, with support from a \$37,156.83 grant from Healthy Smiles, Healthy Children (HSHC): The Foundation of the American Academy of Pediatric Dentistry.

Dental students and pediatric dental residents, under faculty supervision, will treat children and adolescents by appointment in the clinic on the LSU Health New Orleans School of Dentistry campus, 1100 Florida Avenue. Services include examinations, x-rays, cleanings and sealants, as well as restorative services (fillings, crowns, pulp therapy, space maintenance) and extractions. The clinic will be open two evenings a month, from 5:00 - 8:00 p.m. and one Saturday per month, from 8:00 a.m. - 12:00 p.m. Appointments can be made by calling 504-941-8201. The clinic will accept Medicaid and LaCHIP, and others can benefit from the discounted care under the school's student fee schedule.

Daly, Savoie, and Hildebrandt Inducted into American College of Dentists



(From left) Savoie, Daly, and Hildebrandt.

Drs. Nelson Daly (Baton Rouge), Lance Savoie (Acadiana), and David Hildebrandt (NODA) were inducted as Fellows in the American College of Dentists

in Denver, Colo., in October. The mission of the American College of Dentists is to advance excellence, ethics, professionalism, and leadership in dentistry. Approximately 3.5% of dentists are Fellows of the ACD.

Soileau Named LSUSD Alumna of the Year



Dr. Kristi Soileau (NODA) was named the LSU School of Dentistry Alumna of the Year 2016. Dr. Soileau has strong ties with the LSU School of Dentistry. She is past-president of the Alumni Association, serves as a gratis faculty member with the Department of Periodontics, and has generously given

back to the school with her time, talent, and financial support. She has led fundraising campaigns for the renovation of the preclinical labs and the Periodontics Resident Research and Education Fund, and has served as committee chair of her class reunions over the past few years. Her volunteer and professional associations and experiences are extensive.

Moreau Named 20 Under 40 by The Alexandria Town Talk



Dr. Anna Moreau has been selected as one of The Alexandria Town Talk's 20 Under 40 Award winners. Because of Dr. Moreau, the future smiles of Central Louisiana should be very bright. The honorees also represent a diverse professional background, from top executives to entry-level workers beginning their

careers. The list includes teachers, health care workers, entrepreneurs and financiers. But while their professions and locations vary, they all share a common desire to achieve professional success while at the same time giving back to serve their community.

Carlton Named LVI Global 2016 Alumnus of the Year



LVI Global (LVI) for Advanced Dental Studies announced the 2016 Alumnus of the Year to Dr. David "Trey" Carlton III. This high honor is awarded to only one LVI doctor per year that exhibits extraordinary achievements in physiologic dentistry and positively spreads the message of LVI.

Dr. Carlton's commitment to saving lives is apparent in his extensive sleep study regarding the "The Physiologic Sleep Bite and the MicrO2 Sleep Device."

Delarosa Honored with LSUSD Distinguished Alumnus Award



Dr. Robert Delarosa (Baton Rouge) received the LSUSD Distinguished Alumnus Award 2016. He has served in leadership roles in numerous professional dental associations at the state, regional and national levels, including president of AAPD. He also testified on Capitol Hill on behalf of the

ADA on issues of access to care for all children, and has participated in over 100 interviews on children's issues.

Ventress Appointed to LSU University College's Advisory Board



Dr. Mark Ventress (Baton Rouge) has been appointed to LSU University College's Advisory Board. This Board is comprised of 30 business executives and community leaders. It is a strong and active board, and members participate in a number of activities and events, selection of University College's more

than 65 scholarship recipients, and host/hostess to various LSU recruitment receptions.

Shea Volunteers with Dentists Across America to Provide Gift of Reading

Dr. Daniel Shea (Baton Rouge) joined dozens of his dental colleagues from across America at a Gala event hosted by MGE: Management Experts in Florida honoring the U.S. Marine Corp and the Toys for Tots Literacy Campaign in a fight against illiteracy. This program provided the gift of reading to 110,000 children.

Briese Selected as Townie Choice Award Winner for 2016



Dr. Patrick Briese (Acadiana) was selected as the Dentaltown's Townie Choice Award Grand Prize Winner for 2016. Along with a monetary prize, he is also featured as the cover story of their national magazine in December.



Summer Education Conference

NEW DATE: Wed. - Sat., June 21 - 24, 2017

NEW LOCATION: Hilton Beach Gulf Front, Pensacola, FL

Reservations should be made no later than May 21, 2017. Call 1-866-916-2999 and ask for group reservations. The group code is "LDA."

Type of Room	Nightly Rate
Standard Room	\$269
Gulf Front Room	\$299
1 Bedroom Suite	\$349
2 Bedroom Suite	\$449
3 Bedroom Suite	\$539

Rates are available 3 days pre and 3 days post conference, based on hotel availability. Taxes and SRIA fees are currently 12.78%. All taxes and fees are subject to change. Check-in is 4 p.m. and check-out is 11 a.m. For all amenities and other resort info, visit:

www.ladental.org/summerconference.

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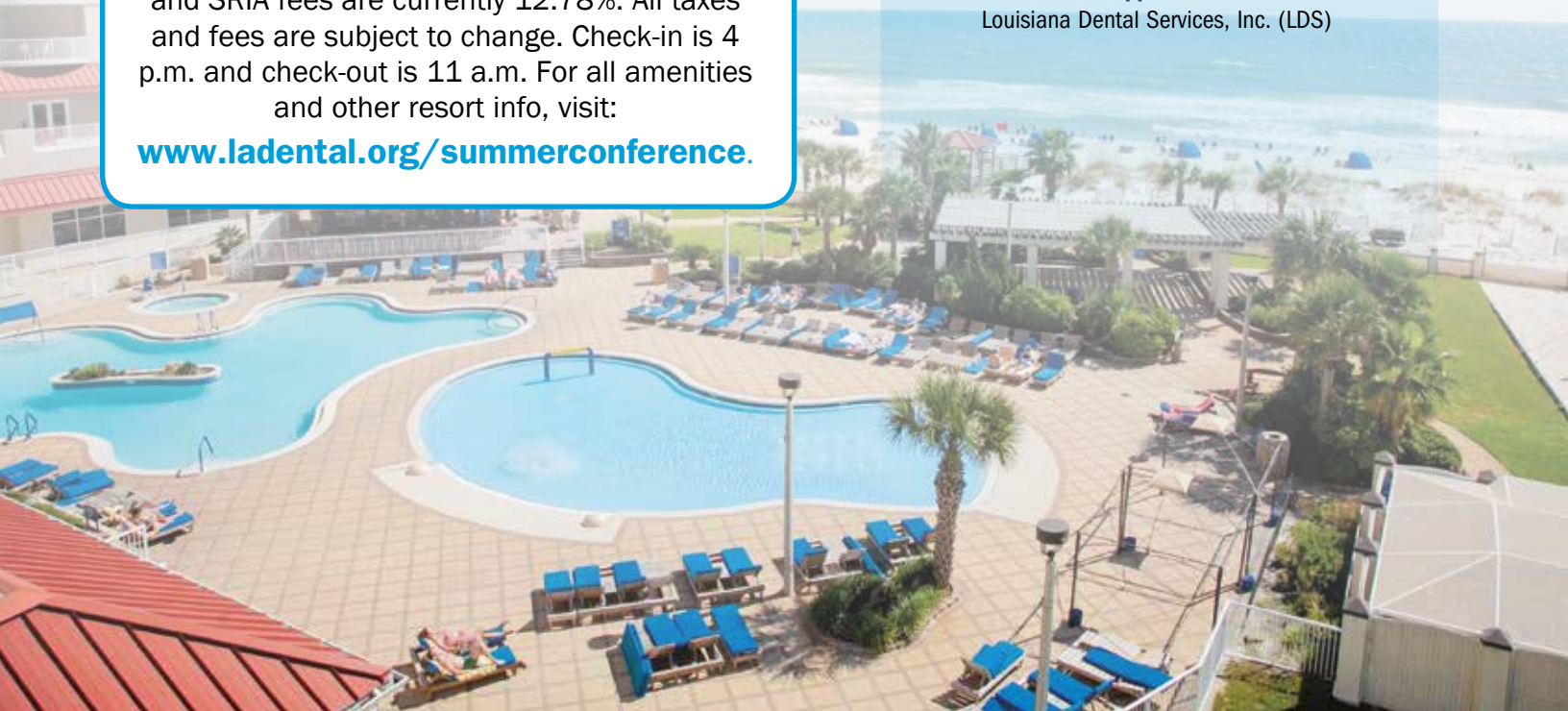


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LDA Is 2016 Golden Apple Award Recipient

LDA has been awarded an ADA 2016 Golden Apple Award in the category of Legislative Achievement. Dr. Gary Roberts, current ADA president and LDA past president, (right) presented the award to (from left) Johnny Koch, LDA lobbyist; Ward Blackwell, LDA executive director; and Dr. Marty Garrett, LDA's chair of the Council on Government Affairs.

Governmental News

MCNA DAC Meeting Report

At the meeting of the MCNA Dental Advisory Committee on November 16, LDA representatives Dr. Bob Barsley and Ward Blackwell presented highlights of the Medicaid survey conducted by the LDA in late spring. The results showed Medicaid dentists have a generally unfavorable opinion of MCNA, with specific, recurring complaints including:

- Inconsistencies in prior authorizations.
- Claims denied for reasons the dentists found unfathomable.
- Specialists being unable to get paid for an exam when a patient was referred.
- An appeals process that many dentists could not make sense of.
- Lack of a post-authorization process.

LSBD's representative on the committee, Dr. Claudia Cavallino, brought up a number of similar issues. The MCNA representatives gave assurances that they would do their best to address all these issues. The LA Department of Health representative at the meeting pointed out that the department had already directed MCNA to develop a post-authorization process.

Other dental representatives at the meeting included Dr. Stephen Morgan (LDA), Dr. Hugh McKnight (LDA) and Dr. Don Donaldson (LAPD).

Tax Commission Recommends Exemption for Dental Devices Following LDA Testimony

Following the radical changes to sales taxes in the 2016 special sessions, LDA has been monitoring possible further changes to sales tax laws, including the possible reinstatement of the sales tax

exemption for dental devices. At the October 18, 2016, meeting of the Sales Tax Streamlining and Modernization Commission, LDA Executive Director Ward Blackwell testified for the dental exemption. The commission subsequently voted to recommend restoring a number of sales tax exemptions on medical-related products, including the dental device exemption. This recommendation will be forwarded to the 2017 Legislature. For details, go to <http://www.ladental.org/lda/advocacy/government-affairs-news-and-updates>.

FDA Bans Powdered Gloves; Do Not Use After Jan. 18

The Federal Register on Dec. 19, 2016, published its final rule establishing the Food and Drug Administration's ban on powdered surgical and exam gloves. The FDA says powdered gloves are an adulterated product and are unsafe for use. This ban takes effect in 30 days. Unfortunately, the ban's effective date also applies to end-users who have already purchased and are using powdered gloves. These gloves may not be used after Jan. 18, per the FDA and are subject to enforcement action. Powdered gloves represents a small percentage of the current exam glove marketplace and there are many high-quality powder-free gloves available as alternatives. The staff at Association Gloves, which is endorsed by the LDA, is prepared to help you find a powder-free latex, nitrile or chloroprene glove that will satisfy your unique needs. Please contact Association Gloves at 877-484-6149 for assistance selecting a new glove (or visit <http://lds.dentalassociationgloves.com/>). Free samples are available.

If you wish to read the rationale behind the ban and further details, please see the Final Rule in the Federal Register <https://www.gpo.gov/fdsys/pkg/FR-2016-12-19/pdf/2016-30382.pdf>.



LDA ada annual session

Annette Droddy
Assistant Executive Director, LDA

2016 ADA House of Delegates in Denver

The 2016 ADA House of Delegates was held in Denver in October during the Annual Session. During this meeting, our very own Dr. Gary Roberts became ADA president! The House also elected Dr. Joe Crowley, an Ohio dentist, to be president-elect. Additionally, for the first time, the New Dentist Conference was held in conjunction with the ADA Annual Session.

During the House of Delegates and caucus meetings, one of this year's most highly argued resolutions was in regards to proposed changes to the Sedation and Anesthesia Guidelines. The revisions include requiring end-tidal CO2 monitoring (capnography) during moderate sedation, in addition to deep sedation and general anesthesia, unless precluded or invalidated by the nature of the patient, procedure or equipment; alterations in course duration and other competency statements for moderate sedation education courses; and a number of editorial updates. ADA News coverage of the changes is summarized on the ADA website at <http://www.ada.org/en/publications/ada-news/2016-archive/november/ada-house-of-delegates-adopts-revisions-in-sedation-anesthesia-guidelines>.

Res. 80 also had a good amount of deliberation. It was approved that \$250,000 be appropriated in the 2017 Budget to fund a program overseen by the ADA's Council on Membership to financially assist constituent and component societies to support member engagement for outreach to dental students, dentists in an advanced dental education or residency program, and new dentists 1-10 years out of dental school. The LDA has applied for and received various types



Dr. Gary Roberts speaking before the ADA House of Delegates as the newly installed president.



Dr. King Scott (right) visits with Shreveport dentists who came to the House to hear Dr. Roberts' speech. (From left) Dr. Gary Caskey and Dr. David Austin.

of grants from the ADA in the past to assist with recruiting LSUSD students.

Res. 67 was also a hot topic but also provided a really great new membership benefit to ADA members. It created a three-year campaign with the purpose of driving utilization of dental services for ADA members. For several years, ADA members have told the association that they have capacity to see more patients. Health Policy Institute data shows that although 77% of people say they intend to go to the dentist, only 33% actually go. The ADA's Council on Communications presented Res. 67 to support a plan to increase visits to ADA dentists.

A four-part plan was developed. Because a high percentage of the target audience are Gen X and Millennials, the plan focuses on digital and social media strategies, which are more targeted and cost efficient than traditional media. 1. Paid Search: to ensure that when our target consumers search for a dentist on Google and other search engines that the ADA Find-a-Dentist tool comes up near the top. 2. National Digital and Social Media advertising: The target personas are younger and

more accustomed to sourcing information on digital devices, such as phones, tablets and computers, so our media buy will be 100 percent digital. This national overlay also includes ad placements on Facebook in addition to websites and apps. 3. State and Local Support: Matching funds provide resources to state and local societies to amplify the ADA campaign in their respective areas for greater reach and penetration. 4. Member Resources: Tools for ADA members to use in marketing their practices and talking to their patients. These will include customizable digital and social assets, print materials, and other resources specifically developed for member use.



Dr. King Scott, Dr. David Hildebrandt, Dr. Mike Luminais, Dr. Nelson Daly, Dr. Lance Savoie, and Dr. Charlie Foy.



Dr. Steve Ortego, Dr. Bob Barsley, Dr. Brian Basinger, Dr. Marty Garrett, Dr. Mark Chaney, Dr. Stephanie Weaver, Dr. Daniel Weaver, and Ward Blackwell.



Drs. David Hildebrandt, Charlie Foy, Mike Luminais, and Marty Garrett (and a couple of bears) taking a break to enjoy an old fashioned Denver restaurant.



Louisiana's delegation: (front row, l to r) Dr. Steve Ortego, Dr. Marty Garrett, Dr. Bob Barsley, Dr. Stephanie Weaver, and Dr. Mike Luminais. (Middle row, l to r) Dr. Lance Savoie, Dr. Mark Chaney, Dr. David Hildebrandt, Dr. King Scott, and Dr. Brian Basinger. (Top row, l to r) Dr. Daniel Weaver, Dr. Nelson Daly, Dr. Bill Hadlock (visiting), Dr. Charlie Foy, and Ward Blackwell.

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LDA

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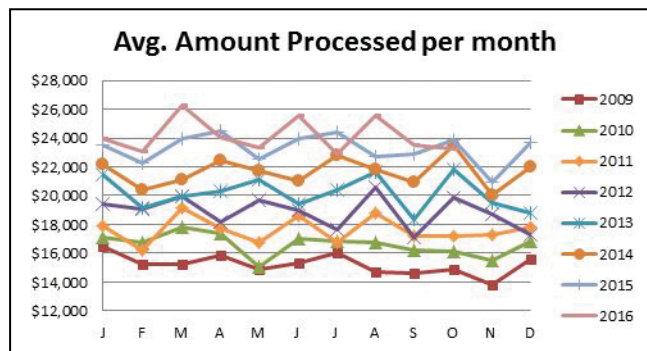


Jennifer Nieto,
President of RJ Processing d/b/a Best Card (LDA/LDS endorsed company)

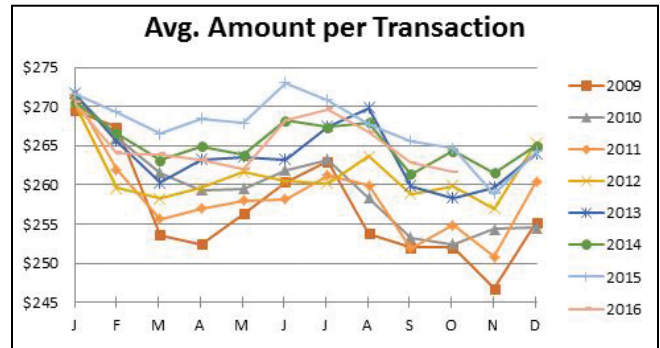
Changing Payment Methods Affect Your Bottom Line

The year 2009 was one of the worst for the economy in recent memory; the economy declined by 2.4% and, worse, the average dental office was hit by a 3.68% decline in the credit card processing volume from the previous year.ⁱ Per a 2014 ADA study,ⁱⁱ the dental industry had yet to fully recuperate in the years since the Great Recession as well as the rest of the U.S. economy. When adjusted for inflation, the net income of the average dental practitioner through 2013 had fallen by almost \$9,542 since 2009. This is a decrease of 5.01% from 2009 to 2013. There are many speculated reasons for this decline, including less demand for dental services combined with more practitioners entering the field. However, the sluggish pace of recovery is very real to many LDA members.

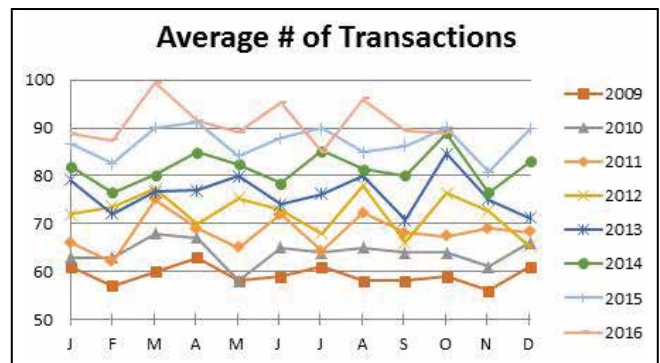
Best Card, the LDA/LDS endorsed credit card processor, has compiled years' worth of financial data for dental offices nationwide which indicate that, while national dentistry growth after 2009 has been problematic, the percentage of payments paid using credit cards has risen sharply. The first graph compares the average dollar amount processed monthly in practices from 2009 to 2016; the second graph shows the average dollar amount per transaction; the final graph compares the average number of credit card transactions processed per month.



In 2009 the average dental practice processed \$15,221 per month in credit card sales compared to \$24,156 in 2016. **This represents a growth of 58.7% in the average credit card volume for practices between 2009 and 2016.** The lack of growth in the dental industry indicates that this growth is due to more patients paying for treatment using credit cards. There are many potential reasons for this, from evolving patient choice in payment methods to changes in the coverage and availability of patient insurance. However, the trend is clear.



The average transaction amount for dental offices increased by a small amount compared to the overall growth of card volumes. In 2009, in the depths of the Great Recession, the average transaction for a dentist was \$256.85. In 2016, the average transaction was \$265.27. **This represents an increase of 3.27% in the average transaction amount over nearly 8 years of data.** While statistically significant, this has not affected the growth of monthly volumes nearly as much as the average number of transactions per month.



The single largest factor that has led to the increase in credit card processing volumes has been the average number of transactions per month. In 2009 the average dental practice ran 59.3 credit card transactions per month. In 2016, the average dentist ran 91.1 credit card transactions per month. **This is an increase of 53.7% in the average monthly credit card transactions processed, which is a staggering increase over a seven year period.** Needless to say – when a sector of your business grows by more than 50%, you need to take a very close look to ensure that these changes don't negatively impact your bottom line!

Best Card offers the following tips to make sure that, no matter who your credit card processor is, you can make sure that you are receiving the best value possible in this growing part of your business.

- Check your effective rate! The effective rate can be calculated by dividing the total amount you paid to your processor (all rates AND all fees) by the total dollars ran in credit card charges. For reference, Best Card's average practice nationwide pays an effective rate of 2.14%.
 - o Credit card processors have the ability to raise rates from what is on your signed contract as long as they give you advanced notice, which can be in fine print on your monthly statement. Many processors will use this to raise the rates on your cards as often as every couple of months, so make sure to check your effective rate regularly.
- Many processors attach an expensive Early Termination Fee to their contracts as well as expensive long-term leases for credit card processing equipment. This means that they can raise rates at will because they can make it too expensive to leave, so we always recommend asking for the Early Termination Fee unambiguously in writing. Furthermore, a lease will generally cost you four to twenty times more than the value of the equipment if you were to buy it outright.
- To lower your effective rate, try to take as many debit cards as possible and, if insurance carriers will cooperate, try to take insurance payments via check or ACH instead of credit cards (we often see these card rates run at highest costs). The Durbin Amendment to the Dodd-Frank Act of 2011 lowered the cost of debit cards for all credit card processors. Your processor should offer significantly lower

rates on debit cards than credit cards, even without entering a PIN number; if they don't offer lower debit rates, you need to contact them to make sure you aren't overpaying. With much lower debit cost, even a simple step like getting your staff to ask patients if they have a debit card they would like to pay with can lead to significant monthly savings. Furthermore, any card accepted in person (swiped or dipped using the chip) not only runs at a lower cost, it also gives you a much stronger position in case of a chargeback issued by the patient; if possible, always try to accept payment at the time of treatment. If a payment is later keyed-in due to the card or patient not being present, always put in the address, zip code and 3-digit security code on the back of the card to ensure the lowest possible rates and strongest possible chargeback position on keyed cards.

A quick review of your current service can save you thousands of dollars per year in this fast-growing sector of your business!

Jennifer Nieto is the President of RJ Card Processing d/b/a Best Card, the endorsed credit card processor of the LDA/LDS as well as 25+ dental associations. The average dental office switching to Best Card saves \$1,860 per year (27%) over prior processor and they offer card systems for any office type, including automated posting of payments into several popular dental practice management softwares. All LDA members are welcome to call them at 877-739-3952 and take advantage of the LDA/LDS endorsement savings on rates and card processing equipment. To have them do a cost comparison and show you the savings they can offer your practice, you can send a recent monthly credit card statement to them at (fax) 866-717-7247 or (email) CompareRates@BestCardTeam.com.

¹ Jennifer Nieto. "How is the Economy Affecting your Dental Practice" TDA.org. Q1 Journal 2010.

ⁱⁱ Bradley Munson, BA & Marko Vujicic Ph.D. "Dentist Earnings Not Recovering with Economic Growth" ADA.org. Health Policy Institute Brief. December, 2014.

LDA Welcomes Candice Castro as New Executive Administrative Assistant

Meet Candice Castro who joins the Louisiana Dental Association as the new executive administrative assistant. Some of you may recognize Candice, since she is no stranger to the dental community having previously worked with the LSUHSC School of Dentistry's Alumni Relations and Admissions Department. Becoming part of the LDA team seems to be a natural fit. Candice's warm personality and joyful demeanor will surely be reflected when you call the LDA office.

Candice is a graduate of the University of New Orleans with a bachelor's degree in communications. She's worked with the LSU System for the last nine years before joining the LDA team.

Candice is the youngest of five children and has lived in the New Orleans area for most of her life until recently when she moved to Baton Rouge to be closer to her family.

In her personal time, Candice likes to do a bit of traveling. Some of the places she's travelled to include Haiti, Zambia and most recently Australia where she lived for six months.





LDA lsu school of dentistry

Dr. Henry A. Gremillion
Dean, LSU School of Dentistry

Our Students – Our Heroes

LSU Baton Rouge recently sent out a request that all of the universities in the LSU System make an effort to communicate a message of excellence to our alumni and the broader community. Excellence in teaching, student achievements, community outreach and research were the primary topics of interest. Why? Because it is important to let our citizens and legislators know the impact of education in our state. Communicating such a message is not difficult for the LSU School of Dentistry (LSUSD). Our students, faculty and residents provide care for thousands of patients annually, conduct important research, and serve the community with great commitment and compassion.

Observing the kindness and charity of our students with regard to community outreach has been especially rewarding. During my tenure at LSUSD, student charitable efforts have been on all levels—local, national and international. At every opportunity, they are engaged in a new community effort or fundraiser. The Louisiana Mission of Mercy is certainly one of the more memorable outreach events we have been involved with in recent years. When our students witness how they impact the lives of others, it gives them a whole new level of understanding of what it means to give



Above: Nearly 100 LSUSD students and faculty members reached out to families in Denham Springs following the 2016 Flood. Left: LSUSD Katrina Memorial Service student volunteers delivering thank-you posters and meals to one of the New Orleans area fire departments.

back. On the surface, dentistry is a profession that is committed to healthy mouths and teeth. However, we know that a healthy mouth can transform an individual. It may be the catalyst to help someone find a job or give them hope to improve other aspects of their lives. At the LaMOM event, our students experience firsthand that we aren't just in the business of restoring teeth...we are in the business of changing lives.

Two other meaningful efforts relate to our students' response to the natural disasters that have beset Louisiana. For the past two years, they have organized Katrina Memorial Services. This past August, students, faculty, staff and volunteers brought out their cooking pots to make a New Orleans-style lunch for first responders. They cooked and delivered jambalaya, vegetables and desserts to thank those who serve and protect us—the police and firefighters in New Orleans. In addition to the meals, they delivered handwritten thank-you posters and dental supplies.

That same month, when a no-name system of severe thunderstorms dumped feet of rainwater on the metropolitan Baton Rouge area flooding tens of thousands of homes, our students wanted to repay the many



SGA Officers Trace Favre (far left) and Jonathan Doucet (far right) with Dean Henry Gremillion (center) at the Denham Springs outreach event. The event was held in cooperation with the national charity, Operation Blessing.



Dr. Mark Chaney (left) with his son, Nicholas Chaney, who is an LSUSD student. Nick served as a dental assistant to help in the treatment of patients during LaMOM.

kindnesses extended to the school when it was inundated with flood waters due to Hurricane Katrina. They chose to join forces with another charity organization, Operation Blessing, to help flood victims. On a Saturday in late August nearly 100 of our students, residents, faculty and staff headed to Denham Springs to help homeowners in one of the hardest hit areas. We sorted through and salvaged belongings, removed flood debris, furniture and appliances, and gutted homes. Some teams stayed at one house all day; others worked at up to five homes. They worked at 15-20 homes in all. LSUSD also donated boxes of toothpaste, floss and toothbrushes to be distributed to those affected by the flood.

“We’re not here just to learn how to be dentists. We’re here to live a life of service. That’s the call we’ve taken, and that’s what we’re here doing.”

– Jonathan Doucet, SGA President

These outreaches have been solely organized and implemented under the leadership of LSUSD students. Jonathan Doucet, current president of the LSU School of Dentistry (LSUSD) Student Government Association (SGA), summarizes the approach that students have taken with regard to service saying, “We’re not here just to learn how to be dentists. We’re here to live a life of service. That’s the call we’ve taken, and that’s what we’re here doing.”

Our students’ compassion and heroic efforts to care for others is exemplary and is a testament to us all. Through their efforts, we are inspired to do better.

Upcoming LSUSD Events

Friday, March 24 Alumni Reception

Thomas P. Hinman Dental Meeting
Omni Hotel at the CNN Center
Atlanta, GA

Thursday, April 6 Alumni Reception

In conjunction with the NODA/ LDA Welcome Reception & President’s Party

The Chicory
(2nd floor above Ernst Café)
7:00 – 10:00 p.m. / \$25 per person
610 South Peters Street, New
Orleans, LA

Reunion Celebrations are typically held in conjunction with the NODC/ LDA Annual Session. If your graduation year ends in a “2” or “7,” graduation plans are underway for many DDS classes. Keep in mind that the French Quarter Festival is the same weekend as the NODC/ LDA Annual Session.





LDA wealth management

Chad Olivier, CFP®

Wealth Consultant/LPL Branch Manager, The Olivier Group, L.L.C.

Moving Your Business Forward

Running a successful business takes an understanding of all the moving parts and assuring that these parts continue to work. While you are planning for the present also take time to make sure that your company is ready for the future. This starts with reviewing your organizational chart and identifying what each employee's position means to the company. What is your role? Who is your most trusted employee and what does your business look like if that individual is not contributing? How does your business transition when you step down and pass it on? Let's look at steps that you can take today to prepare your business for tomorrow.

1. **Get a business valuation.** Find out what your company is worth by getting a business valuation. After you know this number run growth projections to at least 5 years in the future. How much do you expect to grow each year? Create a specific strategy to achieve that growth and track it.
2. **Insure your day-to-day business activities.** What happens when you suffer a disability that keeps you from working? One way to alleviate the stress of keeping the business going during a time of need is through adding business overhead insurance. This insurance reimburses owners for covered business expenses incurred during a disability. Adding a loan protection rider to the policy can reimburse the owner of covered business-related loan obligations during a disability.
3. **Identify your key employees and protect them.** Do you have certain employees that keep the business running smoothly or provide essential leadership? Would your business suffer without them? These key employees are assets to your company and protecting them will help protect your business. You want these people to stay long-term and to know how important they are to the business. These employees can become protected assets through a salary continuation program with insurance. If the key employee becomes disabled, then they will continue to receive their salary through this program. The business can deduct the premiums and the employee does not pay taxes on the benefits until received. The business can also own a disability policy on the key employee that would pay benefits to the company if the employee becomes temporarily or permanently disabled. The company can use the proceeds to hire a replacement and bridge the revenue gap.
4. **Maximize your retirement plan.** If your company has a 401(k) plan, you may want to look at adding a profit-sharing plan in conjunction with the 401(k) to

enable you to maximize your contribution limits for the employee and employer. For 2016, the business owner can contribute a total of \$53,000. If permitted by the 401(k) plan, participants who are age 50 or over at the end of the calendar year can also make an additional \$6,000 catch-up contribution. Also, the profit-sharing plan is purely discretionary, allowing an employer to cancel contributions for the year if the practice cannot afford to share in profits.

5. **Look at executive bonus plans and/or deferred compensation.** These plans can encourage loyalty in the business for key employees and could also benefit the business owners, who can be considered key employees. With an executive bonus plan the company can pay for a life insurance policy or annuity contract on the key employee. Under Section 162-A of the Internal Revenue Code, the premium payments (bonus) is considered a write off to the business and W-2 income to the employee. The employee is the owner of the policy, but the company will be obligated for the premiums every year. This bonus plan along with your 401(k) profit-sharing plan can assure the owners and the business receive incredible tax breaks, but also help increase the wealth and health of the business.


As your business takes steps to secure for the present, keep looking for ways to move your business forward.

This material contains only general descriptions and is not a solicitation to sell any insurance product or security, nor is it intended as any financial or tax advice. For information about specific insurance needs or situations, contact your insurance agent. Riders are additional guarantee options that are available to an annuity or life insurance contract holder. While some riders are part of an existing contract, many others may carry additional fees, charges, and restrictions, and the policy holder should review their contract carefully before purchasing. Guarantees are based on the claims paying ability of the issuing insurance company.

Chad Olivier is author of What Medical School Did Not Teach You about Financial Planning and owner of the firm The Olivier Group, LLC in Baton Rouge, La., which specializes in retirement planning and wealth management for physicians, dentists and other affluent individuals and families. If you have any questions about this article or future topic suggestions, please call (888) 465-2112 or visit us on the web at www.oliviergroup.com.

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LDA Offers C.E. and Ski Over Mardi Gras Holiday

Park City/Canyons, Utah

Sat., Feb. 25 – Mon., Feb. 27, 2017

Mark your calendars and pack your bags because the LDA's heading to Park City, Utah. The winter C.E. destination meeting (held over Mardi Gras) will offer C.E. and special rates for a ski vacation. Special rates will be good before and after the meeting dates. Courses will be held each day, Sat. to Mon. from 6:30 a.m. to 8:30 a.m. and 4:30 p.m. to 6:30 p.m. You attend the sessions of your choosing and you will get C.E. for the hours you attend.

Saturday, Feb. 25 – Sunday, Feb. 26:

**“Nutrition...Oral and Systemic Affects and Interface”
with Dr. Maryanne Butler, M.S.**

Monday, Feb. 27:

**“A Proven Way To Pay Less Taxes”
with Dan Romance**

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**The LDA website,
www.ladental.org,
offers a wide array
of governmental
briefs, dental
resources, disaster
preparedness and
recovery and so
much more!**

Dental Lifeline Network • Louisiana

July 2015–June 2016 Annual Report



The Story

Gloria, 65, lives in Baton Rouge and was only 37 years old when she survived two strokes that left her paralyzed on her left side. Luckily, she is still able to walk and tries not to let the effects of the strokes slow her down. She worked at Volunteers of America but was unable to continue as she still struggles from post-stroke effects such as slower speech. In her free time she enjoys going to church and walking. Unfortunately, her oral health was also in poor condition. Her teeth were loose, some were broken, and she was in pain. The dental treatment she needed was financially out of her reach.



Dr. Walker P. McVea and Gloria

How DDS Helped

After Gloria was referred to **Donated Dental Services (DDS)**, two volunteers agreed to help: general dentist Dr. Walker P. McVea and Blue Box Dental Lab.

“ They did a wonderful job. Everybody complimented me on the dentist’s work. I can smile confident. Before I can’t smile, hand over my mouth, everything different. No pain, I enjoy that. ”
—Gloria, DDS patient

“ Gloria was an appreciative and sweet patient. To give a new smile to someone who is truly in need and in pain is very satisfying. If you can do just one case a year, it helps change people’s lives. ”
—Dr. Walker P. McVea, DDS volunteer

Louisiana Donated Dental Services (DDS) is a program of Dental Lifeline Network, a national humanitarian organization and charitable affiliate of the ADA, providing access to comprehensive dental care for people with disabilities or who are elderly or medically fragile and have no other way to get help. Nationally, more than 15,000 dentists and 3,700 laboratories volunteer for DDS.

Volunteer

Please Visit: www.DentalLifeline.org/Volunteer

Or contact: Rebekah Spiers
225.926.8062
800.946.6016 (Toll-Free)
225.926.1886 (Fax)
rspiers@DentalLifeline.org

Donate

Visit: www.DentalLifeline.org/Donate

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Connect with us



DDS is a Program of
Dental Lifeline Network • Louisiana
and the Louisiana Dental Association

Sponsors and Funders:

United Way for Southeast Louisiana
The “Boo” Grigsby Foundation
Dental Lifeline Network
E.J. and Marjory B. Ourso Family Foundation
Joe W. and Dorothy Dorsett Brown Foundation
Louisiana Dental Association



Patient Treatment (Fiscal Year 2015-2016)



Patients
Treated



Patients
on Wait List



Volunteer
Dentists



Volunteer
Labs

Financial



Value of Care to
Patients Treated
\$521,280



Average Value
of Treatment/Case
\$3,817



Value of
Donated
Lab Services
\$45,012

Since Louisiana Program Inception (1987)



Total
Patients
Treated
5,097



Total Value
of Care to Patients
Treated
\$9,906,908

Dental Lifeline Network • Louisiana

Board of Directors

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LDA louisiana state board of dentistry

Dr. Russell "Rusty" Mayer
President, Louisiana State Board of Dentistry

2016 Brought Many Changes to the Board and Its Licensees

My time as President of the Louisiana State Board of Dentistry is nearly up. 2016 has brought many changes to the Board and its licensees. We've implemented an online C.E. reporting system and allowed licensees to update their information online at any time. Our Board has been working with the LDA at clarifying and simplifying our policies, and the end result is an improved relationship with the LDA, which should be helpful to both the Board as well as its licensees.

I feel that over the past year the board has been effective in protecting the public. I have found that many of our complaints center around disputes that can usually be solved ahead of time with more communication between the dentist and the patient. Communication is key, and it can help keep your patients satisfied. I think we all can agree this is a good thing.

I would like to take a moment to remind you about the Prescription Monitoring Program and to urge you to sign up for the PMP. If you sign up for the PMP through the Pharmacy Board, you will be able to pull up on the computer the history of controlled substance prescriptions for any of your patients. This can be very useful if you have a patient whom you suspect of having drug seeking behavior. You can also get a report of the controlled substance prescriptions written using your DEA number. Dentists may want to keep an eye on those numbers as well. The PMP began tracking controlled substances prescribed in Louisiana in 2009, and it now contains many years' worth of information.

I am saddened to report that former Board member Christine Guillaume, R.D.H., passed away in October. She faithfully served as the hygienist member of the Board for 10 years. Her tireless efforts will be greatly missed.

I have been fortunate to work with some excellent Board members over the past year. I would like to express my gratitude to each of them. They have truly made my time run as smoothly as possible. Dr. Claudia



Cavallino will be our next Board president, and our first female one. It will do our profession good to have a young, female president overseeing dental regulation in Louisiana. Her future leadership should be looked to as a sign of progress. I would like to thank our licensees for their continued devotion to the dental health care professions. We all work hard to keep dentistry and hygiene up to high standards in Louisiana, and I am convinced that it remains so. I feel proud to be among you.

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Digital Pan for Sale: Sirona Orthophos XG3DS, has had T.L.C.; as of 11-2016, only 975 pans taken. Asking \$10,000. Luling, La. Call (985) 785-0620.

New office in Watson (Livingston Parish) seeking full-time dentist to be main provider in growing area. Production based pay with buy-in opportunity possible. All digital office with new equipment. All marketing and management handled by owner. Mentoring available for all procedures. Send resumes to watsonsmiles@yahoo.com or fax to (225) 677-9993.

New office in Watson (Livingston Parish) seeking part-time hygienist leading to full time within a short period of time. Hourly rate based on experience, with bonus system, vacation, and paid holidays. All digital office with new equipment. Send resumes to watsonsmiles@yahoo.com or fax to (225) 677-9993.

GP for sale in Ouachita Parish, LA. Excellent opportunity. Gross revenue over \$1 million. 4 operatories - currently open 5 days per week. Email dental.encompass@gmail.com for more information.

Associate Dentist - Baton Rouge - \$3000 Sign on Bonus

Dr. Jacob Dent is currently seeking an experienced, full-time dentist for his practice in Baton Rouge, Louisiana. Located on the corner of Airline and Antioch. This Dentist will have:

- Access to a fully-digitized practice equipped with; SIROLasers, Cerec® CAD/CAM and integrated specialists.
- Ability to achieve ownership in a timely manner without all of the burdens of operating and growing a successful practice.
- Maximization of individual and professional potential.
- A \$3,000 Sign-On Bonus included!
- Great Benefits!

Ideal candidates will possess:

- DDS/DMD from an accredited University and active Louisiana State Dental Board licensure.
- A strong sense of ethics and self, acting with integrity.
- Willingness to be mentored, coached and trained by fellow clinicians.

If interested, please email Annie Clark at clarka@pacden.com.

Dental Equipment For Sale: Most all items for a complete 3-4 chair practice: chairs, lights, handpieces, chairs for doc, hygiene and reception room & business office. Call or email for a complete list and photos at (318) 914-3912 or ArkLAFamilydentist@att.net.

Our large family practice located in Lutcher, LA is looking for a part-time associate dentist for Wednesdays and Saturdays.

We are located 30 minutes outside of New Orleans and 30 minutes outside of Baton Rouge. We are looking for someone who can thrive in a fast paced environment. We constantly strive to improve ourselves and our office by seeking new advancements in dental care and customer service.

Responsibilities will include: examining new and existing patients; developing relationships with patients; creating treatment plans; carrying out those treatment plans. We foster an environment that

you can focus solely on dentistry and patient care and not managing employees. We have been in business for 35 years and our team is dedicated to patient care and customer service. Come work in our fun, fast paced environment. Please send resume to DrPhillipsHR@gmail.com.



SENIOR DENTAL

CARE is seeking NEW or EXPERIENCED Dentists for the Monroe and Shreveport areas to provide on-site dental

care to the residents in local nursing homes. The hours and days are flexible. Since 1999, Senior Dental Care, LLC has been providing top notch dental care to the residents of long term care facilities. We take pride in our ability to orchestrate this much-needed care, provided in the comfort of our patients' familiar surroundings. Our expert teams currently serve thousands of patients in approximately 1000 nursing homes, and we are the largest on-site, exclusive dental provider.

ABOUT THE POSITION AND WHY YOU SHOULD APPLY:

- Contract position with a per diem rate
- Must be willing to travel to nursing homes in the surrounding areas
- **ALL MILEAGE IS REIMBURSED**
- **WE PROVIDE** a certified dental assistant who meets the dentist on-site and brings the portable equipment and supplies
- **NO NEED** for an existing client base
- Ability to **PROVIDE CARE TO SENIORS IN YOUR COMMUNITY**
- **A CHANCE TO GIVE BACK AND MAKE A DIFFERENCE**
- Receive immediate income after graduating, with **NO NEED** to buy into a practice
- **SUPPLEMENT YOUR RETIREMENT INCOME** with one or more days per week

Our team is set up to support and allow our dentists to do what they love most – caring for patients. Please contact Gail Kelly at gkelly@myseniordentalcare.com, Shelley Wilson-Ayers at swilson-ayers@myseniordentalcare.com or call 877-674-1211 ext. 1036.

To practice owners who are getting ready to consider selling their practice: I am a general dentist (not a broker/representative) looking for a great practice to acquire in the New Orleans area. Please contact Dr. Nhu Le at nhuleq@gmail.com or call (619) 321-8416.

Dutchtown Dental Center, located on the outskirts of Baton Rouge, La in Geismar, La is looking for a full time or part time associate to join our team.

We are an excellent diverse practice offering most every form of dentistry. Our emphasis is on patient relations as well as maintaining excellent relationships among our team. This is an opportunity to grow professionally as you can be mentored in all aspects of dentistry as well as dental practice management. Expect to gain experience and mentoring in operative diversity, oral surgical procedures including implant placement and bone grafting, orthodontics, pedodontics, prosthodontics, sleep disorders, as well as the treatment of TMJ disorders. An opportunity to buy into the practice is desired, but not mandatory. Excellent opportunity for recent graduates and dentists with little or no

experience. The practice has an annual gross income of approx 2 million a year and is one of the finest practices in the country. Great environment, great facility, outstanding staff and excellent location. Please call 504-884-7861 to speak with Dr. Landry about this excellent opportunity. You can also fax your resume to 225-673-1807, email it to dwright@dutchtowndentalcenter.com or call and speak to Courtney.

Fleur de Lis Mobile Dental is seeking a full- or part-time dentist to join us in providing quality, ongoing, comprehensive dental care to nursing home residents throughout Louisiana. Our mobile dental offices are furnished with state-of-the-art equipment to provide a dental home to a truly under-served segment of our population. Our highly trained staff make working on the unit fun. Don't miss this opportunity to join our locally owned, new and growing company. Dentists from any part of the state welcome to apply. Please contact Dr. Sally Daly at dalybatonrouge@aol.com or Shannon at shannon@fdlmd.com or call (225) 767-5343.



Onsite Dental: We are looking for full -time doctors. We support your dental practice with a complete business support system, including the latest technology and a proven track record of operational success, enabling you to focus on providing the highest quality of care to your patients and build one of the most respected dental practices in the country. You'll operate in an innovative, team-oriented atmosphere that is highly competitive financially and highly rewarding personally.

Responsibilities:

- Exemplify excellent patient experience through patient education
- Foster a positive attitude with patients and office team
- Perform, diagnose, prevent and treat conditions to help patients overall dental health
- Regularly educate themselves on the latest new dental discoveries and treatment techniques as well as attend seminars and classes

Requirements: DDS/DMD from an accredited University and current Louisiana State Board of Dentistry dental license

Benefits:

- We offer a very competitive compensation package and more!
- Hours conducive to a work/life balance
- Dental and health benefits
- Positive working atmosphere
- Clinical autonomy

Contact: Stephanie Greenlee, National Director of Talent Acquisition, sgreenlee@onsitedental.com, Direct - 949-415-9793, Fax - 949-607-4267

Full Time Dentist-Denham Springs: Juban Crossing Modern Dentistry is looking to add a full time dentist to their practice. This dentist will have access to a fully-digitized practice equipped with SIROLasers, Cerec® CAD/CAM and integrated specialists. This dentist will have full benefits, as well as their malpractice paid for. Please email clarka@pacden.com for more information.

Continued next page.

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DENTAL ASSOCIATE NEEDED: Houma dental office seeking full-time associate to join our newly expanded, modern dental practice. Looking for an associate who wants to practice the full scope of general/family/cosmetic dentistry to the highest quality. Applicant must have goals for expansion in an already established, lucrative practice. Our office offers a chance to rapidly build personal patient base, with a future opportunity to buy in as a partner of the practice. Please call Dr. Shane Zeringue at (985) 851-7905 or (985) 688-3711 with any questions.



SHREVEPORT BOSSIER FAMILY DENTAL CARE: (OFFERING \$10,000 SIGNING BONUS*) Seeking a NEW or EXPERIENCED Dentist to join the largest privately owned dental practice in northwest Louisiana. For the past 30 years, we have provided general and cosmetic dentistry that has now expanded to five state-of-the-art facilities with the latest advancements in technology. The large expansion and growth in Shreveport and Bossier City is bringing in over 700 NEW patients a month, assuring unlimited income opportunity with a \$150K guarantee. We are not a corporate setting. Our office is owned and operated by local dentists, and we offer medical insurance, dental, 401K, CE, and relocation assistance for all our doctors. We can help you relocate to a great place to live and raise a family. This is an opportunity of a lifetime! Our doctors and staff take pride in teamwork and providing quality care for our patients. We will remove the stress of daily operations, payroll, marketing, and billing, etc., thus allowing you to focus on caring for your patients. Our team and our patients are family! If you would like to visit us or learn more, Contact Us TODAY! (318) 547-1454 or Email: marketing@shreveportbossierdental.com. Finder's Fee: \$1,000 (restrictions apply*)

PARTNERSHIP/OWNERSHIP OPPORTUNITY IN LAKE CHARLES, LA: Currently 4 full-time dentists in two practices taking home between \$300,000 to \$850,000 per year. Income in the top 1% of private practices in the nation. Looking to expand to other locations. The two practices consistently see 250-300 new patients every month with 50% being referrals. E-mail dentalnirvana@gmail.com and call (337) 274-6093 for more info!

Established general practice, 5 ops and gross revenue of \$385,000 with an active patient base located in a business district in a free standing building owned by seller. Contact representative, Ronnie Mullins, ronnie.mullins@henryschein.com, 251-648-7733, for more information. #LA 101

Dentures & Dental Services is seeking qualified General Dentists in our Louisiana Offices; Shreveport, Monroe, Lafayette, and Lake Charles coming soon! We provide comprehensive general dentistry to adults with a heavy volume of extractions, dentures and implants. All offices have a dental lab on site, full digital equipment, as well as the most sought after benefits:

- Annual income ranges approximately \$180,000 to around \$600,000 with a mean of approximately 330,000 annually
- Sign on bonus \$5,000
- Malpractice insurance
- 401k match after one year (group offers 4% match to your 5%)
- Health insurance
- Licensure / Permits / Testing Reimbursement
- In-House CE's on Implants and more
- No investment required
- Relocation Assistance
- Office Manager in every office so you can focus on patient care
- M-F, 8a-5p

If you confident in your clinical abilities, enjoy a team environment while delighting patients and financially motivated - join our team! (817) 404-7981 or karen@oksupportgroup.com.

EXCELLENT BUSINESS OPPORTUNITY: Busy primary medial practice in Tangipahoa Parish seeking dentist to share office space. Very generous terms available. Please contact Amber at (985) 878-1066.

DENTAL ASSOCIATES NEEDED FOR BATON ROUGE AND HAMMOND OFFICES: Our growing modern practices are seeking full-time associates to join us. We provide comprehensive dentistry and use the latest technology. Our offices offer the opportunity to quickly build a personal patient base, with a future chance to buy in as a partner. Excellent pay and benefits. Please call Tea at (985) 345-6094 with questions and email resumes to ozadvancedental@gmail.com.

Classified Advertising Online

Go to www.ladental.org and click on the Classified Advertising link.

For all classified advertising, payment is required in advance and ads will be placed on the LDA website on the next possible business day after payment is received. Make checks payable to the Journal of the Louisiana Dental Association. Placement of a classified ad up to 30 words is \$30 for LDA members and \$55 for non-LDA members. For each additional word, LDA members pay \$0.15 and non-LDA members pay \$0.30. Ads will remain on the LDA website for three months and will appear in one issue of the *LDA Journal*. A photo with ad is an additional \$50.

For more information or to place a classified ad, contact *LDA Journal* Managing Editor Annette Drodgy at (225) 926-1986 or info@ladental.org.

Upcoming CE Courses: During 2017

For registration and latest course updates: www.LSUHealthNewOrleansCDE.org
or call 504-941-8193 Questions? Email info@LSUCDE.org

Every effort has been made to present this course listing as accurately as possible from information available on November 11, 2016. We reserve the right to make changes to this schedule. Notice of changes will be announced on the website. Because we are constantly introducing new courses, please check for the most up-to-date list of courses by visiting www.LSUHealthNewOrleansCDE.org.

Course Date(s) & City	Course Name, Speaker(s) & Location	For	Fees			Hours* C or NC, L and/or P, SA
Jan. 27 Lake Charles A NEW Course Topic!	LSU Day in Lake Charles: <i>I've Got a Few Tricks up My Sleeve! Tips to Make Every Day Procedures a Little Bit Easier.</i> Presented by Jeffrey W. Horowitz, DMD, FAGD . A course for dentists and the entire dental team – at L'Auberge Casino Resort in Lake Charles	Dentist Hygienist Assistant	\$325 ■ \$205 ■ \$115 ■			7 C, L
Jan. 27 Video Conference	– or take by Video Conference if you live 150 miles or more outside of Lake Charles – Streaming LIVE from L'Auberge Casino Resort in Lake Charles to your home or office desktop or laptop. This course is limited attendance. REGISTER EARLY! Please call (504) 941-8193 to register.					
Feb. 3 New Orleans A NEW Course Topic!	Two Topics: Treating the Medically Complex Dental Patient & Medical Emergencies in the Dental Office. Presented by Michael Glick, DMD and Alfredo Arribas, DDS, MS . A course for dentists and the entire dental team – at LSU School of Dentistry	Dentist Hygienist Assistant	\$325 ■ \$205 ■ \$115 ■			7 C, L
Feb. 3 Video Conference	– or take by Video Conference if you live 150 miles or more outside of New Orleans – Streaming LIVE from New Orleans at LSU School of Dentistry to your home or office desktop or laptop. This course is limited attendance. REGISTER EARLY! Please call (504) 941-8193 to register.					
Feb. 17-19 Lafayette	Expanded Duty Dental Assistant (EDDA) – Lafayette. Presented by K. Coco, EDDA, L. Hoyer, EDDA, and T. Rogers, EDDA – at Lafayette General Medical Center	Assistant	\$650 ★			24 C, (12L/12P)
Mar. 10-12 Baton Rouge	Expanded Duty Dental Assistant (EDDA) – Baton Rouge. Presented by A. Klasser, EDDA, L.C. Hernandez, EDDA, and S. Renfrow, EDDA – at National EMS Academy in Baton Rouge	Assistant	\$650 ★			24 C, (12L/12P)
Mar. 18 New Orleans	Digital & Conventional Radiology for the Dental Assistant. Presented by K. Thunthy, DDS, A. Klasser, EDDA and D. Brooks Hernandez, LRT – at LSU School of Dentistry	Assistant	\$300 ★			7 C, (3.5L/3.5P)
Mar. 31 New Orleans A "Hands-On Course"	Maximized Adhesive Dentistry: Level I, The Foundational Posterior course. This course is limited attendance. REGISTER EARLY! Presented by Bruce J. LeBlanc with John M. Barksdale, Jr., DDS and Mike Robichaux, DDS – at LSU School of Dentistry	Dentist	Regular Fee \$795 ❖	Combo Fee \$715.50	SAVE \$79.50	7 C, (1L/6P)
June 16 New Orleans A "Hands-On Course"	Maximized Adhesive Dentistry: Level II, The Anterior Course. This course is limited attendance. REGISTER EARLY! Presented by Bruce J. LeBlanc with John M. Barksdale, Jr., DDS and Mike Robichaux, DDS – at LSU School of Dentistry	Dentist	\$895 ❖❖	\$805.50	\$89.50	7 C, (1L/6P)
	(COMBO DEAL) Register for Both Maximized Adhesive Dentistry Courses Together and SAVE \$169! (Register for both courses by Jan. 31, 2017). Do not register online for these savings. Please call (504) 941-8193.	Dentist	\$1690	\$1,521	\$169	14 C, (2L/12P)
Apr. 21-23 New Orleans	Expanded Duty Dental Assistant (EDDA). Presented by N. Weiss, RDH, CDA, EFDA, D. Williams, CDA, EDDA, and B. Meyers, EDDA – at LSU School of Dentistry	Assistant	\$650 ★			24 C, (12L/12P)
May 5-7 Lafayette	Expanded Duty Dental Assistant (EDDA) – Lafayette. Presented by K. Coco, EDDA, L. Hoyer, EDDA, and T. Rogers, EDDA – at Lafayette General Medical Center	Assistant	\$650 ★			24 C, (12L/12P)
June 16-18 Baton Rouge	Expanded Duty Dental Assistant (EDDA) – Baton Rouge. Presented by A. Klasser, EDDA, L.C. Hernandez, EDDA, and S. Renfrow, EDDA – Location TBA	Assistant	\$650 ★			24 C, (12L/12P)
June 17 New Orleans	Digital & Conventional Radiology for the Dental Assistant. Presented by K. Thunthy, DDS, A. Klasser, EDDA and D. Brooks Hernandez, LRT – at LSU School of Dentistry	Assistant	\$300 ★			7 C, (3.5L/3.5P)

*Hours C = Clinical NC=Non-Clinical L=Lecture P=Participation SA=Self-Administered

■ This is the regular tuition. Register 4 weeks before and SAVE – see website for Early Bird savings and deadlines.

★ You may be eligible for tuition reimbursement through LA's Small Business Employee Training Program – call CE at (504) 941-8193 to see if your practice qualifies.

❖ If you register for this course and the Maximized Adhesive Dentistry: Level II, Anterior course on June 16, 2017 by **January 31, 2017**, you will save a total of \$169 on both courses.

❖❖ If you register for this course and the Maximized Adhesive Dentistry: Level I, Posterior course on March 31, 2017 by **January 31, 2017**, you will save a total of \$169 on both courses.

For information on any of the following continuing education courses, please contact the course provider. To list your course in the next calendar, please contact the LDA office at (800) 388-6642 or (225) 926-1986. Also check our website for the most up-to-date listings, www.ladental.org.

DATE: January 20, 2017
TOPIC: "The Complete Dentist"
SPEAKER: Dr. Jeff Baggett
PROVIDER: Continuing Dental Education of Baton Rouge

FEES & REGISTRATION: <http://cdeofbr.com/online-registration>

DATE: January 27, 2017
TOPIC: "Managing Adult Caries"
SPEAKER: Randy Huffines, DDS
LOCATION: Wyndham Garden Hotel in Shreveport, Louisiana
CREDIT HOURS: 7 Hours
PROVIDER: Ark-LA-Tex Academy of Dentistry (ADA CERP, AGD PACE Recognized Provider)
DESIGNED FOR: General Dentist, Hygienist, Assistants
FEE: MBR – FREE, NON-MEMBER - \$295 FOR DOCTORS \$150 FOR NON-MEMBER STAFF
REGISTRATION: <http://www.arklatexacademy.com/events-calendar.html>

DATE: February 25-27, 2017
EVENT: Winter C.E. and Ski Over Mardi Gras Holiday
LOCATION: Park City/Canyons, Utah
CREDIT HOURS: 12 Hours (4 practice management and 8 clinical)
PROVIDER: Louisiana Dental Association (AGD PACE Recognized Provider)
DESIGNED FOR: All
REGISTRATION: www.ladental.org/ski or call (800) 388-6642

DATE: March 3, 2017
TOPIC: "Pills, Paste, Potoons, and Lotions for the High Risk Caries Patients"
SPEAKER: Randy Huffines, DDS
LOCATION: Wyndham Garden Hotel in Shreveport, Louisiana
CREDIT HOURS: 7 Hours
PROVIDER: Ark-LA-Tex Academy of Dentistry (ADA CERP, AGD PACE Recognized Provider)
DESIGNED FOR: General Dentist, Hygienist, Assistants

FEE: MBR – FREE, NON-MEMBER - \$295 FOR DOCTORS \$150 FOR NON-MEMBER STAFF
REGISTRATION: <http://www.arklatexacademy.com/events-calendar.html>

DATE: March 10, 2017
EVENT: Louisiana Dental Hygienists' Annual Session
LOCATION: Wyndham Hotel, Metairie, LA
REGISTRATION: Contact Leslie LaGrange, sles825@yahoo.com

DATE: March 31, 2017
TOPIC: Golf at "The Bluffs in St. Francisville"
SPEAKER: TBD
LOCATION: St. Francisville
CREDIT HOURS: 3 Hours
PROVIDER: Continuing Dental Education of Baton Rouge

FEES & REGISTRATION: <http://cdeofbr.com/online-registration>

DATE: April 6-8, 2017
EVENT: New Orleans Dental Conference/LDA Annual Session
LOCATION: New Orleans Morial Convention Center
PROVIDER: New Orleans Dental Association (ADA CERP Recognized Provider)
DESIGNED FOR: All
REGISTRATION: www.nodc.org

DATE: April 28 – May 1, 2017
EVENT: Smiles at Sea, Bahamas From Miami
TOPIC: Dentistry Meets Nursing
LOCATION: Bahamas
CREDIT HOURS: 12 Hours
PROVIDER: Louisiana Dental Hygienists' Association
DESIGNED FOR: Nurses and Dentists
FEE: (Save an additional \$25 using code "JS") <http://www.smilesatsea.com/current-cruises>

DATE: April 28, 2017
TOPIC: "Cosmetic Dentistry"
SPEAKER: Dr. Jimmy Eubanks
CREDIT HOURS: 7 Hours
PROVIDER: Continuing Dental Education of Baton Rouge

FEES & REGISTRATION: <http://cdeofbr.com/online-registration>

DATE: May 3-6, 2017
EVENT: 10th National Conference on Health Disparities
LOCATION: JW Marriott, 614 Canal St., New Orleans, LA
REGISTRATION: Contact M. Monique Hill, hillmo@muscd.edu or Dr. David E. Rivers, riversd@muscd.edu, nationalhealthdisparities.com

DATE: May 5, 2017
TOPIC: "The Team Approach to Comprehensive Periodontal and Restorative Treatment"
SPEAKER: Dr. Daniel Melker
LOCATION: Houma – Terrebonne Civic Center
CREDIT HOURS: 6 Hours
PROVIDER: Bayou District Dental Association (AGD PACE Recognized Provider)
Contact: Teresa Guidry, (985) 879-1972 or teresamguidry@hotmail.com
DESIGNED FOR: General Dentists, Hygienist, Dental Assistants, Dental Specialist
FEES & REGISTRATION: Dentist \$300, Non-Member Dentist & \$350, Hygienist \$200, Other Staff \$150

DATE: June 21-24, 2017
EVENT: LDA Summer Education Conference
LOCATION: Hilton Pensacola Beach Gulf Front
PROVIDER: Louisiana Dental Association (AGD PACE Recognized Provider)
SPEAKERS: Details on speakers will be posted on www.ladental.org/summerconference when available.
DESIGNED FOR: All
REGISTRATION: www.ladental.org or call (800) 388-6642

DATE: July 14-15, 2017
EVENT: LDA Foundation Fishing Rodeo
LOCATION: Sand Dollar Marina, Grand Isle, La.
DESIGNED FOR: All
REGISTRATION: www.ladental.org/fishingrodeo or call (800) 388-6642

DATE: December 8, 2017
EVENT: LDA Last Chance Seminar
LOCATION: Marriott, Baton Rouge, LA
PROVIDER: Louisiana Dental Association (AGD PACE Recognized Provider)
DESIGNED FOR: All
REGISTRATION: www.ladental.org/lastchance or call (800) 388-6642

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Santa Moves All Toy Production to China

Elves Face Massive Layoffs



These days it's hard to find any good news. News outlets are always reporting company shutdowns, violent deaths, horrible weather, political strife, and angry people everywhere. It's enough to make a calm person nervous about getting out of bed and going to work every day.

We dentists have our own occupational strife to put up with. Like that beautiful six-unit anterior bridge you are trying to deliver to your patient at the end of your last day of work before the holidays... that she had to have rushed for her wedding the following day. And not only does she not like the shade of toilet-bowl white she chose (it looks too dark she says) but also the distoincisal corner of tooth number 8, does not look exactly like the distoincisal corner of number 9, which happens to be absolutely perfect. But she doesn't agree, and is now crying...

So, what is the answer to soothing the inner turmoil that is raging inside you on your way home? Could the answer lie inside that pub on the corner you pass by on your way home? No sir. Will your troubles go away by demanding a recount of votes? No ma'am.

The answer my friends is simple. It's a dog. Stay with me here as I list 12 reasons why having a dog is a stress reliever.

So, sit and enjoy a Pup-Peroni treat as we get started...

1. Dogs think it is so cool to ride in the back of a pickup truck when you go to the store.
2. Dogs love to go hunting and fishing with you in any kind of weather.
3. The later you are, the more excited your dog is to see you.
4. You never have to wait for a dog; they're ready to go 24 hours a day.
5. Dogs agree that you have to raise your voice to get your point across!
6. Dogs like it if you leave a lot of things on the floor.
7. A dog will never ask if a certain collar makes their rear look too big.
8. A dog's parents never visit.
9. Dogs don't notice if you call them by another dog's name.
10. A dog will not wake you up in the middle of the night to ask, "If I died, would you get another dog?"
11. If a dog smells another dog on you, they don't get mad. They just think it's interesting.
12. And most important: If a dog ever leaves you, it won't take half of your stuff.

To prove my point, try this simple test at home. Lock your dog together with your spouse in the garage for an hour then open the door and see who's happy to see you.

So remember; the next time you feel threatened by a North Korean nuclear annihilation or you exceed your quota of mean patients for the day, there will always be someone at home eager to see you.



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