

LDA Journal

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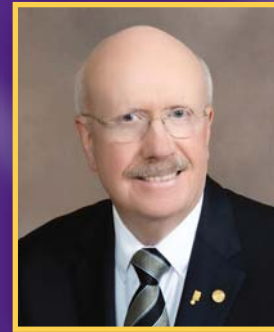
Journal of the Louisiana Dental Association



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LDA Journal

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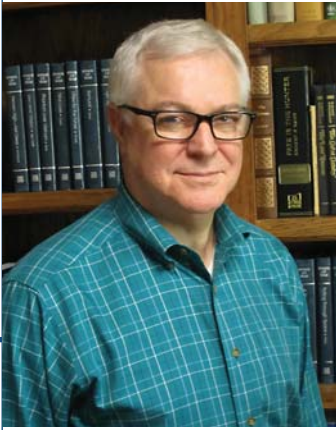
Established in 1878, the Louisiana Dental Association (LDA) is the largest professional health organization for dentists in Louisiana. It is a statewide grassroots organization whose purpose is to promote, advocate, and protect the dental professional. The LDA has over 1,900 members.

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On the cover: The New Orleans Dental Conference and LDA Annual Session will be held May 24-26, 2018, at the Hyatt Regency Hotel, near the Superdome. New Orleans will be filled with fun and food that weekend as the Bayou Country Superfest will be held at the Superdome (featuring country music legend George Strait) and that is the same weekend as the New Orleans Wine & Food Experience. Pictured on the cover are just a few of our top-notch speakers: Dr. Manor Haas, Endodontics; Karen Baker, Opioids/Pharmacology; Dr. Bob Frazer, Leadership; Dr. Kitrina Cordell, Oral Pathology/Radiology; Dr. Stanley Malamed, Local Anesthesia/Emergencies; and Dr. Lee Ann Brady, Restorative Dentistry/Occlusion.

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



LDA editorial

Dr. David N. Austin
Editor, LDA Journal

Healthy Louisiana Medicaid Plans and the Impact on Dentistry

Whoa there. Perhaps you didn't know this – I sure didn't.

Healthy Louisiana (previously called Bayou Health) is the way most of Louisiana's Medicaid and LaCHIP recipients receive health care services. In Healthy Louisiana, Medicaid recipients enroll in a Health Plan. These Plans differ from one another in several ways, including their provider networks, referral policies, health management programs and extra services and incentives offered. Each of these Plans is accountable to the Louisiana Department of Health (LDH).

Healthy Louisiana features five health plans, and each offers dental benefits for Adults 21 years and older, beyond the traditional adult denture services and dental care for children and adolescents that have been available under Medicaid in Louisiana previously.

The five Healthy Louisiana plans are:

1. Aetna Better Health
2. Healthy Blue (formerly Amerigroup Real Solutions)
3. Amerihealth Caritas Louisiana
4. Louisiana Healthcare Connections
5. UnitedHealthcare Community Plan

A dentist is NOT required to be a certified provider with MCNA (broad coverage to children under 21 years of age) to enroll as a Healthy Louisiana dental provider. **Because of this, there is an opportunity for dentists to participate in one or more of these Healthy Louisiana plans.**

The LDA has received many calls and emails from dentists inquiring about the programs. We could find no one place that had all the information easily accessible for our members. So, in order to answer our members' inquiries, we decided to research and create a document to provide the needed information.

In order to find out more information or to sign up, please refer to the tear-out page (pages 4-5) in this issue. This information is also posted on the LDA website at www.ladental.org/dentalmedicaid for easy access at any time. You can also visit this website for a

complete listing of dental benefits covered by each of Healthy Louisiana's five health plans.

In my opinion, it is important we remember that, not just anyone can do the work we do. Many of our citizens are enrolled and need help. You may find that one or more of these plans could be a fit within your practice.

Visit www.ladental.org/dentalmedicaid
for a complete listing of dental
benefits covered by each of Healthy
Louisiana's health plans.

AmeriHealth Caritas Louisiana Change of Subcontractor for its Dental Benefits



Effective January 1, 2018, dental services will be transitioned from DentaQuest to DINA Dental. Dental providers who would like to continue providing services to AmeriHealth Caritas Louisiana members will need to contract with DINA Dental if you have not already done so. To find out more about DINA Dental and to access their website go to www.fclidental.com/about-us. For more information about contracting with DINA Dental, please call DINA Dental's Provider Relations department at 1-877-587-9331 or email at pr@fclidental.com.



Understanding LOUISIANA'S MEDICAID IMPACT ON DENTISTRY

On January 12, 2016, Gov. John Bel Edwards signed an executive order to expand Medicaid in Louisiana. The expansion has made Medicaid available to more than 400,000 people living in Louisiana who did not previously qualify for full Medicaid coverage and could not afford to buy private health insurance. Many of these Louisianans who qualify for full Medicaid coverage are working adults who now have access to regular, preventative and primary care.

Healthy Louisiana features five health plans to administer medical benefits. Each plan offers some limited dental benefits for adults 21 and older, beyond the traditional adult denture services and dental care for children and adolescents that have been available under Medicaid in Louisiana previously.

Three plans utilize third-party managers: Aetna and Healthy Blue use DentaQuest to manage their dental programs, while Amerihealth Caritas uses DINA Dental Plans as its third-party manager. United Healthcare and Louisiana Healthcare manage their own programs. Dentists can be providers for as many, or as few, of the five plans as they choose; however, providers with Louisiana Healthcare must be affiliated with a Federally Qualified Health Center (FQHC).



Patients who qualify for full Medicaid automatically qualify for dental benefits through Managed Care of North America (MCNA) Dental, and they are allowed to choose which Healthy Louisiana plan they prefer for medical (and added adult dental) benefits.

MCNA: Broad coverage for children under 21, with emphasis on basic preventative and primary care; for adults 21 and over, limited to dentures and partials.

Healthy Louisiana Dental: Only for adults 21 years and older.

It is important to note that a dentist is not required to be a certified provider with MCNA to enroll as a Healthy Louisiana dental provider. MCNA and the five Healthy Louisiana plans are independent of one another, and each requires its own application process. A dentist must be a certified provider with MCNA to file claims and receive payments for MCNA administered benefits. A dentist must also be a certified provider of one or more of the Healthy Louisiana dental plans in order to file claims and receive payments for the benefits those plans administer.

THE FIVE HEALTHY LOUISIANA PLANS ARE:

Aetna Better Health

Healthy Blue
(formerly Amerigroup Real Solutions)

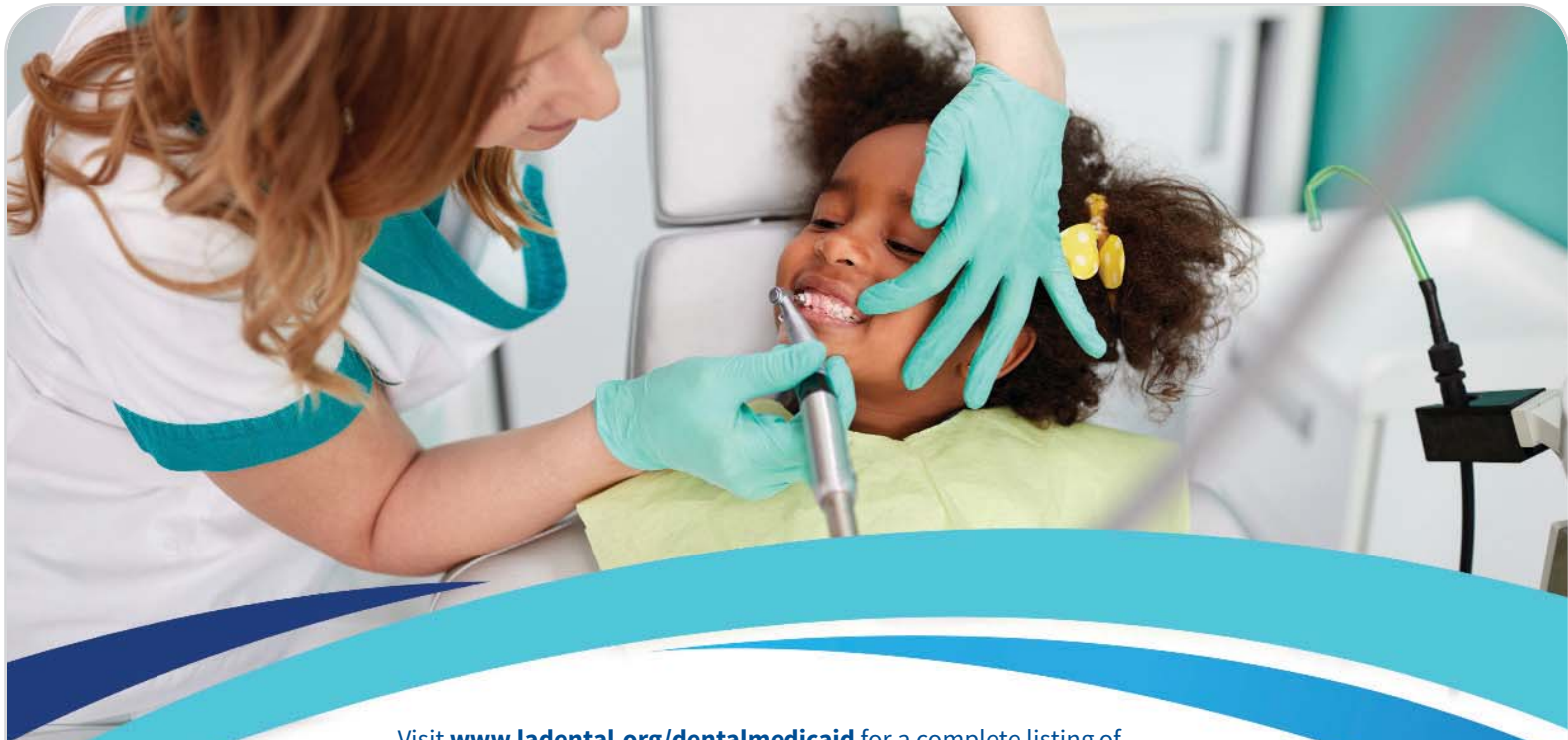
**Amerihealth Caritas
Louisiana**

**Louisiana Healthcare
Connections**

**UnitedHealthcare
Community Plan**

For more information or to sign up to be a provider of one or more of the Healthy Louisiana plans, contact the following individuals:

- **Aetna and Healthy Blue**
Jacqueline Clouse, DentaQuest Louisiana Provider Network Manager
(888) 683-6725, ext. 2 or (865) 696-7892;
Jacqueline.clouse@greatdentalplans.com
DentaQuest – (844) 234-9834
- **Amerihealth Caritas Louisiana/DINA**
Traci Lusignan – Provider Relations Representative
(985) 774-5340 | tlusignan@fclidental.com
Donna Vogler – Director of Provider Relations and Credentialing
(281) 276-1061 | dvogler@fclidental.com
- **Louisiana Healthcare Connections:**
(866) 595-8133 or fill out the contract form online at:
www.louisianahealthconnect.com/providers/become-a-provider/contract-request-form
- **UnitedHealthcare Community Plan**
(800) 822-5353 or (844) RE275-8751,
www.uhproviders.com



Visit www.ladental.org/dentalmedicaid for a complete listing of dental benefits covered by each of Healthy Louisiana's five health plans.

A dentist who becomes a certified provider for one or more of the Healthy Louisiana plans is only a provider for the Medicaid Adult Dental Value-Added Service (VAS) portion of each company's network. The dentist is not a member of the company's regular or private dental insurance network.
**Louisiana Healthcare Connections does not provide private insurance.*

Each of the Healthy Louisiana dental plan providers has a set fee schedule for approved benefits.

▶ **DentaQuest** and **DINA** contract with providers according to network agreements, and reimbursement rates are the same for all Adult Dental VAS plans that these third-party managers administer.

▶ **Louisiana Healthcare Connections** reimbursement rates are at the agreed upon FQHC rates identified in the FQHC fee schedules, since all dental benefits covered by this plan must be provided at qualified FQHCs.

▶ **United Healthcare** reimbursement rates follow the Louisiana Medicaid fee schedule.

By becoming a certified provider with one or more of the plans, *the dentist agrees to the fee schedule rates for all covered services despite the possibility of the rates being lower than their usual customary charge.* A dentist may not bill the patient the cost difference of the benefit if the reimbursement is less than the regular fee.

However, a dentist may bill a patient for services provided outside of the annual benefit limit or not covered by the plan IF the dentist obtains a written waiver from the patient or the patient completes a consent form provided by the health plan PRIOR TO rendering the services.

A dentist who signs up to be a certified provider for one or more of the Healthy Louisiana plans may be obligated to accept all or certain Medicaid patients who are part of that plan. Only Healthy Blue and AmeriHealth Caritas do not require their certified providers to treat all Medicaid patients in the system; but rather, they allow dentists to customize their panel status. Only these two plans allow dentists to decide whether they will treat existing Medicaid patients only, all Medicaid patients in each plan, or make case-by-case determinations.



Must the Dental Provider Accept All Patients In a Healthy Louisiana Plan?

| | | |
|----------------------------------|-----|---|
| Healthy Blue | NO | Providers may customize their panel status |
| AmeriHealth Caritas | NO | Providers may customize their panel status |
| Aetna | YES | Providers must see all patients who are members of the Aetna Better Health of Louisiana Medicaid Plan |
| Louisiana Healthcare Connections | YES | Providers must see all patients with the FQHC's restrictions |
| United Healthcare | YES | Providers must see all patients who are members of the United Healthcare Community Louisiana Medicaid Plan |

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*Dr. David J. Hildebrandt
President, Louisiana Dental Association*

Dental Insurance Issues Remain a Priority

Dental insurance issues continue to be a hot button topic. Whenever I travel to our LDA component meetings, as soon as the subject of dental insurance is brought up, everyone tells their latest horror story. In my 33 years of practice, dental insurance has always been an issue. However, the last few years have brought more complaints and serious insurance misconduct than I have ever experienced. In the last LDA Journal, I asked for examples of the more egregious complaints dentists have experienced with dental insurance. The two most common areas of complaints about insurance deal with periodontics and prosthodontics.

Periodontics issues consistently deal with dental insurance companies setting their own standards for reimbursement. Frequently, these standards fall well outside what is considered the standard of care. I heard numerous examples of patients with 6-7 mm pockets being routinely denied for scaling procedures. The typical insurance reason for denial is “the patient’s condition does not meet our criteria for coverage.” The other typical reason for denying care is, “the x-rays do not show enough bone loss to meet our criteria.” In one discussion I have had with an insurance peer review dentist, I was told unless there is 3-4 mm of bone loss evident on the x-ray, your claim will be denied. That was the criteria the company had arbitrarily picked as its standard. This is obviously a major deviation in the standard of care. If we waited to treat our patients until 3-4 mm of bone loss occurred, we could be liable for professional neglect. Not only are insurance companies denying coverage, they are now declaring these treatments as not medically necessary.

At a component installation that I attended, one of our member dentists told me he recently had an insurance company deny a claim for scaling. He described the patient as follows: the patient presented with purulent pockets, bleeding on probing and average pockets of 6-7 mm. The insurance denied the claim due to lack of evident bone loss on the x-ray.

The insurance company then advised the patient that the dentist had to pay back all payments the patient had made for the procedure since the scaling was not medically necessary. It is my opinion that this insurance company is practicing mail order dentistry by diagnosing a dental condition without ever having examined the patient. The insurance companies are all choosing their own independent criteria and severely impacting the doctor patient relationship.

Prosthodontics is the next most common area of complaints. The typical example is that an insurance company denies a claim for a crown saying the tooth could have been restored with a dental filling. Again, our members sent excellent examples. One of the examples I received was an x-ray and a photograph showing three cusps missing. The insurance denied the crown citing not enough damage to justify a crown. Another example of crown denial occurred when a dentist had a patient with a mesial distal fracture in a bicuspid tooth. The dentist could move the lingual cusp with an explorer. The insurance denied the claim because the cusp was still present on the x-ray. Fixed bridges are another area of insurance company issues. The most common complaint occurs when the insurance company downgrades a fixed bridge to payment for a removable bridge. Then when the patient has an issue with another tooth in the same arch within 5 years of the treatment, the insurance denies the claim using the frequency clause.

The ultimate irony in a claim I encountered involved a patient who was denied coverage for a crown. The reason for the denial was the tooth had a questionable prognosis due to its periodontal condition. This same insurance company had just denied the patient’s preauthorization for periodontal treatment one month earlier citing lack of evidence of disease.

A different dental insurance issue I have encountered deals with the marketing of dental insurance. We have been told about several companies

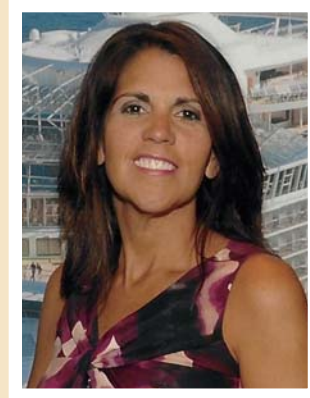
marketing dental plans with outrageous exclusions. We had a patient requiring periodontal treatment. The patient showed us the pamphlet showing he had periodontal coverage at 80%. However, when our office called the insurance company to verify coverage, we were advised the company only provided periodontal coverage to patients under the age of 18. Another similar exclusion we found was a company who only provided orthodontic coverage to patients over 40 years old.

So where do we go from here? Now that we have collected this data, what is the solution? We recently started the process of formulating a game plan. We met with the Deputy Insurance Commissioner for Louisiana. At the meeting our executive director, Ward Blackwell, and our LDA legal counsel presented the Deputy with issues such as those above. We are seeking advice on how to proceed. Are existing laws and regulations sufficient to address the problem if the appropriate officials are simply made aware of certain practices that may be non-compliant? What options for constructive dialogue are there? Do current provisions for third party review need to be re-examined? What are the pros and cons of

legislation if other options are unproductive? These are just a few of the questions for which your LDA is working hard to find answers.

I look forward to working as your advocate to fight for your rights against these practices.

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executive director

Ward Blackwell, M.J.
Executive Director, LDA

UPDATE: LDA Health Insurance FAQs

A “FAQ sheet” about the LDA-sponsored health insurance plan for members that has been in development for some time now was e-mailed to LDA members in early November. Interest in the plan has remained very high since. So, I decided it might be helpful to include in this issue of the *Journal* an updated version of those FAQs, both for those who for whatever reason missed the first one and for those eager for the latest information.

1. Is the LDA going to again offer a health insurance plan for members?

The changes in the insurance marketplace resulting from implementation of the Affordable Care Act (a.k.a. ACA, or Obamacare) have made it very difficult for ANY association to offer health insurance benefits to their members. Nonetheless, **LDA is committed to doing all we can to bring whatever relief we can to our members.** We have been working for more than two years now on innovative ways to address those challenges and again offer a health insurance plan to our members.

2. What progress has been made on an LDA members' health insurance plan?

The only viable option LDA has been able to identify in the current environment is basically to create our own health insurance company. This would be in the form of a type of self-insured plan called a Multiple Employers Welfare Arrangement (MEWA). MEWAs are often more capital-intensive to start and can be more risky to operate than other types of insurance plans. Accordingly, LDA passed legislation to make it easier for an association of professionals to form a viable MEWA. We have also engaged consultants, actuaries and lawyers to assemble the mountains of necessary documentation, negotiated contracts with a number of vendors and subsequently filed an extensive application with the Louisiana Department of Insurance to obtain a license to launch LDA Health Plan Trust (LDAHPT), a MEWA exclusively for LDA members.

3. What about President Trump's executive order (EO) allowing for the creation of Association Health Plans (AHPs) that provide health insurance to members in multiple states? Wouldn't that enable LDA to create a plan like it once had and get it up and running soon?

President Trump's EO directs the of Departments of Labor, Treasury and Health and Human Services to consider proposing regulations or revising guidance as a means to improve access, increase choices and lower costs for healthcare by several means. These means include expanding the availability of AHPs. The order does not immediately trigger any of these provisions but establishes a specific timetable for the federal agencies to report to the president on the feasibility of enacting such provisions. Should they be deemed feasible, the agencies would then initiate rulemaking to actually effect the necessary changes. That would take many months - possibly years. In short, the impact - if any - of the Trump EO on health insurance options for LDA members is at best well in the future.

4. So, when will members be able to apply for coverage under an LDAHPT plan?

The unusual measures the LDA has been forced to take in order to circumnavigate the marketplace issues relating to the ACA make this impossible to predict precisely. We had HOPED to have a plan in place before the end of 2017, but every step to resolve an issue has seemingly revealed two more points to address, from regulatory compliance to ensuring stable reserves. On the plus side, the possibility that a viable plan may prove impossible to create seems very remote at this point. It is almost certainly a matter of when, not if. **Our best advice to members is to be watching carefully for news about an LDAHPT plan in the next few weeks, as a VERY big announcement will be made as soon as an LDAHPT plan is approved and ready.**

5. If an LDAHPT plan isn't ready by the end of the year, won't I need to get coverage somewhere else and then be locked in for another year?

The open enrollment period for exchange plans will be closed by the end of this year. So, if an LDAHPT plan is not ready by the end of 2017, members will have to choose another option for now in order to ensure they have uninterrupted coverage. However, an LDAHPT plan is not like an exchange plan - **members will be able to switch to an LDAHPT plan at any time, not just during an open enrollment period.** (Note: once in an LDAHPT plan, members will not be

able to change their plan type and coverage options except during an open enrollment period or within 30 days of a qualifying event.) So, if an LDAHPT plan is ready in January, members could apply for coverage under the LDA plan at that time, regardless of what other coverage they may have selected in late 2017.

6. How will the LDAHPT plan compare to the plans on the market today?

LDAHPT intends to have several plan options with benefits that should be comparable to the types of plans our endorsed agency, Brown & Brown, has indicated the majority of LDA members have currently chosen. The LDAHPT should include several high deductible, HSA-eligible plans plus a couple of lower deductible co-pay plans. **Though final rates are not quite set yet, much of the focus in these final stages of developing the LDAHPT has been on ensuring that it will offer rates that are significantly lower than for plans with comparable benefits from major carriers (e.g., Blue Cross) for as many LDA members as possible.** It is important to note that, since it will be a type of self-insured plan, the rates for an LDAHPT plan will likely range from significantly lower than comparable exchange plans to somewhat higher, depending upon the underwriting on each application. Put another way, the LDAHPT plan will almost certainly be attractive to

members with good health histories (who likely have seen some of the largest premium increases under the ACA, on a percentage basis). But there simply is no viable way at this time for LDAHPT to be a great solution for all LDA members. Still, the LDA Board felt it was important for the LDA to try to help as many members as realistically possible. And, the hope is that a successful LDAHPT will evolve into an affordable option for an ever-increasing number of members.

7. Will an LDA plan include both group and individual coverage options?

No. A MEWA is designed for employers to offer coverage to employees. So, **the only LDAHPT plan option will be group coverage. However, THIS DOES NOT MEAN THAT AN LDA MEMBER WILL HAVE TO PAY TO COVER HIS/HER EMPLOYEES IN AN LDA PLAN.** Basically, an employer in a MEWA has to make the coverage available to his/her employees, but can pay all the premium, part of the premium or none of it. And, if all employees decline the coverage, the employer can form a group of one (him/herself). The LDA's endorsed agency, Brown & Brown, will assist LDA members in all the details required to tailor a plan for each practice.



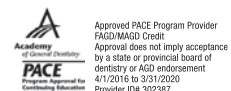
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council on dental education

*Jeanne Parr
LDA Director of Conference Services*

Jeanne Parr, Dr. Hal Crossley, and Dr. Craig Crawford (LDA's Council on Dental Education chair).

Record Attendance at Last Chance Seminar

The 2017 LDA Last Chance Seminar December 8 set a new record for attendance! Equally informative and entertaining, Dr. Hal Crossley drew rave reviews from the more than 240 dental professionals who braved snowy weather conditions to come hear him speak at the Baton Rouge Marriott. Although online C.E. has become more and more popular, LDA events continue to hold strong as we provide great speakers at low prices. Our Last Chance seminar, specifically, has continued to become very popular. The seminar offers dentists a saving grace at the end of the year. They are able to earn up to 7 clinical hours in just one day and the cost is unbeatable (especially for LDA members).

This year's Last Chance Seminar featured not only the knowledgeable, crowd-pleasing speaker, Dr. Hal Crossley, but also one of the first chances to satisfy the new state mandated opioid prescribing and abuse management C.E. rule.

The LDA plans to offer the opioid management course a few more times for anyone who missed this first opportunity. Watch the LDA website at www.ladental.org/events for more info and opportunities to take the course before the 2018 and 2019 license renewal periods.



*Dr. David DeGenova
and Dr. Kristi Soileau.*

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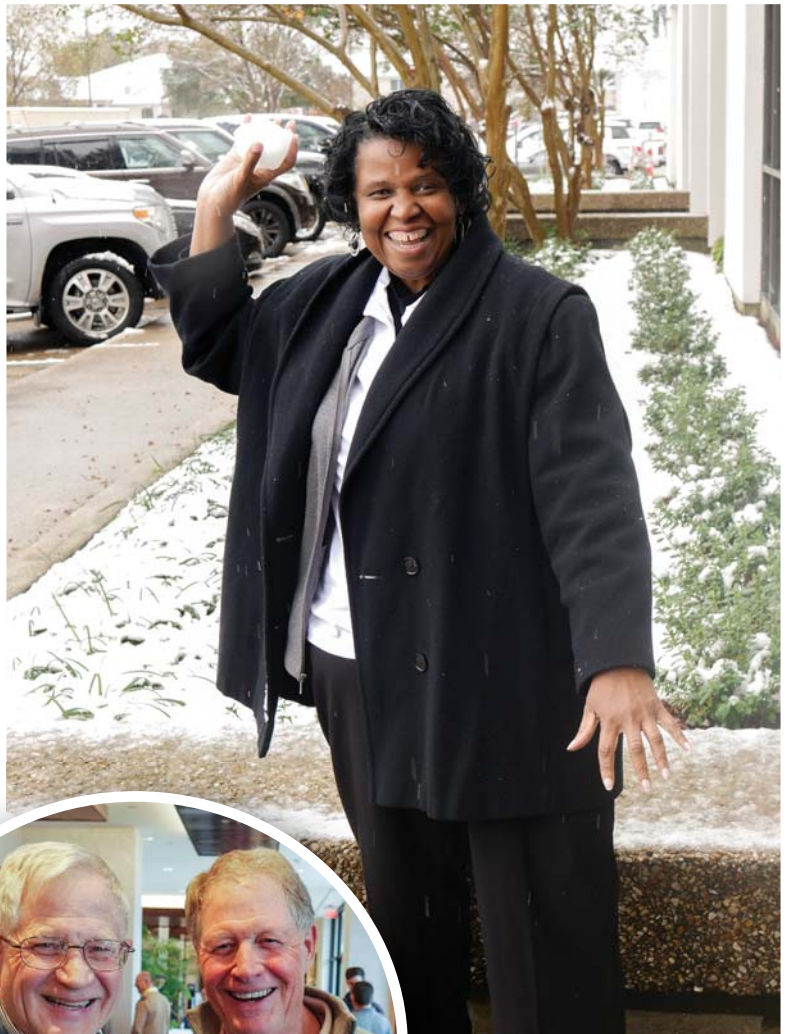


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Dr. Tessa Madere Owens, Gabrielle Owens, and Dr. Chris Owens.



Above: Judy Gaines from Delta Dental ready to throw a snowball.



Dr. Brett Madere, Dr. Chris Doucet, and Dr. David Priestly.



Left: Dr. Barton Frye and Dr. Richard Wampold.



Dr. Michael Cash and his daughter, Brianne Cash.



Stormy Blair from Brown & Brown Association Services Professionals and Sandy Oubre.



Over 240 attendees!



Dr. Bill Hadlock, Dr. Richard Atkins, and Dr. Jeff Hooton.



Dan Romance from Tax Saving Professionals and Dr. John Portwood.



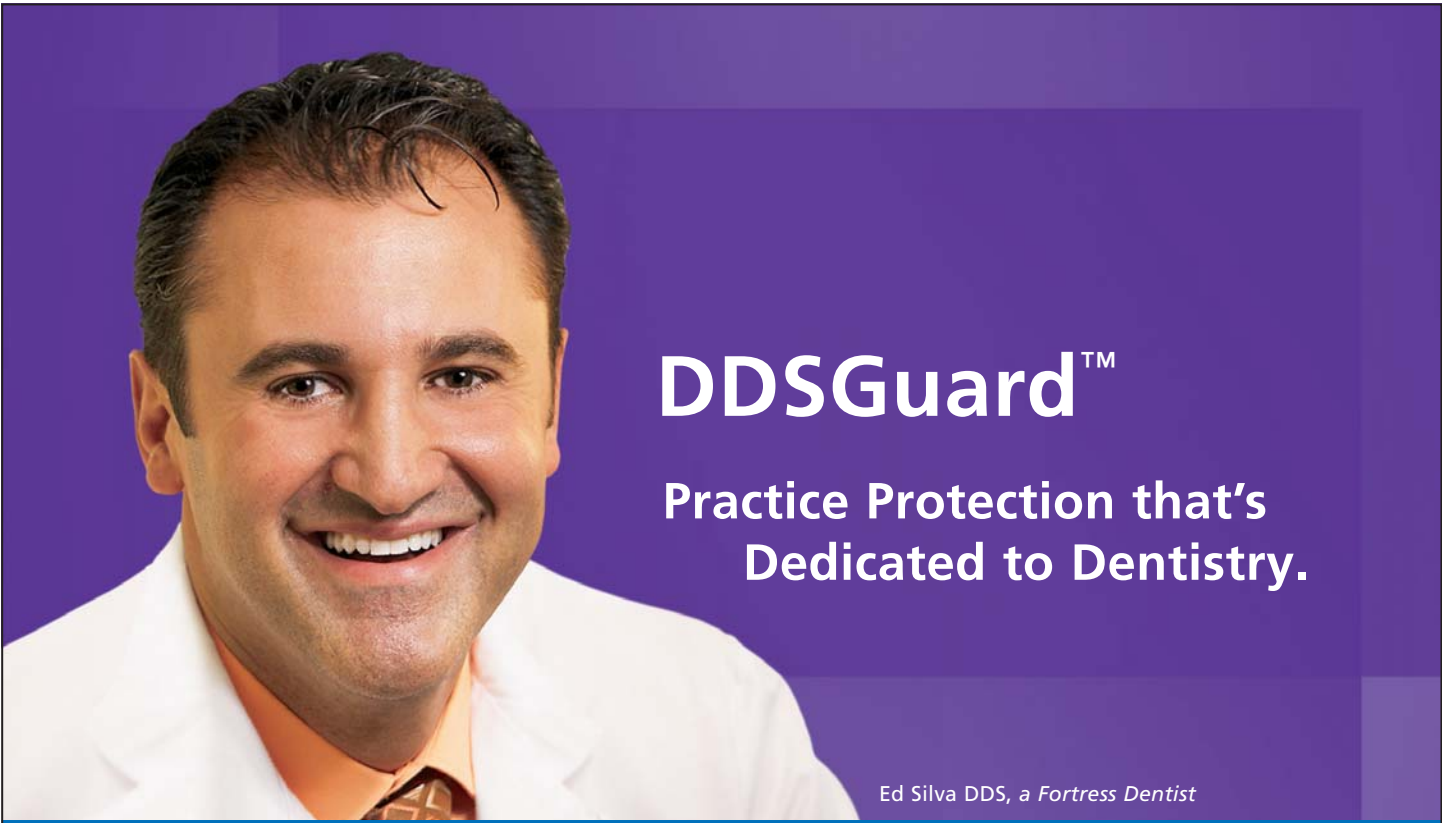
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LDA

louisiana dental services, inc.



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

Give Association Gloves & Supplies a Try, It is Worth It

As your friendly car salesman used to say, “Man, have I got a deal for you!”

Our friends at the Association Gloves & Supplies program have enhanced their program dramatically. They have introduced *many new product categories* and products in those categories are available in *smaller quantities*. The company has also added products to existing categories and instead of selling these new items by the case only, they are offered by *box, bag, or carton*. Our LDA members can purchase these products in quantities that are comfortable and familiar to them.

Among the added items are new products from 3-D Dental, such as Mimic impression, bite registration material and temporary crown & bridge material, Essentials disposable trays, microbrush applicators, prebent needle tips, surgical tips and syringe sleeves. There is a line of Evolve stainless steel pediatric crowns, Joy Etch syringes and refills as well as Joy Desensitizer. There are more products added from Joyfil, Kangaroo, Pristine, Visionary, Dream, and EcoBee.

Visit Association Gloves & Supplies website: lds.dentalassociationgloves.com or find them on the LDA site at: ladental.org/lds.

And why am I tooting their horn so loud and so long? Because Association Gloves & Supplies has been a true friend to the LDA and its members. Not only are they a quality company with good prices and great customer service, but they support our association and our members any way they can. For each LA Mission of Mercy (LaMoM) project, they have donated thousands of gloves and masks. For each year the company has been endorsed by the LDA, they have bought booth space at the New Orleans Dental Conference and LDA Annual Session. And, during the August 2016 floods, the company sent gloves and masks to donate to impacted dentists to use to help with cleanup. All the while, they have regularly shared their profits with Louisiana Dental Services, so that we can support the LDA.

I'm tooting their horn, because they deserve it!

Lastly, make one of your New Year's resolutions to get a price quote from just one more LDS/LDA endorsed company. I don't think you'll be sorry! I also emphasize the need to identify yourself as a member of the LDA when dealing with any of our vendors. This is a simple suggestion that you should pass on to the members of your staff that order goods and services for the office.

2018 NEW YEAR'S RESOLUTION:

Save time and money by trying out another LDA/LDS endorsed company. Find the complete list at www.ladental.org/LDS.



Fanny Barrientos
Digital Marketing Expert, ProSites (an LDA/LDS endorsed company)

Common Pay-Per-Click (PPC) Advertising Questions from Dentists

Pay-per-click advertising (PPC) can be a key component of a dental practice's online marketing strategy. If you've been considering PPC for your practice, or have a simple interest in learning more to see if it's a right fit, endorsed website design and marketing provider, ProSites, has highlighted the most common questions from dental practices to give you a better idea of what's entailed.

Q: How much do clicks cost?

A: While a common question, it's also the hardest to answer, as there are numerous factors that go into determining bids for certain keywords.

First, it's important to understand that Google's AdWords platform runs as an auction. Similar to how you would bid for a product on eBay, with AdWords, you tell the "seller" (Google) what you are willing to pay for the "product" (the keywords/location you want to target).

You'll typically pay 60-80% of your bid, depending on what others bid and what the competition in the targeted location is. For example, AdWords Keyword Planner shows a suggested bid of \$3.63 for "teeth whitening" in San Jose, CA and \$1.63 in Omaha, NE. Since keywords and competition vary in each market, it's important to have a somewhat flexible budget when beginning your initial campaigns.

Q: What is a typical PPC budget for a sole-practitioner?

A: As outlined above, it depends on various factors, however, we typically recommend that dentists put at least \$400 per month toward AdWords. Distributed evenly throughout the month, this equates to \$13 available daily for clicks. Therefore, if one click on your AdWords ad costs \$6, you only have enough spend for two clicks (potential new patients) daily. Running out of budget during the day will cause AdWords to stop your ads until more budget is available the following day. This is why dentists in highly-competitive markets can easily hit their maximum daily spend, while dentists in less competitive areas may only reach the max once or twice a week.

While expanding your budget is one way to obtain more leads, optimizing your campaign can help you stretch your budget even further by analyzing metrics such as impressions, clickthrough rate (CTR) and conversions for targeted keywords and/or locations to learn where your money is best spent and get the best return on your investment.

Q: Do I need another website set up for PPC, in addition to the website I already have?

A: No. But you should create landing pages for your PPC ads. A landing page is different than a normal web page because it is created specifically for an advertisement. When someone clicks your PPC ad about teeth whitening services, you don't want to send them to your website homepage where they have to dig for more information about teeth whitening. Instead, you want to send them to a landing page that is specifically about the service. Make sure your landing pages have a strong call-to-action and help the reader understand what they should do next (e.g. fill out a form for a free consultation).

Q: How are web pages set up so that AdWords recognizes when someone wants to be contacted?

A: Once a landing page is created, a form is added to the landing page. That form will then gather information submitted by a web visitor on the form so you may contact them about your services. After the web visitor submits their information, they are directed to a "Thank You" page, which should thank them for their interest and let them know what next steps are, such as how long it will be until they hear from you or someone at your practice.

Once the "Thank You" page loads, an AdWords conversion pixel (usually added by your PPC expert during your campaign setup process), is triggered. This communicates to AdWords that a "conversion" has occurred. The pixel will only be triggered if the person lands on your website through search engine advertising.

Tracking your conversions from pay-per-click advertising allows you to track your return on investment on the channel. It also helps you identify where you can improve your content to maximize the effectiveness of your campaign. For example, AdWords will show you how many clicks your ad has received, but also how many people contact you once they visit your landing page. If you're getting a lot of clicks, but not a lot of conversions, you may want to revisit the messaging on your webpage.

Q: When should I add PPC to my online marketing strategy?

A: Now! PPC ads are a quick and super-targeted way to get your practice noticed by new patients. You can get PPC ads up and running within just a couple of days.

Fanny Barrientos is the Digital Marketing Expert at ProSites, a LDA endorsed partner for dental website design and marketing solutions. She has years of experience in social media marketing, search engine optimization, and pay-per-click advertising. She graduated from the University of Utah with a degree in Marketing. For more information, please call (888) 932-3644 or visit www.ProSites.com/LDA.



LDA louisiana state board of dentistry

Dr. Claudia A. Cavallino
President, Louisiana State Board of Dentistry

LSBD Primary Role is to Fulfill Our Mission of Protecting the Public

As the holiday season is upon us and my term as president of the Louisiana State Board of Dentistry is coming to an end, I would like to take this final opportunity to reflect on what I have learned this year as board president, as well as update Louisiana's dentists and hygienists on important board matters.

As most of you already know by now, due to legislation passed a few years ago, the board office is moving to Baton Rouge. The move is scheduled for December 21-23, 2017, so by the time you receive your *LDA Journal* we hope to be mostly settled in our new location in the Claiborne Building in downtown Baton Rouge. We do expect a brief interruption in service during the end of December while our computers, servers, and phone system are being moved and installed. Please be patient with us while we work through these IT issues as quickly as possible. We are also in the process of interviewing and hiring to fill two positions of board employees who will not be making the move to Baton Rouge.

During my five years serving on the board, it has always been in the forefront of my mind that our primary role as LSBD members is to fulfill our mission of protecting the public. This is our charge from the governor and legislature and it is a responsibility we take seriously. Whether it's during the course of investigating and adjudicating a complaint or disciplinary matter, enacting new sedation safety rules, or revising continuing education requirements, our mission is always clear. By ensuring public safety we strengthen the public's trust in our profession and hopefully promote better oral health for all of Louisiana's citizens.

As a board member I have had the opportunity to attend several American Association of Dental Boards (AADB) meetings. The AADB is comprised of past and present board members (including dentists, hygienists, dental assistants, and public members) as well as executive directors and board attorneys. The most recent meeting, held in conjunction with the ADA Annual Session in Atlanta, had an excellent two-day agenda covering a wide range of topics that affect the regulation of dentistry. Some of these topics included: specialty advertising and scope of practice, opioid prescribing, clinical licensure and examination, and alternative models of delivery of care (including teledentistry) just to name a few.



The most significant amount of the agenda was spent on the discussion of sedation and anesthesia safety with presentations from the ADA, AAPD, and AAOMS.

I have come to realize that many, if not all, of the issues and debates we have in Louisiana about the regulation of our profession are the same in the other 49 states. We are in a period of great change in our great profession. Never in my professional career have I witnessed a time when the practice of dentistry has been under such scrutiny from the media, legislative bodies, the Federal Trade Commission, and state and federal courts.

Despite this scrutiny, however, I am confident that the vast majority of Louisiana's dentists and hygienists are practicing to a high standard of care with the goal of improving oral health.

Many of the complaints we receive are actually fee disputes usually involving poor communication between the dentist, his/her staff, and the patient. I can not overstate the fact that there are a lot of unhappy denture patients out there. Many of these complaints could likely be eliminated with better communication and documentation. Another large percentage of complaints involve substandard care and over-treatment/fraud cases. Some of these complaints are initiated by a patient or dentist, but many are filed by state agencies, such as the LA Department of Health and Medicaid. And unfortunately, we still receive a fair amount of complaints regarding dentists who fail to practice the standard of care as it relates to sedation and anesthesia safety. Every year I have been on the board there has been at least one case (but usually more), of a dentist sedating someone (usually a young child) without the proper training, permit, and/or equipment, all the while failing to follow the prevailing sedation guidelines. Given all the media and news reports in recent years about dental sedation deaths, the fact that in 2017 there are still children in our state being sedated in an unsafe manner truly saddens and amazes me.

In closing, I would like to thank my fellow board members and the board staff for their outstanding support this year. I was fortunate to be surrounded by an amazing team of people. As our new Board President, Dr. Marija Lasalle, takes over in 2018, I wish her continued success and I look forward to supporting her in the future.

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Practice Care is Our Priority

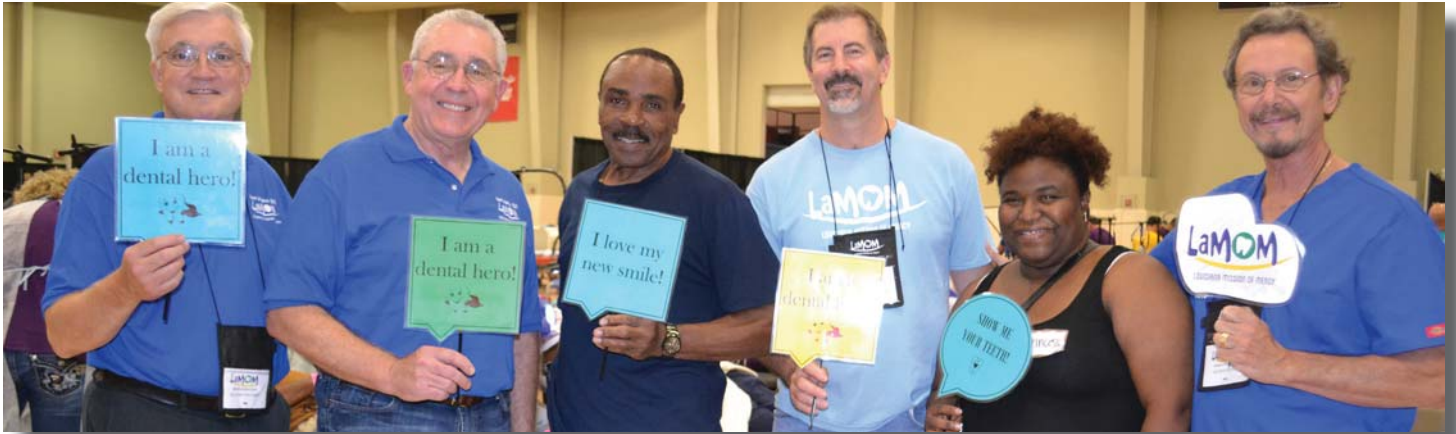
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We Need YOU as a Volunteer, Jan. 19-21, 2018!

VOLUNTEER REGISTRATION IS OPEN AT www.batonrougefreeclinic.org.

Thursday, January 18 - Set-Up Day (NO CLINIC)

Friday, January 19 - Clinic Day, 8 a.m. to 6 p.m.

Saturday, January 20 - Clinic Day, 8 a.m. to 6 p.m.

Sunday, January 21 - Clinic Day, 8 a.m. to 3 p.m.

Location: Near Baton Rouge Airport, 10550 Veterans Blvd., Baton Rouge, LA 70807

LaMOM is partnering with other groups and sponsors, such as CDI, the City of Baton Rouge, the LSU School of Dentistry and many others, to host the Baton Rouge Free Clinic. The LDA Foundation and LaMOM will run the dental portion of the clinic, but there will also be medical, optical and other departments. This is an incredible event that is sure to bring HOPE to many.

We need YOU! Sign up today at www.batonrougefreeclinic.org.

LaMOM is Your Chance to Bring HOPE

"I so enjoyed our time together and appreciate you for 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 29 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."



Winter C.E. with CHARACTER

Walt Disney World® Resort
Disney's BoardWalk Inn
February 11-13, 2018

MORE INFORMATION:
WWW.LADENTAL.ORG/CHARACTER



LDA Foundation
Fishing Rodeo

July 12-14, 2018
Sand Dollar Marina
Grand Isle, LA

Join the LDA Foundation for the
17th Annual Fishing Rodeo!
Help raise money for Louisiana's dental outreach
programs, such as **LA Mission of Mercy (LaMOM)**,
and have fun while doing it!

More Information:
www.ladental.org/fishingrodeo

Summer Conference

June 20 - 23, 2018

Hilton Beach Gulf Front, Pensacola, FL

www.ladental.org/summerconference



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November 2017



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In 1987, the Louisiana Dental Association partnered with Dental Lifeline Network • Louisiana in developing a Donated Dental Services (DDS) program to help people with disabilities or who are elderly or medically fragile and had no other access to dental care. The Louisiana DDS program is similar to programs developed by Dental Lifeline Network in 41 other states. DLN volunteers provided almost \$25 million in donated treatment in fiscal year 2016-2017.

Since inception, Louisiana dentists and labs have donated almost \$10.5 million worth of comprehensive treatment for 5,194 vulnerable people. Thank you!

Donated Dental Services (DDS) Program Totals

Below is a snapshot of the first four months of this fiscal year and last year's final statistics.

| | 7/1/17-10/31/17 | 7/1/16-6/30/17 |
|-------------------------------|-----------------|----------------|
| Donated Treatment Value | \$113,633 | \$471,194 |
| Donated Lab Value | \$8,737 | \$24,259 |
| Average Value of Treatment* | \$3,918 | \$4,313 |
| Patients Served | 29 | 129 |
| Active Patients | 78 | 88 |
| Patients on Wait-list | 198 | 198 |
| Participating Dentists | 350 | 345 |
| Participating Labs in LA | 73 | 73 |
| Participating Labs outside LA | 3 | 14 |

*Average value is based on patients receiving comprehensive treatment; does not include patients who continue to receive ongoing care from their DDS volunteer.

Note: DDS Coordinator hours were reduced because of insufficient funding; additional people could be helped with more grants and donations.

The DDS program restores the oral health and often transforms the lives of the patients we serve, like 64-year-old Delores, who lives with her husband in St. Tammany Parish. Delores suffers from several health problems including lupus, arthritis, high blood pressure and high cholesterol. Additionally, she has Sjogren's Syndrome, which causes dry mouth and negatively impacted her oral health. Delores had many decayed teeth and she was in severe pain. She and her husband survive on their Social Security benefits and food stamps. Unfortunately, they could not afford the needed dental treatment. The Advocacy Center referred Delores to the DDS program and two generous volunteers, a dentist and a lab, came to her aid. **Thanks to this kind team, Delores received thousands in donated care that she could not afford on her own!** She wrote to express her sincere appreciation for this amazing gift.

"This program was the best thing that ever happened to me. My teeth were rotten and very painful. I thank God for this program. Again, I thank you."

For more information about Dental Lifeline Network and the Donated Dental Services (DDS) Program go to: DentalLifeline.org. To donate go to the website and click on "Donate" and remember DLN on your LDA dues statement.



Dr. William M. Hall Jr. (Shreveport), DLN • LA Board member and volunteer since 1987, with his DDS patient.



The LDA Foundation appreciates the kind donations contributed during the 2017 dues cycle, which is Dec. 2016, through Nov. 2017. We appreciate your dedication to the Foundation and the financial assistance to help support our mission.

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The mission of the LDA Foundation is to enhance the oral health of our State by providing funding for clinical research, education, scholarships and access to care programs, as well as providing financial assistance to dental professionals and their families who are in need. The LDA Foundation is a 501(c)(3) tax-exempt corporation registered in the State of Louisiana. All contributions are tax deductible to the extent permitted by law.

To make a Foundation contribution, call the LDA office at (800) 388-6642, email info@ladental.org, or mail a check to the LDA Foundation, 7833 Office Park Blvd., Baton Rouge, LA 70809.

Dr. David Balhoff: Baton Rouge's 40 Under 40



The Greater Baton Rouge Business Report awarded Dr. David Balhoff as one of their top 40 Under 40 for 2017. In a question and answer segment on the Business Report's website, Dr. Balhoff listed his top three professional achievements: 1) Partnering in 2010 with Dr. Steve Sherman; 2)

Receiving the LDA's New Dentist Award in 2014; and 3) Helping to start the Our Lady of the Lake Cleft and Craniofacial Team in Baton Rouge.

LSUSD Nationally Recognized by ADEA

The LSU School of Dentistry will receive the American Dental Education Association 2018 Gies Award for Vision. The award recognizes the significant strides that the LSU Health Sciences Center and LSUSD have made in Interprofessional Education. Many members of the LSUHSC community are responsible for the excellent IPE programs that contributed to this award, which will be presented at the ADEA Annual Session in March. The LSUSD offers special thanks to Tina Patel Gunaldo, Ph.D., D.P.T., M.H.S., IPE director, for her efforts on behalf of the entire university.

City of Sulphur Re-Introduces Fluoride to Water System

Earlier this Fall, the city of Sulphur, La., re-introduced Fluoride into its system. The City of Sulphur had been fluoridating until the age of the equipment caused it to become unreliable. According to KPLC news, Sulphur's Public Works Director, Mike Daigle, said that this project has been two years in the making after the city acquired loans and grant money from the EPA and state health department. The city has worked closely with the office of public health to design this new system, which will safely introduce fluoride into the water at 0.7 parts per million.

Dr. Janice Townsend Honored as 2017 CityBusiness Women of the Year



Dr. Janice Townsend, associate professor and head of the LSUSD Department of Pediatric Dentistry, was honored at the 2017 CityBusiness Women of the Year Banquet on November 2. Started in 1999, the Women of the Year event recognizes 50 women annually from

the New Orleans area. Honorees are innovative leaders who are making waves with their energy, ideas, achievements and commitment to excellence in the area. They are selected based on business and community involvement and achievement that have set the pace for the overall community.

Dr. Karen Bruggers Appointed Head of the LSUSD Department of Prosthodontics



Dr. Karen Bruggers was appointed head of the LSU School of Dentistry department of Prosthodontics. Dr. Bruggers received a B.S. in microbiology from Louisiana State University in 1978. She then attended the LSU School of Dentistry, earning an associate

of science degree in dental laboratory technology. While taking graduate courses in biology at the University of New Orleans, she taught ceramics at LSUSD. She once again became a student at LSUSD, receiving her D.D.S. in 1986. After graduation, Dr. Bruggers entered a post-doctoral residency at the University of North Carolina and received her M.S. in prosthodontics from UNC Dental School in 1988.

Four Louisiana Dentists Inducted as Fellows of ICD



Four dental practitioners, Drs. Peter Tufton, Anthony Indovina, Arthur Hickham, Jr., and Vincent DiLeo, Jr. were inducted as Fellows of the International College of Dentists at its 88th Annual Convocation in Atlanta, Georgia on October 19, 2017. An honorary organization for the recognition of outstanding meritorious service to the profession and community, the College presented these doctors with a membership plaque, a gold lapel pin and a gold key symbolic of this Fellowship for conspicuous service rendered in the art and science of Dentistry. They are pictured here with Dr. Steve Ortego, center, deputy regent.

Louisiana Dentists Inducted into ACD

Louisiana dentists were recently inducted into the American College of Dentists Annual Meeting, Convocation and Dinner Program at the Atlanta

Marriott Marquis Hotel from October 16-19, 2017 during the 2017 ADA Annual Session. They are pictured here with family and sponsors. Among those inducted are Drs. Sally Daly, Brian Basinger, Daniel Weaver, Dennis Preau, Kristopher Rappold, Richard Owens, Sr., Trey Carlton, Stephanie Weaver, Marty Garrett, Kirt Touchstone, Gary DeWitt, Hugh McKnight, David DeGenova, Carol Stuckey, Tom McNeely, and Steve Ortego.

ACD Awards Louisiana with Model Section Award

Drs. Robert Barsley, Kristi Soileau, and Mark Chaney stand with outgoing ACD Regent 6 Deputy Dr. Robert Lamb since Louisiana was awarded with the American College of Dentists' Model Section Award. This award also recognizes exemplary community service.





Louisiana dental hygienist's association

Joanna Peters, R.D.H., B.A., B.S.
LDHA President

An Addition to the Fluoride Arsenal

Silver Diamine Fluoride 38% (SDF) has been shown to be effective for treatment of dentinal hypersensitivity, as well as arresting caries.³ In clinical trials, SDF applied directly to a cavitated lesion outperformed fluoride varnish for the non-surgical arrest of caries in children and older adults.² SDF has a dual mechanism of action resulting from the combination of its ingredients. The silver component acts as an anti-microbial agent killing bacteria and preventing the formation of new biofilm, while the fluoride acts to prevent further demineralization of tooth structure.¹

In a study conducted in China, 375 children with dentin caries were assigned to five groups. The results demonstrated that patients receiving no fluoride treatment developed more carious lesions than those receiving either NaF or SDF. The children who received the 38% SDF once a year had more arrested caries and fewer new caries than children who received the NaF every 3 months.¹

When adding SDF to your Fluoride arsenal, there are a few dos and don'ts to be aware of. The dos include educating your patients that SDF will stain carious tooth structure a dark brown or black color. Be sure to obtain an informed consent before applying. Another do is that although the product is odorless/colorless until applied, it will stain skin, clothing, countertops, flooring, etc., thus precaution and isolation are necessary when applying. Research supports multiple treatments, and caries arrest shouldn't be expected with a single treatment. The standard regimen is two applications applied at weekly intervals³ After application, instruct your patient to not eat or drink for one hour.¹

The don'ts of SDF include not using this material if your patient is allergic to silver. Also avoid if there are oral ulcerations. SDF is not to be used in the same manner as fluoride varnish as it can stain many defects in tooth structure and restorative margins.³ Teeth with evidence of pulpitis or pulpal necrosis are not appropriate for SDF treatment and require

surgical treatment.² SDF should not be applied when restorative procedures are placed as it may impact adhesion.³

The application of SDF is considered to be a low cost and effective measure that prevents caries initiation and arrests disease progression in primary and permanent teeth. The cost per patient is estimated at \$0.40 + application supplies and requires less than 10 minutes of salary time.¹

Staining of the carious lesion is its biggest drawback especially if the lesion is in a cosmetic area. Educating the patient on the positives of SDF should outweigh cosmetic concerns. Silver Diamine Fluoride can be a game changer for our elderly patients unable to receive restorative treatment in a timely manner, as well as for children unable to schedule long treatment appointments.

¹ Alliance for a Cavity Free Future (ACFF). Available at: <http://www.allianceforacavityfreefuture.org/en/us/technologies/silver-diamine/>

² ASTDD, Where Oral Health Lives; Silver Diamine Fluoride (SDF) Fact Sheet. Available at: <http://www.astdd.org/www/docs/sdf-fact-sheet-09-07-2017.pdf>

³ Maragliano-Muniz, P. and Novy, B. The Dos and Don'ts of Silver Diamine Fluoride. *DentistryIQ* 2016. Available at: <http://www.dentistryiq.com/articles/2016/07/the-dos-and-don-ts-of-silver-diamine-fluoride.html>

LSBD Update on the EKG Rule

The LSBD opted not to support changes to the current rules pertaining to moderate sedation. The board had NOT been enforcing the rules in their entirety in response to requests from the LDA that the board reconsider requiring a dental office to have an EKG in order to be permitted to administer moderate sedation, whether parenterally or enterally. LSBD is expected to begin enforcing the EKG rule as written in 2018. Whether the LDA takes further action is expected to be a discussion topic at the LDA Board meeting on January 12, 2018.



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LDA wealth management

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

Donor-Advised Fund: A Charitable Way to Reduce your Tax Burden

We have all seen how large charitable foundations have made a big difference in the world, like the Bill and Melinda Gates Foundation, which as of the end of 2016 has given away \$41.3 billion in grants since inception.¹ Though we may not have billions to give away like the Microsoft co-founder, it is clear philanthropy is not limited to wealthy Americans, large companies, or foundations. Rich and poor, young and old, Americans have been supporting diverse causes – education, basic needs, health, religious, arts, and others – which are near and dear to their hearts. While not everyone has a plan for giving, many people have put strategies and budgets in place to guide their philanthropic efforts.

As you can imagine it is very expensive to have your own foundation. What if you could piggy back on a large foundation, reducing the expenses and administrative costs, while still investing and growing the assets for the charities of your choice? You can do all of this with a donor-advised fund (DAF).

A DAF allows donors to deposit contributions in an account now and then distribute the money to multiple charities over time. Think of it like a charitable savings account. The donor receives an immediate tax deduction in the year of the gift up to the maximum that the IRS allows. Contributions can be in the form of cash or some non-cash assets like appreciated stock or real estate. Then the contributions are invested, grow tax-free, and are distributed later through grants to the charities of your choice. The donations are irrevocable, meaning that any contribution made to the fund cannot be reversed and must eventually be distributed to 501(c)(3) charities.

A donor-advised fund gives you the ability at a low cost to set up your fund, name it, and control the investments while receiving the charitable deduction upfront and leaving a charitable legacy. There are no startup costs and the DAF can be created immediately with a contribution of usually at least \$5,000. Unlike private foundations, there are no tax returns to file or required distributions. Let's look at an example of how you can leave a legacy and maximize your charitable giving strategies.

Dr. Smith has appreciated stock that he purchased many years ago and is planning on sending the proceeds to a charity. He invested \$10,000 in the stock and now it is worth \$100,000. If he sold the stock and paid \$18,000 in capital

gains ($\$90,000 \times 20\% = \$18,000$) then the charity would receive \$82,000. If Dr. Smith is in the 35% tax bracket he will receive a tax savings of \$28,700.

What if instead Dr. Smith created a donor-advised fund called the Smith Family Charitable Foundation and donated the appreciated stock? If he moved it to his DAF and then sold it, he would be able to donate the full \$100,000 and save \$35,000 in income taxes. Then Dr. Smith could decide to give the \$100,000 to charity now or let it grow in the DAF and send it out on a future date.²

Donor-advised funds also provide the opportunity to get the family involved with philanthropy. You could hold regular meetings and get ideas on what charities to support. Other family members, like adult children, can contribute to it and also receive a charitable deduction. This will keep the family involved and create a giving legacy for generations to come.

The DAF is a wonderful way to help charities, teach the importance of giving to your kids and grandkids, while helping the family work towards a common goal and do good for society. You may not be as wealthy as Bill and Melinda Gates, but with a donor-advised fund you can sure make a difference.

1 <https://www.gatesfoundation.org/Who-We-Are/General-Information/Foundation-Factsheet>


2 This is a hypothetical example and is not representative of any specific investment. Your results may vary.

The opinions voiced in this material are for general information only and are not intended to provide specific advice or recommendations for any individual. Neither LPL Financial nor any of its representatives provide tax or legal advice. We suggest you discuss your specific situation with a qualified financial, tax, and/or legal advisor.

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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Please note that the above article is for informational purposes only. Financial planning requires detailed individualized analysis of each person's specific situation.

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| Male | \$24.06 | \$30.94 | \$47.44 | \$79.75 | \$122.38 | \$113.03 | \$165.83 |
| Female | \$22.00 | \$24.75 | \$37.81 | \$763.25 | \$98.31 | \$98.18 | \$149.74 |

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For additional information on all insurance programs endorsed by LDA, contact Stormy Blair at Brown & Brown Association Services Professionals by calling 1-888-503-5547.



¹ Facts from LIMRA: Life Insurance Awareness Month, September 2015

² If answers to medical questions are answered unfavorable, then full underwriting may be required and coverage is subject to approval of insurer.

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Louisiana dental political action committee

LADPAC

Dr. Jeff Hooton
Chair, Louisiana Dental Political Action Committee (LADPAC)

For the First Time Ever, Less Than Half of Physicians are Independent

According to an article in *Modern Healthcare*, only 47.1% of physicians in 2016 had ownership stakes in a medical practice, an American Medical Association study reports. Health systems have been aggressively acquiring physician practices as they aim to better align physician networks to reduce medical variation, improve outcomes and satisfy **payment reforms** that require broader populations to remain healthy, but that trend has stagnated. Consultants attributed the slowdown to hospitals having “as many practices as they can handle at this point,” the study, written by AMA senior economist Carol Kane, said.

“Physician compensation is one of the fastest-growing expenses in health systems,” said Joel French, CEO of SCI Solutions. “It has become as high as 10% of total expenses for some systems. The burden is not sustainable,” he added.

I am not going to editorialize this article but I want you to pay particular attention to the last statement which states flatly that physician compensation is viewed as a **burden!**

We, as dentists, still enjoy the freedom to practice as we choose; in private practice, in group practice, or in corporate practice. The key to this has been MEMBERSHIP! We have a strong ADA and LDA, and much has been accomplished politically by both ADPAC and our own LADPAC. I urge you to give generously to LADPAC on your dues statement. I urge you to buy raffle tickets to LADPAC’s Split the Pot raffle, our largest fundraiser. And now I urge you to make several donations a year to LADPAC online using its new link on the LDA website. Of course, if you liked what you read in the first paragraph, you can simply do nothing.



Buy Tickets for LDA's "Split the Pot" Raffle!

Proceeds benefit LADPAC and the LDA's grassroots efforts.

Tickets available at the component level or by calling the LDA at 1-800-388-6642.

*Drawing will take place at the New Orleans Dental Conference and LDA Annual Session
May 25, 2018, at the
Hyatt Regency Hotel, New Orleans.*

Winner need not be present to win.



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

Alumni - Our Extended Family

Some of the most gratifying moments I've experienced as dean are the opportunities to interact with our alumni. It has been and continues to be a privilege to get to know so many exceptional individuals who care deeply about the profession and their communities.

This past Alumni Day, nearly 300 attendees joined us in celebrating the accomplishments and selfless service of two of our alumni—Dr. Nelson Daly and Rear Admiral Richard C. Vinci, DC, USN, (Retired). They join an elite group of individuals who have been recognized by our school over the years.

Dr. Daly, a 1993 graduate, has been involved with LSUSD for almost two decades as an advocate, board member and president of the alumni association. He has also given back to organized dentistry in a big way and has served to further the mission of numerous other organizations in his community.



Rear Admiral Richard C. Vinci, DC, USN, (Retired) was recognized as the 2017 LSUSD Distinguished Alumnus.

Dr. Vinci, a 1977 graduate, has had a stellar career in the United States Navy having held the position of Chief of the Navy Dental Corps from 2007 to 2010. He received numerous military awards including the Legion of Merit (5), Meritorious Service Medal (3), Navy Commendation Medal, and the Navy Achievement Medal. He retired in 2011 after 42 years of service.

Drs. Daly and Vinci are among a multitude of alumni who give back in significant ways. Just this fall two exceptional individuals spoke at two of our most important student events. Orthodontist Dr. William Ledoux, a 1977 graduate, was the keynote speaker at the

LSU Health NEW ORLEANS School of Dentistry



Dr. Henry Gremillion congratulates Dr. Nelson Daly for being recognized as the 2017 LSUSD Alumnus of the Year by the Alumni Association Board of Directors.

White Coat Ceremony, and Dr. Nick Rauber, a 2006 graduate, was the keynote speaker at the F Harold Wirth Ethics Ceremony. The White Coat Ceremony symbolizes the transition from classroom student to clinician; the Wirth Ceremony stresses the importance of ethical conduct as both a student and a professional.

One poignant moment was when Dr. Rauber asked the students to stand up during the

Wirth Ceremony. He said, "This is George's one wish—to stand and stretch just once." His friend George has muscular dystrophy. Dr. Rauber's point was to encourage the students to live in gratitude and to always do the right thing, no matter the challenges they face at work or home.

At graduation this past May, pediatric dentist Dr. Claudia Cavallino, a 2002 graduate and then president of the LSUSD Alumni Association, delivered an inspirational speech welcoming the new graduates to the profession. Her message encouraged them to stay involved, be lifelong learners, and give back to the profession in some way after graduation.

Past-president and periodontist Dr. Kristi Soileau, a 1985 graduate and the 2016 Alumnus of the Year, has been a guest speaker at freshman orientation for the past few years. It's always a pleasure to hear her encourage our new students—challenging them to do their very best as both students and as professionals.

This past July when Dr. Cavallino finished her term as president, Dr. Ike House, a 1984 graduate who practices in Haughton, La., became the new president of the LSUSD Alumni Association. Dr. King Scott, a 1978 graduate who practices in Monroe, will serve as president-elect. Dr. Eddie Hebert, also a 1984 graduate, who practices in Lake Charles, has served as secretary treasurer of the association for many years and will assume the presidency in July 2019. I look forward to working with our board to ensure that we continue to engage and involve alumni in our work.

There are so many others who have taken the time to support our students and residents over the years. Whether they serve on the faculty or on the alumni association board or support us financially, I extend my warmest appreciation for their involvement with the LSU School of Dentistry. Our alumni truly are a part of the LSUSD family.

LSUSD Alumni REUNIONS

Reunion celebrations have historically been held in conjunction with the NODA/LDA Dental Conference. In 2018, the LSUSD Alumni Association Board of Directors has decided to host a casual reunion celebration at the LSU School of Dentistry on the Saturday afternoon following Alumni Day (tentative date August 25). They thought it important to showcase the transformation of the LSUSD Campus in recent years.

Graduation years that end in a "3" or "8" are invited to participate. More information will be available soon. Questions? Contact Katie Kelley, MBA at (504) 941-8120 or kkell2@lsuhsc.edu.



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Shreveport dentist, Dr. Gary Roberts, addresses the ADA House of Delegates as president of our national association.



Dr. Charlie Foy speaks to the 12th District since he serves as our representative on the ADA's Council on Annual Sessions.

2017 ADA House of Delegates in Atlanta

Shreveport Dentist Dr. Gary Roberts Completes His Year as ADA President

The ADA House approved its 2018 budget, including continuing the ADA's public awareness campaign and funding it out of reserves. Therefore, ADA dues remain the same for 2018. The focus of the three-year initiative of the campaign is to drive utilization of dental services for Association members. The Find-a-Dentist search tool allows a person to enter their street address or zip code and locate ADA member dentists nearby. A variety of new search criteria have been added to enhance the user experience, including payment options and dental specialty. Patients then contact the practice via email or phone and make appointments. The utilization initiative also includes funding for paid search, ensuring that when targeted consumers look for a dentist on Google and other search engines, the ADA Find-a-Dentist tool comes up toward the top. Paid digital advertising is also included in the campaign.



Above: Louisiana's delegation at the ADA House of Delegates are: (front row, from left) Dr. David Hildebrandt, Dr. Mike Luminais, Dr. Marty Garrett, and Jeffrey Kerst (American Student Dental Association representative); (middle row, from left) Dr. Bob Barsley, Dr. Kristi Soileau, Dr. Mark Chaney, Dr. Stephanie Weaver, Dr. Gary Roberts, Ward Blackwell, Dr. King Scott, Dr. Steve Ortego, and Dr. Brian Basinger; and (back row, from left) Dr. Danny Weaver and Dr. Nelson Daly.



Left: (From left) Ward Blackwell, Dr. Brian Basinger, Dr. Mark Chaney, Dr. Stephanie Weaver, and Dr. Kristi Soileau sitting on the House floor at the ADA House of Delegates.

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A well-established Mobile Dental Service Company is looking for a general dentist to provide dental care for the residents in long-term care facilities in the State of Louisiana. Our general dentist is responsible for providing personalized care to all dental patients that visit our mobile practice, with the freedom of clinical autonomy. You will be able to focus your entire day on providing quality patient care to the long-term care residents. You will have the support of highly skilled, trained office staff of Care Services Management, and the operational and administrative aspects of the practice will be taken care of by the mobile dental service company.

This position offers tons of flexibility. We currently serve nursing home facilities throughout the State of Louisiana. You tell us where you can/want to work. You pick what days you want to work. Please keep in mind the larger the area you are willing to travel/work, then the more days we can schedule work for you. Use this opportunity as a supplement to your current income, part-time gig, or full-time work. New graduates are welcome!

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Continued next page.

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LEFT TO RIGHT:

Grace Liuzza, Dr. Ronald Liuzza and Dr. Darrell Bourg

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ORTHODONTIST NEEDED: Part-time general dentistry private practice on the West Bank seeking a part-time orthodontist to come in once a week. Guaranteed daily rate based on experience. Malpractice provided. Call or email Zac at (770) 710-3042 or zrhinesmith@benevis.com.

Harahan dental office available for lease. 1,918 SF, 1st floor with 5 operatories, 2 private offices, large kitchen, reception room and waiting area. Call Beth Cristina, Stirling Properties, LLC, (504) 523-4481.

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Full-time associate dentist needed for a well-established family practice in Sulphur, LA. Our facility has 7 operatories and the latest technologies (digital radiographs, Cerec, CB/CT, etc.). Potential candidates should be knowledgeable in all areas of general dentistry. Malpractice insurance and Lab fees will be paid. **Position will be available in the summer of 2017 due to senior partner retiring.** Email CV to info@manningdental.com. Visit practice website at www.manningdental.com.

Grand Family Dentistry is Seeking a Full-Time General Dentist to Join our Team. This is an outstanding opportunity to join one of the most successful private practices in Mandeville, Louisiana. State-of-the-art facility, impressive team with efficient systems that literally run the practice so you can focus on the

practice of dentistry! Again, the position is in the family oriented community of Mandeville, LA with work hours being Tuesday - Friday from 8:00 a.m. - 5:00 p.m.

At Grand Family Dentistry, we pride ourselves in providing the very best oral healthcare services in a friendly, community-focused practice setting. We strive to be leading edge dental providers of comprehensive dentistry while providing the absolute best care and service to our patients. The services we provide range from routine cleanings to implants, periodontal care and endodontic services. Our doctors practice in a collegial atmosphere with a professional operations team, allowing the doctor to focus on quality patient care.

We provide a competitive compensation package, including comprehensive health benefits (Health, Vision, Dental), Life Insurance, Continuing Education Allowance Program, Professional Liability Insurance, 401(k) program and leadership opportunities. Please contact Dr. Grand at (985) 705-3786 or email granddds@grandfamilydentalcare.com.

Louisiana Dental Center, an established and fast-growing group dental practice, is seeking a **General Dentist** who enjoys seeing children for its locations in the Raceland-Houma area. Please contact Terry Ernst at (985) 893-2240 or email your CV to ternerst@ladentalcenter.com.

LOCATION! LOCATION! LOCATION! Great opportunity for a start-up dental clinic fully furnished and equipped with room to expand in a community with a shortage of dentists. 1500 Metro Drive, ALEXANDRIA, LA - Dental office building on a corner lot with dental equipment in prime location with high traffic flow. 1980 built gray brick building with new roof. Approximately 1,300 square feet with waiting area, reception desk, three operatories, patient handicap bathroom, dental lab and office with private bathroom. Furnished waiting room and office, three ADEC dental chairs, new compressor with suction. Office plumbed with water, nitrous and oxygen. Utilities low as every inch of space is efficiently utilized. 5,000 square foot lot behind dental building perfect for adding a larger parking lot or dental building expansion as your practice grows. For more information, call (318) 443-4466 or email patricia@hiltondental.org.

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Smiles on the Go, LLC mobile dentistry is seeking PRN dentist and PRN dental hygienist to provide services to children in our local communities. If interested, please contact Trish Cothren at (601) 980-5015.

Upcoming CE Courses: During 2017-2018

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 13, 2017. Notice of changes will be announced on the website. Check for the most up-to-date list of courses here: www.LSUHealthNewOrleansCDE.org.

| Course Date(s) & City | Course Name, Speaker(s) & Location | For | Fees | | | Hours* C or NC, L and/or P, SA |
|-----------------------------|--|-----------------------------------|-------------------------------|-----------------------|-----------------|---|
| Jan. 19 New Orleans | 3 Topics for the Entire Dental Team: Treating the Medically Complex Dental Patient, Oral Pathology & Medical Emergencies. Presented by <i>Drs. Michael Glick, Molly Rosebush, and Alfredo R. Arribas</i> – at LSU School of Dentistry | Dentist Hygienist Assistant | \$325 ■ \$205 ■ \$115 ■ | | | 7.5 C, L |
| Jan. 19 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. | | | | | |
| Jan. 26 Lake Charles | LSU Day in Lake Charles: Unlimited Growth for Your General Practice: What's Your Vision for 2018? Presented by <i>Lou Graham, DDS</i> – at L'Auberge Casino Resort Lake Charles | Dentist Hygienist Assistant | \$325 ■ \$205 ■ \$115 ■ | | | 7 C, L |
| Jan. 26 Video Conference | – or take by Video Conference if you live 150 miles or more outside of Lake Charles – Streaming LIVE from Lake Charles at L'Auberge Casino Resort Lake Charles to your home or office desktop or laptop. This video conference course is limited attendance. REGISTER NOW! Please call (504) 941-8193 to register. | | | | | |
| Feb. 3 New Orleans | Digital and Conventional Radiology for Dental Assistants (RAD). Presented by <i>Kavas Thunthy, DDS, D. Brooks Hernandez, LRT, and Anne Klasser, EDDA</i> – at LSU School of Dentistry | Assistant | \$300 ★ | | | 7 C, (3.5L/3.5P) |
| Feb. 23-25 Lafayette | Expanded Duty Dental Assistant (EDDA) – Lafayette. Presented by <i>Karen Coco, EDDA, Loretta Hoyer, EDDA and Telisa Rogers, EDDA</i> – at Lafayette General Medical Center | Assistant | \$650 ★ | | | 24 C, (12L/12P) |
| Mar. 2 New Orleans | 3-D Endodontic Instrumentation & Obturation (Friday Only). Presented by <i>Alex Fleury, DDS, MS</i> – at LSU School of Dentistry | Dentist Dental Team Mbr | \$350 ■ \$145 ■ | | | 7 C, L |
| Video Conference | or take by Video Conference if you live 150 miles or more outside of New Orleans – Streaming LIVE from New Orleans to your home or office desktop or laptop. This video conference course is limited attendance. REGISTER NOW! Please call (504) 941-8193 to register. | | | | | |
| Mar. 2-3 New Orleans | 3-D Endodontic Instrumentation & Obturation (Friday Lecture & Saturday "Hands-On" Workshop). Presented and Workshop Led by <i>Alex Fleury, DDS, MS</i> – at LSU School of Dentistry | Dentist Dental Team Mbr | \$525 ■ \$215 ■ | | | 11 C, (7L/4P) |
| Mar. 16 New Orleans | Maximized Adhesive Dentistry: Level I, The Foundational Posterior Course. This course is limited attendance. REGISTER EARLY! Presented by <i>Bruce J. LeBlanc</i> with <i>John M. Barksdale, Jr., DDS and Mike Robichaux, DDS</i> – at LSU School of Dentistry | Dentist | Regular Fee \$795 ❖ | Combo Fee \$715.50 | SAVE \$79.50 | 7 C, (1L/6P) |
| June 15 New Orleans | Maximized Adhesive Dentistry: Level II, The Anterior Course. This course is limited attendance. REGISTER EARLY! Presented by <i>Bruce J. LeBlanc</i> with <i>John M. Barksdale, Jr., DDS and Mike Robichaux, DDS</i> – at LSU School of Dentistry | Dentist | \$895 ❖❖ | \$805.50 | \$89.50 | 7 C, (1L/6P) |
| Video Conference | (COMBO DEAL) Register for Both Maximized Adhesive Dentistry Courses Together and SAVE \$169! (Register for both courses by Jan. 31, 2018). Do not register online for these savings. Please call (504) 941-8193. | Dentist | \$1690 | \$1,521 | \$169 | 14 C, (2L/12P) |
| Mar. 23-25 Baton Rouge | Expanded Duty Dental Assistant (EDDA) – Baton Rouge. Presented by <i>Anne Klasser, EDDA, Leslie C. Hernandez, EDDA and Brook Mason, EDDA</i> – at National EMS Academy in BR | Assistant | \$650 ★ | | | 24 C, (12L/12P) |
| April. 6-8 New Orleans | Expanded Duty Dental Assistant (EDDA) – New Orleans. Presented by <i>N. Weiss, RDH, CDA, EFDA, D. Williams, CDA, EDDA, and Brianne Mannino, EDDA</i> – at LSU School of Dentistry | Assistant | \$650 ★ | | | 24 C, (12L/12P) |

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

★ 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.

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

❖ If you register for this course and the Maximized Adhesive Dentistry: Level II, Anterior course on June 15, 2018 by **January 31, 2018**, 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 16, 2018 by **January 31, 2018**, 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 12, 2018 |
| EVENT: | L.H. Bowden Leadership Development Conference |
| SPEAKER: | Dima Ghawi, "Elevate Your Business: Engage Your Team and Patients" |
| PROVIDER: | Louisiana Dental Association (AGD PACE Recognized Provider) |
| LOCATION: | Renaissance, Baton Rouge, LA |
| REGISTRATION: | www.ladental.org/bowden or call (800) 388-6642 or (225) 926-1986 |

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|----------------------|---|
| DATE: | January 16, 2018 |
| LOCATION: | Rotolo's Pizzeria, 1409 E. 70th Street, Shreveport, LA 71105 |
| PROVIDER: | Shreveport-Bossier Dental Hygienists' Association |
| REGISTRATION: | http://www.sbdha.net/index.html |

| | |
|------------------|---|
| DATE: | January 25, 2018 |
| PROVIDER: | Acadiana District Dental Hygienists' Association |
| LOCATION: | Community Health Care Clinic on Jefferson Street |
| CONTACT: | https://www.facebook.com/pg/Acadiana-District-Dental-Hygienists-Association-186340238603347/about/?ref=page_internal |

| | |
|---------------------------------|--|
| DATE: | January 26-27, 2018 |
| SPEAKER: | Robert Convissar, D.D.S. |
| TOPIC: | Laser Dentistry from A to Z: An Academy of Laser Dentistry Certification Course |
| CREDIT HOURS: | Clinical 12hrs |
| TIME: | 8 a.m. – 4 p.m. (Friday); 8 a.m. – 2 p.m. (Saturday) |
| LOCATION: | Lafayette, LA |
| SPONSOR: | Louisiana Academy of General Dentistry |
| FEES & REGISTRATION: | http://lagd.org/continuing-education/ce-courses/ ; phone 855-542-5243; email: lagd@cox.net ; AGD member dentist \$595; non-member dentist \$695 Sponsored approved by: ADA-CERP, AGD-PACE; |

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|---------------------------------|--|
| DATE: | February 9, 2018 |
| TIME: | 8:30 a.m. – 4:30 p.m. (lecture) |
| SPEAKER: | Nader Sharifi, D.D.S., M.S. |
| TOPIC: | Uppers Are From Mars, Lowerers Are From Venus: "Over Denture Solutions" Course Format: Lecture Course Objectives, Synopsis, and Biography Enclosed |
| LOCATION: | Wyndham Garden Hotel, Shreveport, Louisiana |
| PROVIDER: | THE ARKLATEX ACADEMY OF DENTISTRY |
| FEES & REGISTRATION: | Deadline, Feb. 2, 2018. Contact Dr. Clint Bruyere at (903) 753-0337. Staff/Lab Tech of Member Dentist (each): \$45 (Non-refundable 7 days prior to meeting) Non-Member Doctor, Staff or Lab Tech Fee: \$295 (Non-refundable 7 days prior to meeting) Non-Member Doctor's Staff Fee: \$150 for each staff member attending with non-member doctor |

| | |
|----------------------|---|
| DATE: | February 11-13, 2018 |
| EVENT: | LDA Winter C.E. – C.E. with Character |
| SPEAKERS: | Dr. John Portwood, "30 Things to Do Before Thursday," Dr. John Gammichia, "Bringing Sexy Back to the Posterior Composite" and "Conservative Dentistry...Thinking Outside the Box" |
| LOCATION: | Walt Disney World® Resort, Disney's BoardWalk Inn |
| PROVIDER: | Louisiana Dental Association (AGD PACE Recognized Provider) |
| DESIGNED FOR: | All |
| REGISTRATION: | www.ladental.org/character or call (800) 388-6642 or (225) 926-1986 |

| | |
|----------------------|---|
| DATE: | February 20, 2018 |
| LOCATION: | Rotolo's Pizzeria, 1409 E. 70th Street, Shreveport, LA 71105 |
| PROVIDER: | Shreveport-Bossier Dental Hygienists' Association |
| REGISTRATION: | http://www.sbdha.net/index.html |

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|------------------|--|
| DATE: | March 16, 2018 |
| TIME: | 8:30 a.m. – 4:30 p.m. (lecture) |
| SPEAKER: | Hal Crossley, D.D.S., MS, Ph.D. |
| TOPIC: | Street Drugs Exposed: "What Your Patients and Your Kids Are Not Telling You" |
| PROVIDER: | THE ARKLATEX ACADEMY OF DENTISTRY |
| LOCATION: | Wyndham Garden Hotel, Shreveport, Louisiana |

FEES & REGISTRATION: Deadline, MARCH 9, 2018. Contact Dr. Clint Bruyere at (903) 753-0337. Staff/Lab Tech of Member Dentist (each): \$45 (Non-refundable 7 days prior to meeting) Non-Member Doctor, Staff or Lab Tech Fee: \$295 (Non-refundable 7 days prior to meeting) Non-Member Doctor's Staff Fee: \$150 for each staff member attending with non-member doctor

DATE: March 20, 2018
LOCATION: Rotolo's Pizzeria, 1409 E. 70th Street, Shreveport, LA 71105
PROVIDER: Shreveport-Bossier Dental Hygienists' Association
REGISTRATION: <http://www.sbdha.net/index.html>

DATE: March 23, 2018
TIME: 8:00 a.m. – 12:00 p.m.
EVENT: Continuing Dental Education of Baton Rouge (CDEBR)
LOCATION: The Bluffs, St. Francisville, La. (C.E. in morning; golf in afternoon)
CONTACT: <http://cdeofbr.com/> or info@ladental.org

DATE: April 17, 2018
LOCATION: Rotolo's Pizzeria, 1409 E. 70th Street, Shreveport, LA 71105
PROVIDER: Shreveport-Bossier Dental Hygienists' Association
REGISTRATION: <http://www.sbdha.net/index.html>

DATE: May 15, 2018
LOCATION: Rotolo's Pizzeria, 1409 E. 70th Street, Shreveport, LA 71105
PROVIDER: Shreveport-Bossier Dental Hygienists' Association
REGISTRATION: <http://www.sbdha.net/index.html>

DATE: May 24-26, 2018
EVENT: New Orleans Dental Conference/LDA Annual Session 2018
DESIGNED FOR: All
LOCATION: Hyatt Regency Hotel, 601 Loyola Ave. New Orleans, LA 70113
CONTACT: www.nodc.org or (504) 834-6449

DATE: June 20-23, 2018
EVENT: LDA Summer Education Conference
LOCATION: Hilton Beach Gulf Front, Pensacola, FL
PROVIDER: Louisiana Dental Association (AGD PACE Recognized Provider)
DESIGNED FOR: All
REGISTRATION: www.ladental.org/summerconference or call (800) 388-6642 or (225) 926-1986

DATE: July 13-14, 2018
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 or (225) 926-1986

DATE: September 8, 2018
EVENT: The 2018 Implant Seminar
LOCATION: Lauberge Casino Hotel, Baton Rouge
PROVIDER: Louisiana Society of Oral & Maxillofacial Surgeons
CONTACT: paulettebinion@gmail.com

DATE: September 18, 2018
SPEAKER: Dr. Morgan Lang
LOCATION: Rotolo's Pizzeria, 1409 E. 70th Street, Shreveport, LA 71105
PROVIDER: Shreveport-Bossier Dental Hygienists' Association
REGISTRATION: <http://www.sbdha.net/index.html>

DATE: October 16, 2018
SPEAKER: Dr. Blaine Calahan
LOCATION: Rotolo's Pizzeria, 1409 E. 70th Street, Shreveport, LA 71105
PROVIDER: Shreveport-Bossier Dental Hygienists' Association
REGISTRATION: <http://www.sbdha.net/index.html>

DATE: November 27, 2018
SPEAKER: Dr. Ghali Ghali
LOCATION: Rotolo's Pizzeria, 1409 E. 70th Street, Shreveport, LA 71105
PROVIDER: Shreveport-Bossier Dental Hygienists' Association
REGISTRATION: <http://www.sbdha.net/index.html>



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www.batonrougrefreeclinic.org

David N. Austin

May You Receive Greater Respect For the New Year

We are all so blessed, but for some of us life has not always been so easy, especially for me.

It all started from the day I was born. On that day, the doctor came out to the waiting room and told my father, "I am very sorry. We did everything we could... but he pulled through." Looking back, I know that my parents didn't really care for me. My bath toys were a toaster and a radio. My dad always kept the picture of the little boy that came with his wallet. Not only that, whenever I played outside in the sandbox, the cat kept covering me up.

Once when I was lost I saw a policeman and asked him to help me find my parents. I said to him, "Do you think we'll ever find them?" He said, "I don't know kid. There are so many places they can hide."

As I got a little older I decided to look up my family tree. I found three dogs using it. I never did very well with the ladies either. My first girlfriend told me to come on over, there's no one home. When I get there, there was no one home. Unfortunately most of my dates were not very good-looking. I once took a lady to the top of the Empire State building, and airplanes started to attack.

Being married is not easy. My wife and I were happy for 20 years. Then we met. I tell ya, it's tough to stay married. For instance my wife kisses the dog on the lips, but she won't drink from my glass! I once told her our kids are spoiled. She said, "All kids smell that way."

My wife took her driver's test the other day. She got 8 out of 10. The other 2 guys jumped clear. That's not surprising to me though. She once hit a

deer with our car. It was in a zoo. I'll never forget the time I opened the front door at home and she was wearing some revealing lingerie. Only problem was, she was coming home. What can I say, I love her madly, so I agreed when she asked me to join her bridge club. I jump off next Tuesday.

I don't have much luck seeing my doctor either. When I was in his office the other day I said,

"Doctor, every morning when I get up and look in the mirror I feel like throwing up. What's wrong with me?" He said, "I don't know, but your eyesight is perfect." Last week I saw my psychiatrist. I told him, "Doc, I keep thinking I'm a dog." He told me to get off his couch. During our session, I also told him I had been having some suicidal thoughts. So now I have to pay in advance.

Ah, but life has become a little easier. However, this morning when I was putting on my underwear, I could hear the Fruit of the Loom guys laughing.

It's the little things that bring the greatest satisfaction these days. Just last week I was able to say to a patient the line that I've been waiting to say for years. So this guy comes in and asks, "Doc, what can I do about these yellow teeth of mine?" And with no hesitation I told him the honest truth, "Try wearing a nice brown necktie."

So now you probably know that my all-time stand-up comic hero was Rodney Dangerfield. His comedic genius cleaned up some is here. Enjoy and have a Happy New Year.





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