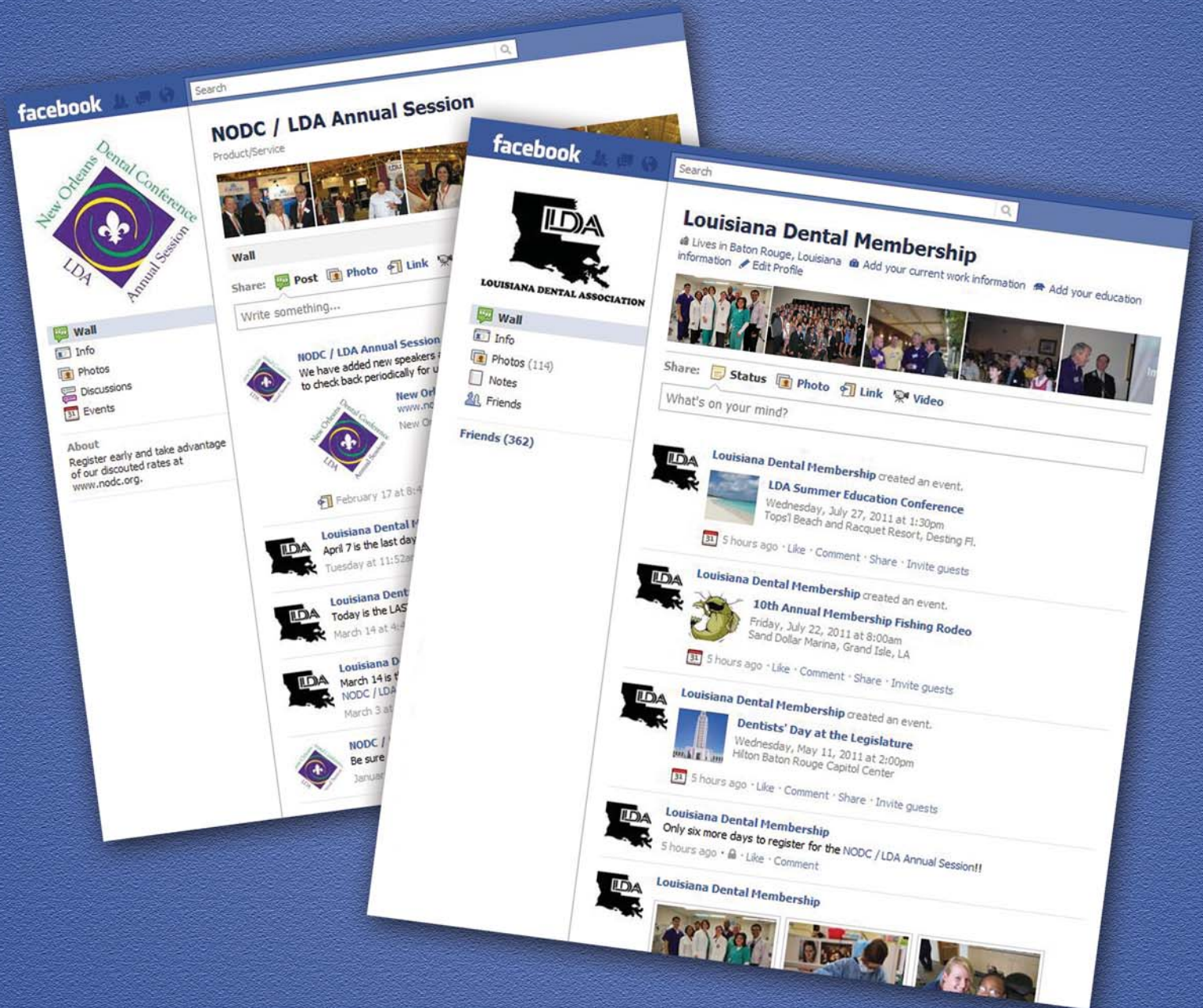


LDA Journal

VOL. 70, NO. 1 SPRING 2011

Journal of the Louisiana Dental Association



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LDA Journal

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JOURNAL of the Louisiana Dental Association (USPS284620) is published quarterly at 230 Carroll St., Suite 2, Shreveport, LA 71105, in March, June, September and December, and is the official publication of the Louisiana Dental Association. Opinions and statements expressed, however, are those of the writer and not necessarily those of the Association. Original articles published herein become the property of this publication. Subscription price is \$15 per year for members, \$30 per year for non-members and \$65 per year for foreign subscribers. Periodicals postage paid at Baton Rouge, Louisiana, and additional mailing offices.

The publication of an advertisement in the LDA Journal is not to be construed as an endorsement or approval by the Louisiana Dental Association or any of its component associations of the product or service being offered.

Postmaster: Send address changes to Louisiana Dental Association, 7833 Office Park Blvd., Baton Rouge, LA 70809.

Mission Statement

The purpose of the Louisiana Dental Association is to encourage the improvement and to protect the health of the public, to promote the art and science of dentistry and to represent the interests of the members of the dental profession and the public it serves.

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On the cover: The LDA utilizes social media through the use of its Facebook pages. The LDA Membership Facebook page is designed for current members to view photos from LDA functions, find event information as well as important updates and reminders. The LDA also recently created the New Orleans Dental Conference and LDA Annual Session fan page. So, become our "friend" today!

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



LDA

from the editor

Dr. David N. Austin
Editor, LDA Journal

Change is on the Horizon

There have been historical achievements that have come to reality by the act of one person. But most accomplishments on a historical level have become existent because of the work of many who have one goal.

Like raindrops that accumulate and form streams; and streams that become rivers; and finally rivers that empty into oceans, tiny movements can swell into great things. In the flow of history, sometimes undercurrents emerge that no one seem to notice. Sometimes an undercurrent can become an overwhelming flow that can transcend the plans and machinations of men. Change is inevitable.

Change frightens me more now than when I was younger. My dad would often tell me that older people do not like to change. Perhaps I have arrived at this place in life.

It seems that our practice and delivery of dentistry is being criticized. Criticized by non-dental people no less. You and I know that the overall quality of dentistry being performed in the United States is the absolute best in the world. And I am a true believer that to cheapen the delivery process of dentistry will cause quality to deteriorate.

So what can you and I do about this?

Let us start with this: run, do not walk to your next component meeting. You do not have to say anything; just your presence will tell your fellow dentists that you care about this profession. And trust me on this, non-dental people who know you will also notice. These people may or may not be someone of influence in your community, but you will be noticed as someone who cares deeply about your vocation. And besides, you may never know when one of these non-dental people (who could be a politician) may want to ask you a question about dentistry.

Your presence at your local meeting will have a greater impact than you know. We need more ideas and more feedback on the course of dental delivery from people who work in the trenches delivering dental care. It seems we are getting a lot of feedback about how we should practice from people who really know nothing of dentistry.

So what does the future hold for dentistry? Who knows more about the delivery methodology and costs involved? Who insures that a dental education in the United States is second to none?

Please don't get complacent and take the attitude of 'let the other guy do it.' We are all busy, but sometimes something is important enough to give of ourselves. This is it.


Dentistry will inevitably change. New products and new techniques will continue to improve, and treatment modalities will also help our patients be more comfortable both during and after a dental procedure.

These are the changes I look forward to. Next meeting, let's stream in together.

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LDA

from the executive director

Ward Blackwell, M.J.
Executive Director, LDA

Governmental Affairs Update

Any analysis of Louisiana's governmental landscape for this year will rapidly and inescapably focus on money — specifically, the lack thereof for the State to spend in 2011-2012. Here is a brief look at how that fiscal dynamic has and will affect the LDA's ongoing issues and our agenda for the coming legislative session.

After eight straight years of reimbursement rate increases, a feat unduplicated in any other state, Louisiana's dental Medicaid program was cut three times in roughly 12 months during 2009-2010. The LDA succeeded in working with the Department of Health and Hospitals (DHH) to reduce the December 2010 cuts to about two percent overall — far less than many other programs in health care and higher education. Subsequently, the governor's executive budget was released in March 2011 with no further cuts to dental Medicaid. While hardly guaranteeing there will not be future cuts, this GREATLY enhances the LDA's chances of shepherding dental Medicaid funding through the budget process without further "shearing."

On a related note, dentistry has never been part of the recent DHH plan to create coordinated care networks (i.e., managed care) for Medicaid, which has met with strong resistance from provider groups and some legislators. This may be because the LDA was effective in showing the DHH that the unlikely possibility of seeing significant savings in a dental managed care model does not begin to offset the substantial downside of reduced provider participation.

Elsewhere in the DHH, the LDA is among a handful of primarily dental organizations involved in Louisiana's Oral Health Coalition, a group of mostly non-profits that was brought together by the Oral Health Program within the Louisiana Office of Public Health. The LDA supports several of the coalition's priorities, which should positively affect access to, and quality of, oral health care. Unfortunately, successful implementation of virtually all the priorities depends on new government funding, which is in extremely short supply at this time.

An obvious example is implementing the community water fluoridation mandate passed two years ago in order to bring the percentage of Louisianans benefitting from this vital public health measure closer to the Healthy People 2010 objective of 75 percent (currently, less than 40 percent of Louisiana residents receive optimally fluoridated water). Despite support from the coalition and many other groups, implementation has been stalled for lack of needed

new funding sources. To make matters worse, the delay in implementing the mandate appears to have emboldened fluoridation opponents. In the past 18 months, they have succeeded in stirring public opinion against fluoridation in some Louisiana communities and filed two pieces of anti-fluoridation legislation (both died in the House Health and Welfare Committee). A priority for the LDA in the 2011 Legislature will be watching for more such bills.

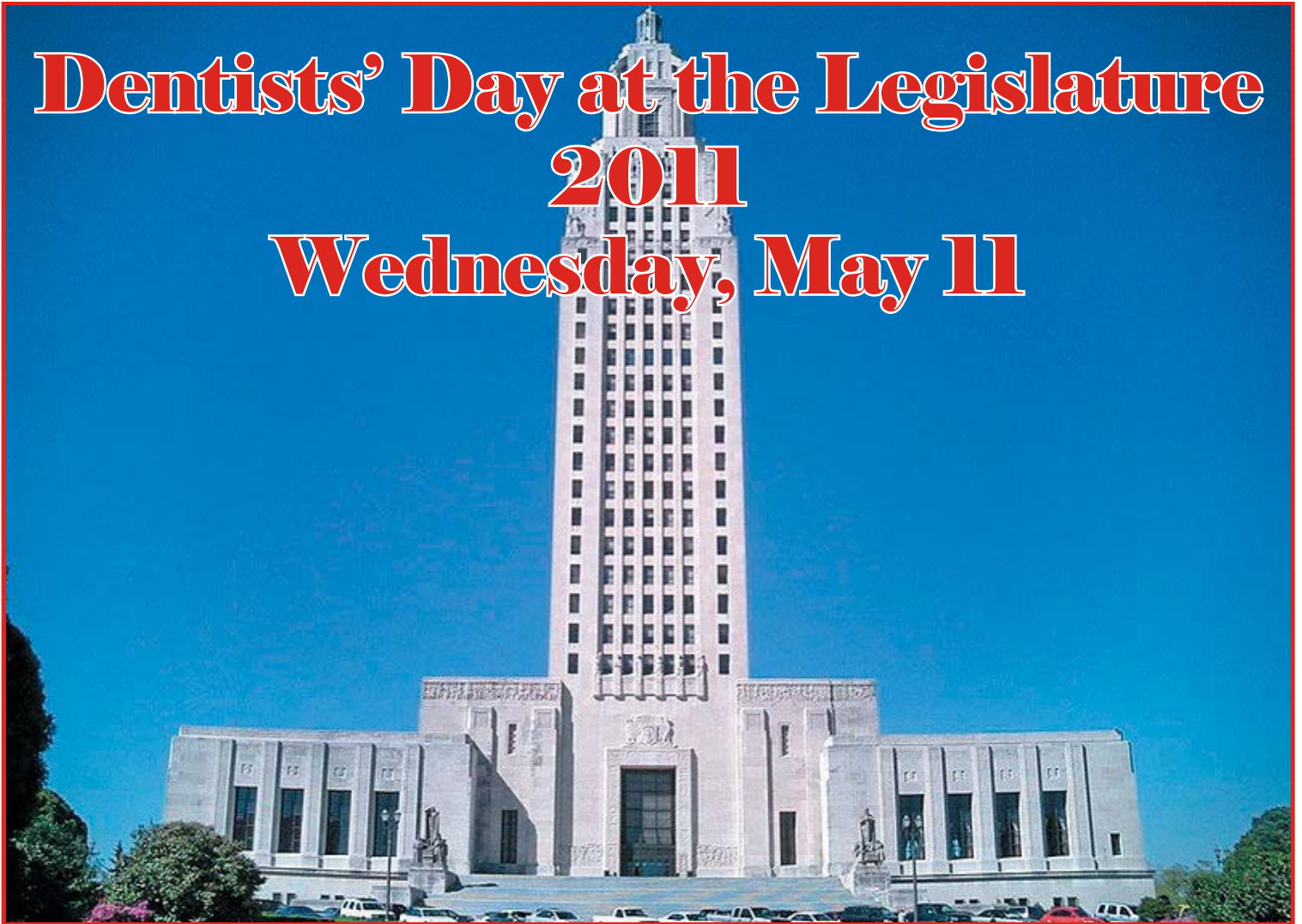
The LDA has for a couple of years now supported the idea of pediatricians applying fluoride varnish to kids while urging parents to establish a dental home. The concept has gained widespread support, including within the DHH. The relatively modest initial cost to Medicaid may make this one initiative for which funding can be squeezed in somehow despite the State's current fiscal environment. A regulatory change will be required to allow for pediatricians to be reimbursed by Medicaid for this.

Another program the LDA has supported for many years that has relatively small funding needs is Donated Dental Services (DDS), an endeavor of the Louisiana Dental Lifeline Network (formerly Louisiana Foundation of Dentistry for the Handicapped). DDS connects volunteer dentists willing to donate their services with elderly or disabled people, usually with seriously neglected dental problems, who otherwise could not obtain needed treatment.

Through DDS, Louisiana dentists are expected to donate \$750,000 worth of treatment for nearly 300 disabled or aged individuals in 2010-2011. Continuing such largesse necessitates finding a replacement source for \$50,000 in state funding lost last year. The problem is that DDS' diverse constituency (elderly and handicapped) doesn't fit neatly into the limited missions of the DHH's highly compartmentalized divisions or most non-profits. The LDA has been and will continue searching for new funding sources.

The chances for LDA success on all these issues is GREATLY enhanced by government officials hearing from their dentist constituents (i.e., YOU!). So, be sure to check the Grassroots Action Center on the LDA website regularly for updates and to easily voice your opinion to public officials with just a few clicks of your mouse. Make plans to attend Dentists' Day at the Legislature on May 11 to hear expert briefings and visit personally with legislators. And, in keeping with the theme of this issue, check the LDA's Facebook page for up-to-the minute posts on developments in the legislative session (April 25-June 23).

Dentists' Day at the Legislature 2011 Wednesday, May 11



Dentists' Day is a grassroots event celebrating the dental profession that offers dentists the opportunity to meet their lawmakers. After visiting with your legislators, don't forget to enjoy the reception, with food, music and fun!

Schedule of Events

- 2 p.m.** Briefings (Capitol Park Welcome Center, walking distance from Capitol)
- 4:30 p.m.** Visit House and Senate chambers and leave notes for legislators
- 5:30 p.m.** Reception for dentists, guests and legislators at Pentagon Barracks (walking distance from Capitol)

Co-Sponsored by LADPAC and DAP-PAC

Registration Form: Please mail, fax, call or e-mail the LDA by May 6 to reserve your spot!

Name _____

Component _____

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I will be attending (circle one):

- 1) ONLY the briefings from 2-4 p.m.
- 2) ONLY the reception at 5:30 at the Pentagon Barracks
- 3) BOTH the briefings and the reception

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Alongi, Dominick	Northlake	Miller, Broden J.	Southwest
Barton, David J.	Northeast	Milstead, Kelly M.	NODA
Batt, Harry J. III	NODA	Molbert, David J.	Acadiana
Brien, Shane M.	Greater Baton Rouge	Mwendo, Jimani H.	NODA
Bumgardner, Benjamin J.	Northwest	Nguyen, Cuong Q.	NODA
Burns, Gregory D.	Northwest	Nguyen, Thai Q.	NODA
Coleman, Shadonna D.	Southwest	Palmieri, Celso	Northwest
Cordell, Kitrina G.	NODA	Pfingsten, Steven E.	Central
DeYoung, Brandi M.	NODA	Qaisi, Mohammed K.	Northwest
Domingue, Daniel J.	Southwest	Quartano, Ross	NODA
Dukes, Kim S.	Central	Quin, Sherrod L.	NODA
Duplechin, Meghan A.	NODA	Raborn, Timothy R.	Greater Baton Rouge
Fabre, Keith J.	NODA	Ruegsegger, David L.	Northlake
Flood, Herbert R. II	Northlake	Santarufu, Lauren	Greater Baton Rouge
Ganey, Matt S.	Central	Scardina, Derek J.	Northlake
Geneux, Emile T.	Northwest	Sicard, Francis S.	NODA
Guidry, David A.	NODA	Simien, Duane A.	NODA
Hall, Augustus III	Greater Baton Rouge	Sly, Sharel S.	NODA
Harris, Carolyn M.	NODA	Snider, Howard L. Jr.	Southwest
Haynie, Caroline K.	Northwest	Sommers, Anne R.	Greater Baton Rouge
Hess, Darren H.	Greater Baton Rouge	Swift, Michelle E.	Southwest
Hess, Elizabeth	Greater Baton Rouge	Tran, Ngoc A.	NODA
Himel, Van T.	NODA	Tseng, Fen M.	NODA
Holden, W. K.	Greater Baton Rouge	Vanderlick, Charles B.	Central
Holmes, Stephen C.	NODA	Warlick, Jenna L.	NODA
Jarvis, Raymond A.	Northwest	Wilkinson, Kenneth C.	Greater Baton Rouge
Lestage, Bobby B.	Southwest	Williams, Lesa R.	Greater Baton Rouge
Lin, Zander A.	Greater Baton Rouge	Wilson, Charles B.	Greater Baton Rouge
Little, Emily F.	Greater Baton Rouge		
Lotten, Rayfield	NODA		
Mangum, Aaron S.	Central		
Manuel, Caroline M.	Acadiana		
Marchand, Rachael M.	Northlake		
McCurdy, Wendy R.	Northlake		





feature LDA

Alicia Haeefe
Intern, LDA

Social Media in Dentistry ... What's the Point?

In today's world social media is a necessity. But are the rewards of reaching out to others via social media greater than the risk of failure? Julien Smith, social media author and consultant, believes that when people change the way they approach social media, drastic differences can occur in their personal and professional lives.

But is social media necessary for the dental profession? According to DentalBlogs, you need to ask yourself if social media will:

- help meet your practice's marketing goals.
- compliment your current marketing strategy.
- be something that you or your dental team can keep up with.
- work for YOUR practice.

According to Smith, however, we will never need more advertising. Instead, we need more connection and a sense of community.

If your main goal for social media is to help you increase your current practice's size, odds are that you are wasting your time. Social media in dentistry helps you keep in touch with your current patients and build those personal relationships that keep them coming back.

The LDA's Facebook page is designed solely for the purpose of creating and maintaining positive relationships with its current members. You can find the most recent pictures from LDA functions, event information and important updates and reminders. You also have the opportunity to network with fellow LDA members! Most recently, the LDA created a fan page for the New Orleans Dental Conference and LDA Annual Session.

In today's online world, we have a growing problem called "content clutter." There are numerous websites, blogs, social media sites, etc. that have the ability to publish content regardless whether it is true or false. It then becomes very difficult for the consumer to judge the quality of information from these types of sites.

Everyone today seems to have search engine fever! We Google anything and everything from vacation deals

to dentist reviews. But this trend is changing and people are reverting to Facebook as a search engine. According to Wright Feigley Communications' Social Media and Public Relations Specialist Whitney Breaux, the reign of search engines is coming to an end. With "the growing use of social media influences in online searches, social media optimization will slowly take over," said Breaux.

It is critical for your practice to have some type of presence in the online world. There are countless types of social media networks available: Facebook, Twitter, LinkedIn, Gowalla, Tumblr, Posterous, YouTube, dlvr.it, Foursquare, Blogger, Technorati, Delivious and the list goes on! There is bound to be at least one out there that will suit your practice.

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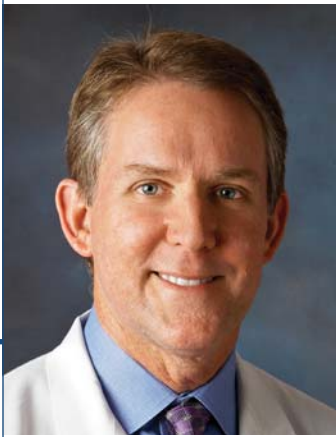
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LDA feature

Dr. William A. Hadlock
President-Elect, LDA

Interview with the President-Elect: Dr. William A. Hadlock

As all of our members might not know you, can you tell us a little about your background, education, family and hobbies?

I was born in Baton Rouge and grew up in both Baton Rouge and Europe. My father was a chemical engineer with Exxon and my mother is from South Africa. They met while he was working on a project for Exxon in the early 1950s. I have an older sister and younger brother who both went on to become engineers. I was the black sheep of the family! I went to 4th thru the 7th grade in Spain and 8th grade in Rome, Italy. On vacations, we travelled all over Europe and many parts of Africa. It was an incredible childhood for the three of us.



Above: Dr. Hadlock and his family posing for a family portrait. Right: Dr. Hadlock and his wife Monica.

Exxon brought us back to Baton Rouge in time for me to go to high school and LSU. When I went to LSU School of Dentistry (LSUSD) my parents moved back to Europe. I graduated from LSUSD in 1984 and moved back to Baton Rouge and started in practice. My father retired from Exxon at the same time and my parents came back to Baton Rouge as well. Baton Rouge has always been our home base.

My wife Monica is also from Baton Rouge and our two children, Claire and Robert, attend Our Lady of Mercy School. I have definitely passed the travel bug to them. We love spending as much time as possible in Colorado and travelling to other parts of the country. When in town, Monica and I are both avid tennis players and also enjoy our children's sports and school activities.

What inspired you to take an active role in LDA leadership?

I love the profession and practice of dentistry. I have always done a tremendous amount of continuing education. As I was working to improve my practice and the care that I provide my patients it just seemed natural for me to get involved in the professional organization as well. I became active in the Greater Baton Rouge Dental Association and accepted leadership positions as they were offered. Over time with the encouragement and support of more experienced leaders in the association, I moved on to become active on the state and national levels. A large part of my motivation has always been the desire to preserve what is great about our profession for the next generation of dentists.



What are your goals for the LDA during your term as president?

During my term as president, I hope to increase our membership numbers and increase our political grassroots participation on both the state and national levels of government. As the government and other third party entities are trying to effect major changes in the practice of dentistry, it is vitally important that we have a strong voice as issues are discussed and acted upon. We know best what works and does not work when it comes to the health and needs of our patients. I also want to continue to support and grow the



Dr. Hadlock and his family on vacation at the Cape of Good Hope in Southern Africa.

New Orleans Dental Conference and LDA Annual Session. Our partnership and the city of New Orleans truly have the potential to make the premier dental educational meeting in Louisiana into one of the country's best regional meetings.

What, in your opinion, are the most critical issues facing dentists right now and how would you like the LDA to respond to these issues?

The most critical issue facing dentists is the concept of mid-level providers and the models that are being promoted in several areas of the country. I am quite concerned that a new lower standard of care will be established for too many of our patients. I am convinced that this will be a lose-lose proposition for both patients and dentists. Dentistry in today's model is truly healthcare that works. We cannot afford to lose what is right about the current model where a well trained dentist is the head of the team and delivers the irreversible procedures to the patient. Personally, it is incredibly disappointing to realize how little the public health officials value the training and skill level that we as dentists possess. I want the LDA to be a strong advocate on behalf of private practice and the dentists in

this state as we also work to solve the issue of delivery of care to truly underserved areas in Louisiana.

What are your future predictions for organized dentistry, as well as dentistry as a profession? How do you think dentistry will change and develop?

If organized dentistry truly looks out for the best interests of our members and their practices, preserving what has been the most successful healthcare model in our country, then it will remain an important and vital part of our profession. If we do not do this then we seriously risk becoming as irrelevant as the American Medical Association (AMA) is today. LDA membership represents almost 80 percent of the dentists in our state. The AMA's membership is well below 25 percent. Most of my physician friends do not belong to the AMA. They tell me they feel the AMA does not represent their interests and the AMA stood by and let the insurance industry and government trains roll over them. Change is always inevitable. The challenge for dentistry will be to find truly win-win solutions for our practices and our patients as we move forward.

Dr. Gwen Corbett, a Fortress Dentist.

I live in Baton Rouge, Louisiana. It is a great city full of cajun culture and a love of LSU.

I grew up in the local dental community. My father was a general dentist here for 35 years and my mother ran the office. After dental school, I joined the practice for 4 years before specializing. My father was a very empathetic dentist and an excellent mentor.

I practice endodontics with Drs. Simon and Bond at Root Canal Specialists of Baton Rouge. It's a top notch practice. Our patients are our priority.

I specialized in endodontics because I really liked the focus. Our patients are often in pain and afraid. It is very rewarding to relieve them of both.

I earned my pilot's license in 2006, and am now working on getting my instrument license. It is so exciting to just get in a plane and go flying, such a feeling of freedom.

I enjoy triathlons and racing. Balancing it all with a baby is a challenge. I really appreciate that dentistry gives me flexibility.

I love my family and friends. I have a tremendous friend network. They make my world go 'round.

I admire my mother so much. She's a cancer survivor with a lot of energy and fortitude.

I recommend Fortress professional liability coverage. I like the personal service and the newsletters with the case studies. My agent appreciates my busy schedule and takes care of my needs right away.



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louisiana dental services, inc.

Dr. C. Richmond Corley, Jr.
President, Louisiana Dental Services, Inc.

An Update

Another year is quickly taking shape before us with new opportunities and challenges. We at the LDS hope to make it even a better year in terms of better service to you, the LDA member. With your help, we can have a more successful year in terms of revenue earned for the benefit of the LDA and your membership.

Hopefully, many of you have plans to attend the LDA Annual Session/ New Orleans Dental Conference on April 14-16, 2011. The LDS will once again have three booths in the Exhibit Hall (701-703 and 802). There will be six LDA/LDS Endorsed vendors at our booths: LDS Glove Program, Office Depot, New Line Medical, Transworld Systems, Inc., Elavon and Mercury Data Exchange (MDE).

In addition to the above vendors, there will also be several other endorsed program vendors in separate company exhibit booths throughout the Exhibit Hall. These include ADS South (117), Banc

of America Practice Solutions, Inc. (821), Bruner and Company: Web Design Studio (918), New Line Medical, Inc. (908), Robert Ellis & Associates (800) and SolmeteX (208).

If you have had the opportunity to read the last edition of *Louisiana Dental News* you know that those of us involved in the administration of the LDS have changed positions as of Jan. 1, 2011. I am now serving as president and chairman of the LDS Board of Directors as well as the director of marketing. Dr. Ross DeNicola is now CEO of the LDS and will be responsible for all day-to-day operations with staff support from LDA Director of Accounting Tiffany Waddell. Dr. Michael Maginnis is serving as vice-president and treasurer while Dr. Stephen Ortego is serving as secretary.

We all look forward to serving you in 2011.

As always, we at the LDS thank you for your support.



Dr. Corley and Elizabeth Daughenbaugh after enjoying a delicious dessert.

Jay and Stormy Blair, Robert and Emily Ellis, Dr. Corley and Elizabeth Daughenbaugh at Commander's Palace celebrating Dr. Corley's 80th birthday.



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- Molly Kimball, R.D., C.S.S.D. ♣
- Dr. Ross Nash*
- Dr. Debra Stewart
- Dr. Marvin Fier* ♣
- Carol Tekavec, C.D.A., R.D.H.*
- Trisha O'Hehir, R.D.H., M.S. ♣
- Iggy Rosales
- Dr. Sargon Lazarof
- Karen Baker, M.S., B.S.
- Dr. Lou Graham
- Dr. Frank Lauciello ♣
- Dr. Todd Babineaux ♣
- Tracey Jacobs ♣
- Dr. Dana Qeblawi ♣
- John White ♣
- Dr. Markus Blatz
- Dr. Van Haywood* ♣
- Dr. Chris Owens ♣
- John Gin ♣
- Dr. Gary Glasman ♣

* Note: an asterisk denotes that speaker was named a 2011 leader in C.E. by "Dentistry Today."

♣ Note: a fleur de lis denotes that speaker is new to the 2011 NODC/LDA Annual Session.

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LDA

council on lda sessions

*Dr. Mark Chaney
Chair, Council on LDA Sessions and Chair, 2011 Conference*

NODC/LDA Annual Session Registration Deadline Quickly Approaching

Mark your calendars now for a chance to earn up to 18 hours of C.E. credit at the 2011 New Orleans Dental Conference and Louisiana Dental Association Annual Session at the New Orleans Morial Convention Center from April 14 - 16, 2011. Online registration ended April 7. However, on-site registration will be available at the conference in Hall A. With over 55 lecture courses, nine hands-on workshops and 34 nationally recognized speakers, you are sure to find something for every member of the dental team. And, all at an incredible price!

With all of the exciting new information and workshops going on, don't forget to make time in your busy schedule to attend the wine tasting social with Dr. Anthony Miranda and cooking demonstration with Chef Alon Shaya.

The Welcome Reception and LDA President's Party, honoring outgoing President Dr. Edward J. Hebert, will be held at The House of Blues, a local hot spot in the heart of the French Quarter. There will be plenty of food, drinks and music featuring jazz trumpeter and star of HBO's 'Treme,' Kermit Ruffins. New Orleans is the only place on the planet that could have produced native son Kermit Ruffins. Whether he's blowing trumpet on a Louis Armstrong classic or one of his own hot numbers, Ruffins embraces the tune with the true spirit of the city. Ruffins' music, like New Orleans itself, swings hard with a big heart as it remembers tradition and the importance of good-timin' fun. Born on Dec. 19, 1964, Ruffins is a modern hipster in possession of an old soul. And, formed in 1992, the band is aptly

named as it reflects the two things for which Ruffins is highly noted – hot jazz and a smokin' barbecue.

Cost of attendance is \$50 per person, and includes an open bar, food and music. (Staff are also welcome.) This fee will also include transportation to and from the New Orleans Hilton Riverside to the party! Buses will depart from the Hilton at 6:30 p.m.

If you need a break from the hustle and bustle, we encourage you to stop by the Exhibit Hall. There will be tons of information, including the latest technologies, products and services to help you improve your practice. The opening of the Exhibit Hall will kick off with a time honored New Orleans tradition, a jazz second line. There will be several events including "Parade of Prizes", giveaways, a money booth, Pirelli Jaguar and Land Rover vehicle showcase, two \$300 pre-registration drawings, hands-on workshops, presentations, product demonstrations and free popcorn for all attendees.

New this year is the Round Table Learning Experience. This will combine innovation and product enhancement in an interesting and dynamic format. The program, geared toward the administrative and clinical staff, is offered in a lively three-hour program, inspiring participation and discussion.

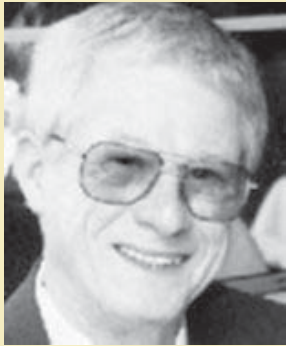
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DR. EDWARD HAROLD FAGET

PAST PRESIDENT OF THE LDA, 1970-1971



Edward Harold Faget, D.D.S., passed away on Sunday, Dec. 19, 2010, 90 years of age and a native and lifelong resident of New Orleans. He graduated from Warren Easton High School and was a magna cum laude graduate of Loyola University Dental School. He served in the U.S. Navy during World War II and then served in the U.S. Navy Reserve retiring as a Captain.

He was a practicing dentist who served his patients for 53 years and retired in 1995. He was active in professional associations serving as president of both the New Orleans and Louisiana Dental Associations. He was a former trustee and vice-president of the American Dental Association and an esteemed member of the Pierre Fauchard Academy which honors outstanding dentists. He was an active golfer since he was a teenager.

Dr. Faget is the husband of the late Mignon Cieutat Faget, father of Gayle Anne Faget of Metairie, La. and Deborah Faget Baudouin of Luling, La. He is the brother of Mignon Jacqueline Faget and the late Shelby James F. Pitard, D.D.S and William Faget, D.D.S. He is the grandfather of Harold J. Stephens, III (Shannon Ney) of Metairie, La. and Jeanne Faget Stephens of Brooklyn, New York and is survived by 2 great grandchildren, Harold J. Stephens (Dru) IV, and Davis Andrew Stephens. A memorial mass took place at Our Lady of the Rosary Catholic Church on Monday, Dec. 27, 2010 at noon.

Published in The Times-Picayune from December 26 to Dec. 27, 2010.

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Creating a Lean Dental Office: The Benefits of Implementing Electronic Claims Technology

Richard Moore
President/CEO, Mercury Data Exchange (MDE)

Dental practices face many challenges in today's economic environment. You have to maintain profitability while making sure that patient production keeps up with the costs of doing business. Of course, there are times when decreased production is inevitable, despite your best efforts to get patients into the chair. That is when it becomes more important than ever to be sure that office production is efficient, or lean.

"Lean production" involves doing more with less by eliminating the things your office does that cost you time and/or money. It might be something as simple as replacing paper-based insurance claims processes with electronic-based claims processes.

Staggering statistics

Implementing electronic claims processing is an investment toward a lean production system – one that will streamline the process and produce financial gains in the future. The average rejection rate for paper claims is 25 percent, compared to a rejection rate of less than two percent for electronic claims. Assuming there are no rejections, electronic claims are processed within 15 to 21 days on average, while paper claims take 30 to 60 days to process. When a paper claim is rejected, the average processing time doubles; by contrast, rejected electronic claims can be sent back to the provider within the same business day for reconciliation when real-time technology is being used.

If an electronic claims processing system can minimize payment delays, it can ultimately reduce a practice's administrative costs. According to published reports, approximately 20 percent of health care costs in the U.S. are related to transactions, including manual data entry, eligibility verification and claims and payment processing. Processing electronic claims costs 46 percent less than processing paper claims.

Slim down the paper stacks

As of a December 2009 report released by the American Dental Association (ADA), approximately

50 percent of dentists still relied on paper claims. That means printing out the many papers and forms required for claims processing. This translates into hard costs for paper, printing, and postage - not to mention staff time spent compiling the necessary information, facilitating various mailings and conducting follow-up calls with payers and patients.

If you have a general one-dentist practice that submits an average of 2,000 claims a year, you are creating at least 10,000 pieces of paper annually – more if any of your claims are rejected.

Optimizing electronic processing

While moving to an electronic platform for claims transactions can improve your administrative efficiency, real-time adjudication technology offers a chance to expedite the process even further. Here is a step-by-step review of how real-time communications affect the transactions related to a patient's visit.

- 1. Eligibility:** To verify eligibility manually, office staff must call each insurer or check the payer's website to determine whether or not the patient is eligible for treatment and collect the most up-to-date benefits information to help determine treatments and patient payments. Real-time eligibility verification enables staff to submit an electronic request for patient eligibility, co-payment amount and other benefits information can be secured before the patient reaches the office.
- 2. Predetermination:** Predetermination or pre-authorization processes typically occur after the initial examination is over and the patient has left the office. These communications often require staff to mail in forms and documentation and place follow-up calls to patients and insurance providers before determining the next steps in a treatment plan. Real-time predetermination and pre-authorization of benefits allow staff members to inform the patient of the exact amount a dental insurer will pay for each treatment plan without the need for follow-up calls. At the same

time, patients can schedule appointments, arrange payment plans and discuss financing options (as needed) before they even leave the office.

3. Claims processing: Real-time processing enables staff to submit claims the second a patient leaves the operatory. The practice can determine how much money the insurance company will pay and thus identify the amount that the patient will need to pay up front. Staff also gains access to an electronic explanation of benefits that shows the amount the insurance company will cover and the patient's financial responsibility for services rendered, eliminating the need to mail documentation to the patient. This approach gives patients the opportunity to ask questions about insurance benefits and the breakdown of their financial responsibility.

These options provide dental offices with a range of benefits. Real-time transactions eliminate the need for staff to call insurance companies or search through individual insurer websites while receiving immediate insight into each transaction and thus optimizing efficiency. The end result is that everyone in the office

has more time to spend with patients. Additionally, the real-time predetermination means that patients can work with the dentist to plan a treatment schedule that works with their financial needs, gain a better understanding of how their insurance works and avoid the possibility of surprise dental bills showing up in the mail weeks or even months after the conclusion of treatment.

By taking a proactive approach to establishing lean production methods, instituting electronic claims processes and implementing real-time communications with insurers, dental offices can experience a multitude of benefits. A lean office is not only more efficient and profitable, it also can produce a loyal, satisfied patient base that receives quick and supportive customer service and superior dental care. It is a chance to get lean without getting mean!

Richard Moore is president and CEO of Mercury Data Exchange (MDE) and Brian Cutler is senior vice president of the company. MDE is a provider of real-time electronic data interchange and real-time adjudication services for dental offices, providers, and vendors. MDE is an LDA/LDS endorsed company. To learn more, visit www.whyMDE.com.

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LDA

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Dr. Henry Gremillion
Dean, LSUSD

Connecting to Students Throughout Louisiana

When I was a dental student, a social network meant the circle of friends who hung out together. Few people back in the 1970s could have predicted the changes in the way we communicate today. No matter how much technology changes our lives, what will stay the same is our need to work together for a common purpose, to focus our energies into projects that we are passionate about.

In that vein, I would like to tell you about an extraordinary event that happened on a Saturday this past winter, which normally is a very quiet day at the school. On this particular Saturday, it felt like the LSUSD was on fire with energy and enthusiasm. That is when 175 students from colleges and universities throughout Louisiana poured into the school to learn first-hand about the programs in dentistry and dental hygiene.

More than 20 members of the dental faculty, community dentists and dental students provided 28 presentations including how to apply for dental school, how to interview, financial aid, chalk carving, dental waxing, dental anatomy, CAD-CAM, the history of dentistry, dental hypnosis, dental forensics, careers in dentistry and overviews of the dental specialties. In addition, faculty in the dental hygiene program spent the morning giving classroom presentations and a clinical orientation to about 45 pre-dental hygiene students. Director of Student Affairs Darlene Brunet led a team that gave tours of the school throughout the day.

The idea for the event was the brainchild of Sabrina Portwood and Brent Benoit, pre-dental

students at LSU and leaders in the LSU Pre-Dental Society. About a year earlier, Portwood had been among 25 student volunteers assisting dentists in Baton Rouge during an outreach event. During that experience, she realized that the students could make better informed decisions about careers in dentistry if they knew more. So, she and Benoit brainstormed and came up with the idea of an all-day, information-filled event for students. They presented their ideas in a 90-minute presentation to



Students learn to carve chalk which is part of the admissions process.

myself and Director of Admissions Dr. John Ritchie. We agreed that LSUSD would host the event, *Pre-Dental 101: A Brush-Up On Dentistry*.

We all know that admission into dental school and the dental hygiene program are very competitive. In the last admissions cycle, we received more than



Dean Dr. Henry Gremillion, Sabrina Portwood, Brent Benoit and Dr. John Ritchie.

600 applications for the D.D.S. program and could only accept 65 students. For the dental hygiene program, Program Director Carrie Mason reported that we usually receive 130 applications for 38 positions (32 for New Orleans and six for Lafayette). If you know someone who plans to apply, urge them to apply early. For details, visit www.lsusd.edu.

I am happy to report that the 175 Louisiana students came from McNeese State University, University of Louisiana at Lafayette, Louisiana Tech, University of Louisiana at Monroe, Centenary College, Southeastern Louisiana University, Xavier University, Loyola University, University of New Orleans, Southern University in New Orleans, LSU in Baton Rouge, LSU in Shreveport, Baton Rouge Community College and Delgado Community College. Additionally, there were four students from out-of-state colleges and one international student.

Dr. Ritchie is already working on the next pre-dental event to be held during the 2011–2012 academic year. You can help spread the word,

whether it is through the various forms of new media or talking one-on-one. What is important is that we educate potential dental students about dentistry. For more information, email Dr. Ritchie at pritchie@lsushc.edu.

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If you answered "yes" to any of these questions, please consider contacting us for legal advice. Legal proceedings before the Board are neither civil nor criminal, but are administrative in nature and are governed by special procedural rules. If you are faced with such administrative proceedings, you benefit by having legal counsel who is familiar with the Louisiana Administrative Procedure Act as well as the Dental Practice Act and the various rules of the Louisiana State Board of Dentistry. Two such Chaffe McCall lawyers intimately familiar with these issues are John C. Saunders, Jr. and Conrad Meyer. Mr. Saunders was previously legal counsel for the Louisiana State Board of Dentistry and now represents licensees before the Board. Mr. Saunders is also the Secretary - Treasurer of the Louisiana Bar Association's Administrative Law Section. Mr. Meyer has represented physicians in front of the Louisiana State Board of Medical Examiners and is currently the chairman of the New Orleans Bar Association Health Law Committee. Don't try to navigate these rules and proceedings without experienced counsel at your side. Both Mr. Saunders and Mr. Meyer are available to assist you throughout this process as well as provide you the effective legal help you will need for all of your future matters.

For more information or to arrange a free consultation, please contact Mr. Saunders at the New Orleans office of Chaffe McCall at 504-585-7000.

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LDA council on communications

Dr. Brian Basinger
Chair, Council on Communications

Dentists Across the State Provided FREE Oral Care to Children at Give Kids A Smile Events

Although the winter weather caused schools all across the state to shut down on Friday, Feb. 4, 2011, Louisiana dentists did not let it affect their plans. Events were rescheduled and many LDA members volunteered their time in support of the American Dental Association's (ADA) 62nd annual National Children's Dental Health Month showcase event, Give Kids A Smile Day (GKAS).

To commemorate the occasion, dentists from across the state joined together to inform children about the importance of oral health. They provided educational materials and dental screening as well as preventative and restorative care to over 1,000 children who do not have access to proper dental care (number reported to the LDA by our members). Access to dental care is one of the most pressing health care needs for low-income children whose families cannot afford annual visits to the dentist.



GKAS events from all over the state took place throughout the month of February. For instance, Dr. Eric Sanders held an event in which 150 pre-k and kindergarten children from Cameron Parish schools received dental examinations, toothbrush cleanings with fluoride application and educational presentations on caring for their teeth. Lake Charles Mayor Randy Roach also attended their event to show his support.

For many children, GKAS serves as their first trip to a dental office. This allows our members an opportunity to create a positive and reassuring experience that encourages the children to continue their care. To all of the dentists that participated this

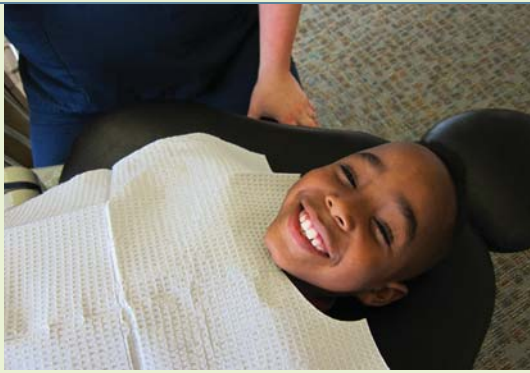


Above: A child smiles for the camera at the Pediatric Dental Specialists of Baton Rouge office. *Left:* Pediatric Dental Specialists of Baton Rouge staff member smiles big for the camera with one of the lucky children to receive free dental care. *Bottom left:* LSUSD student Renee Bourgeois provides care to a child referred by Catholic Charities.

year, I would like to extend a heartfelt THANK YOU. Getting children to visit the dentist is the first step in showing them and their families the importance of oral health.

Although we were able to see a large number of children during this year's GKAS events, it is important to remember that there are thousands of children still out there who need our help. Start thinking about how you can get involved in GKAS events next year. Taking a few hours out of one day each year to help these children makes a huge difference in not only their lives but their families' as well. Do not forget you can always request free supplies from the ADA if you register early. Check out their website, www.ada.org, for helpful tips on how to get started. You can always call the LDA office and they gladly point you in the right direction as well.

The photos on the following page were taken at GKAS events around the state. If you have any photos or information about a GKAS event you hosted or attended, please report that information to the LDA at info@ladental.org or call (800) 388-6642.



A child awaiting his oral care at the Pediatric Dental Specialists of Baton Rouge.



LSUSD hygiene students Kim Ewing and Cassie Bozeman with a student from Highland Elementary in Baton Rouge.



Pediatric Dental Specialists of Baton Rouge staff member and child showing off their amazing smiles.



Dr. Ben Record, clinic director, Dr. Gabriel Hernandez and Dr. Shelley Joachim with some of the 100 students from the East Baton Rouge School system who received care at the LSUSD clinic in Baton Rouge.



The team at the LSUSD, from left, Dr. Michael Von Gruben, Dr. Rosalynn Crawford-Kendall, dental student Raj Diwan, Dr. Claudia Cavallino, Dr. Janice Townsend, dental student Emmanuel Enime, Dr. Jordan Prieto, dental hygienist Jennifer Hew and Dr. Luis Infante.



Dental assistant, Erica Drennan, cleaning a student's teeth.



Second grade students let Mrs. Pam Simms know who is ready for their cleanings.



Above: Dr. Johnnie Hunt and staff member take a break and pose for the camera.

Left: First and second grade students from Villa del Rey Elementary await their cleanings with Dudley the Dinosaur and two members of the LSU Track and Field team.





LDA

louisiana state board of dentistry

Dr. Romell J. Madison
President, LSBD

A Message from the LSBD President

As this is my first article for the *LDA Journal*, let me introduce myself. My name is Dr. Romell J. Madison. I have been a pharmacist and a practicing dentist in New Orleans for over 26 years. I have two offices, one on the West Bank and one in Gentilly. I have enjoyed the profession of dentistry all of these years and have always been active in organized dentistry. I am a past president of the National Dental Association. I have been happily married to my wonderful wife, Grace, for 35 years and we have two children, Leslie and Jarrod.

I am in my second term as a member of the LSBD. I am proud to be serving as president and will do my best to foster a working and cordial relationship with the LDA and the LSUSD. It is in all our best interests to be working in a cohesive and cooperative manner.

Serving on the board has been quite an experience for me. I have worked in many areas of the board such as the Rulemaking Committee, Examination Committee, Continuing Education Committee, Anesthesia Committee, as well as the Licensing and Credentials Committee. So I believe that I have a pretty good handle on what our board does. You would be amazed at the amount of work which our board members must share. This is not a board where one can profit financially or in any other like manner. The only profit we receive is knowing that we have given something back to the profession and we have done our best to protect the health, safety and welfare of our patients.

It seems that every year there is some new controversy or problem attacking dentistry. At present, I see the coming of the mid-level practitioner as a growing problem in our country. I have seen how the only state which allows dental hygienists to maintain an individual private practice is Colorado. There are presently 19 of those practices in the state of Colorado. However, all but one are in urban areas. Only one is located in a rural area which was the

intention in the beginning to bring resources to those rural areas. Seems like a failure to me.

I believe the same will happen with mid-level practitioners. There will be a few out in the rural areas, and most will continue to practice in the urban areas where there are more clients in closer proximity. This is going to seriously undermine the safety of our patients and we must be united when this controversy comes to Louisiana, and it will come sooner than you think.

In other news, I am very happy to report that our last renewal cycle has already been completed weeks in advance. This was the first time we renewed licenses online and it was a tremendous success. We are also in the process of scanning literally thousands and thousands of documents so that we can go paperless in the future.

As many of you may know, all state agencies in the New Orleans area were ordered by the Division of Administration to move into Benson Tower last year. We fought the move because the price per square foot was much higher than we are paying at our present location. We determined that we have saved over \$500,000 over the course of our present lease. We hope you will see that we are doing our best to keep our costs down while continuing to do our job.

We are in several court cases right now and our litigation expenses have grown tremendously.

LSBD Executive Director C. Barry Ogden, ESQ. will be retiring at the end of October 2011. We are presently in the process of seeking his replacement. The decision on his successor is very important and we promise we will do our best to keep our operations running as smoothly as possible.

I look forward to communicating with you more in the future and wish each of you a very successful year.

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LDA

alpine lecture series

Alicia Haefele
Intern, LDA

LDA Members Hit the Slopes for the Alpine Lecture Series Mardi Gras Extravaganza

Over 30 LDA members and their family and friends chose to spend their Mardi Gras vacation at The Canyons Resort in Park City, Utah for the Alpine Lecture Series. Located just four miles from the historic Main Street, The Canyons allowed attendees to enjoy all the nightlife, dining and shopping that the town of Park City has to offer while enjoying a world-class skiing vacation.

The LDA lined up two amazing speakers, Dr. Henry Gremillion, dean of the LSUSD, and Dr. Rich Tuttle. Dr. Gremillion's first lecture, *TMD/ Orofacial Pain Diagnosis and Management: Where Are We and Where Are We Going?*, taught course attendees about the individualization of care for this challenging, yet common group of disorders. His second lecture, *Oral Health as Part of Overall Health: Implication for the Future*, explained that technological and technique-related advances have greatly enhanced diagnostic and treatment outcomes. He also went on to discuss the new vistas for 2011, differential diagnosis and management of commonly occurring headaches and related conditions, sleep disturbances and pharmacotherapeutic advances in the treatment of orofacial pain. Dr. Tuttle's lecture, *New Concepts in Safe and Less Invasive Endodontics: A Reciprocating Stainless Steel and NiTi System*, evaluated the Tilos System and its ability to safely and effectively perform root canals in a less invasive fashion.

Attendees were able to earn up to 12 hours of C.E. credit at the Alpine Lecture Series, but do not think that this trip was all work related. The Canyons provided dentists and their guests

beautiful views and an abundance of winter sports. In addition to skiing, attendees enjoyed snowmobiles, ski and snowboard classes, snow shoe tours, fly fishing, dog sledding and much more!

As always, we would like to thank our sponsors who make it possible for the LDA to offer exciting and informative events at great rates.

Events partner, Robert Ellis & Associates, Louisiana Dental Services, Inc. and Ultradent Products, Inc.



Dr. Keith Kyler and his two daughters, Katelyn and Kandace, pose for a quick photo before getting on their snowmobiles.



(From left) Dr. Tracy Benton, Dr. Henry Gremillion, Audrey Blackwell, Dr. Nelson Daly and Madison Blackwell preparing to take on the slopes.



Dr. Sally Daly, Dr. Nelson Daly and their guests, Chip and Michael Guillet and Trey and Kitty Gantt.



All of the Alpine Lecture attendees gathered together for a group photo in their seminar shirts.



Dr. Gremillion and his wife, Mackie, (front) and Dr. Richard Campbell and his wife, Lisa, enjoying dinner at the reception.



Dr. Teri Hernandez and family along with Dr. Keith Kyler and his children enjoying the Mardi Gras Extravaganza Reception.



A group of attendees waiting to start the snowmobile tour.



From left to right: Katelyn Kyler, Dr. Keith Kyler, Ward Blackwell, Madison Blackwell, Jay Blair, Audrey Blackwell, Stormy Blair and Kandace Kyler.

Background image: The beautiful scenery at The Canyons Resort in Park City, Utah.

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LDA Louisiana dental hygienists' assoc.

*Diane O'Connor, R.D.H., B.S.D.H.
President, LDHA*

Connectivity Today

Rewind 20 years: “You are getting a cell phone tomorrow,” my husband said after we both arrived to pick up one of our four children from an after school activity. Duplicating our efforts did not prove to be productive.

Yesterday I sent out an email from my computer and immediately received four reply emails from hygienists, sent from their iPhones. How productive was that!

The American Dental Hygienist Association (ADHA) just had a constituent treasurer presentation called Financial Issues – Snapshot for Treasurers. This was done for all treasurers and any officers from constituent organizations across the country. Calling in to WebEx and conferencing with members from across the country may not have happened without Facebook, Twitter or blogging about the need for that specific type of program.

However, this level of connectivity has its’ pros and cons. Patients are almost always occupied with their cell phones when I enter the operatory. They are working, playing games or checking Facebook. Patients use the calendar on their cell phones to plan appointments and check the time. There is no rest for the weary! During the course of a dental appointment, patient’s phones buzz with alerts, the Facebook news feed changes and they continue to work while away from the office. Social media websites must be monitored, updated and answered ... which is not necessarily productive. Some information posted on social media websites also has the ability to be damaging to your reputation. This is counterproductive seeing as damage control is extremely time consuming.

Social media has changed the way we communicate forever. Even with the negative aspects, social media is essential in today’s world. That being said, join the LDHA on Facebook.

I became past president of the LDHA on March 12, 2011, and I thank LDA for our connectivity.

Together we serve dentistry in Louisiana as the licensed dental professionals in our state. I especially want to thank Dr. Charlie Foy, Dr. Edward Hebert, Ward Blackwell and Annette Droddy for your kindness and friendship. I will miss the LDA Board meetings; you are truly a great group. I will introduce our new president, Tammy Nelson, at the April LDA Board meeting. Au revoir – it has been fun!

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This list includes all LADPAC contributions submitted with payments of 2010 LDA membership dues and/or received from individual dentists through Dec. 31, 2010.



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LDA benefits byline

Stormy Blair
Senior Vice President, Robert Ellis & Associates



As a dental professional, you wear two hats: health care provider and business owner. As a dentist, you know the importance of safeguarding your practice against malpractice claims with professional liability insurance. As a business owner, however, you may not be as aware of the perils you face from employment related lawsuits.

The incidence of Employment Practices Liability (EPL) claims is widespread:

- Employment related lawsuits are the fastest growing type of civil cases in the U.S.¹
- Studies show an employer is more likely to have an EPL claim than a General Liability or Property Loss.²
- In recent years, there have been more than 75,000 private sector charges filed annually against employers under statutes enforced by the Equal Employment Opportunity Commission (EEOC).³
- The three most frequent types of claims – race discrimination, sexual harassment and retaliation – resulted in recoveries by the EEOC of over \$200 million. These amounts do not include defense costs, which can exceed \$100,000 per claim.

To protect yourself as an employer against such claims, you may wish to consider Employment Practices Liability Insurance (EPLI). EPLI coverage is written on a claims-made basis and covers financial damages only, excluding any advertising injury, bodily injury, personal injury or property damages. While some policies will provide for defense costs outside the limits of coverage you select, it is important to note that legal defense costs are usually considered to be within policy limits. As a result, any legal costs arising to defend the claim will reduce the limit of insurance being provided by that amount.

In addition to limits of liability selected, the annual premium cost of an EPLI policy is based upon location, profession, number of employees and

company assets. On average, we have found EPLI premium costs for dental offices very affordable. In light of the high dollar claims typically filed by disgruntled employees, the importance of including EPLI coverage in your professional insurance portfolio should not be overlooked.

As your insurance consultant for the LDA's endorsed insurance portfolio, please feel free to contact Robert Ellis & Associates if you have any questions or want additional information on EPLI coverage.

We welcome the opportunity to be of service to you.

1. "Human Relationship Failures: Understanding Your Exposures to Employment Litigation" by Catherine A. Asaro © 2005 Beecher Carlson Holdings, Inc. 2. "PLUS" seminar, 6/16/05. 3. Equal Employment Opportunity Commission website (www.eeoc.gov)



CLIP AND SAVE MEETING DATES HERE:

2011 Louisiana Dental Association Calendar (as of February 2011)

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November:	Last Chance Seminar





LDA

wealth management

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

Who Needs Long-Term Care Insurance?

It is not surprising that with all of the recent advancements in modern medicine we are living longer. However, what quality of life are we having in our later years? Just like with a business, in life you need to plan ahead and prepare for any devastating outcomes. In a study done by the America Association of Retired Persons (AARP), the lifetime probability of becoming disabled in at least two activities of daily living or of being cognitively impaired is 68 percent for people age 65 and older (*Beyond 50.03: A Report to the Nation on Independent Living and Disability*).

What does this mean? Most people will need some type of long-term care after the age of 65. Long-term care is defined as personal care and assistance that an individual might receive on a long-term basis because of a disability or chronic illness that limits his or her ability to function. You need to be ready to care for aging family members and have a plan in place for yourself. Many people assume that Medicare will pay for assisted living care or home health nurses, but this is not the case. There are three basic ways to pay for long-term care:

1. Self Insure: use your current assets to pay for all care-giving expenses.
2. Long-term Care Insurance
3. Medicaid: This is the least desirable way to fund long-term care assistance. To be eligible you must have less than \$3,000 of assets as a couple not including your home, any life insurance must have a cash value of less than \$1,500, and you can only have up to \$1,500 in funds designated for burial expenses. You will be a ward of the government and will have limited choices.


The first two are the most advantageous ways to pay for premium long-term care service. Yes, I said premium. The 68 percent of us that will need these services should strive to receive the best care available. In Louisiana, prepare to pay between \$45,000 and \$60,000 for assisted living care. If you plan on funding the cost with current assets make sure your assets can withstand the financial burden. A reasonable distribution rate in retirement might be between three and four percent of assets. This means that in order to fund a \$50,000 assisted living care facility your assets should be more than \$1.5 million. If you and your spouse are living off of your current nest egg then you will need additional assets to fund your lifestyle.

The last alternative is to have a long-term care insurance policy covering part or all of the expenses. Consider the following when looking for a long-term care insurance policy:

- What is the paying ability of the long-term care insurance company you are considering? Is the company easy to work with and do they pay their claims?
- How will you pay for the insurance? If affordable, set up the policy with a term pay. This will allow you to pay the premiums for a fixed period, such as 10 years, and then you are covered. If you have an unlimited pay term the insurance company can raise rates throughout your lifetime. So as the baby boomers get older and the insurance companies are paying more and more claims they can start raising the premiums for all of the lifetime pays.
- Put an inflation rider on the benefit base. Companies offer many different choices with the inflation rider. Things are getting more expensive and so will the cost of long-term care services over the years. So anticipate this and have your benefit go up with inflation.
- For lower premiums, increase your waiting period. If you need long-term care services, you will need them for a while. The average stay in a nursing home is 2.5 years. So if you choose a 90 day waiting period to receive your insurance benefits your premium will be less. Make sure you have sufficient assets to cover you for those first 90 days of long-term care services.

Decide how to pay for potential long-term care expenses now or one day someone will make that choice for you.

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. Securities and Financial Planning are offered through LPL Financial Member FINRA/SIPC. Please note that the above article is for informational purposes only, and is The Olivier Group is not endorsed by the LDA. Financial planning requires detailed individualized analysis of each person's specific situation.

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Setting the Standard in Orofacial Pain Care



Dr. Henry Gremillion has been appointed by the American Academy of Orofacial Pain (AAOP) to serve on the American Dental Association (ADA) committee that sets the standards for the teaching of orofacial pain in the 58 dental schools in the United States. Dr. Gremillion's appointment is for four years.

The committee is comprised of 12 members who make consensus recommendations on policy, standards revisions, and accreditation status reports specific to postdoctoral general dentistry education. The disciplines represented on the committee are general practice residency, advanced education in general dentistry and advanced general dentistry education in dental anesthesiology, oral medicine and orofacial pain. In addition, the committee also has a public representative, a higher education/hospital administration representative and a specialty dentist representative.

In 2008, Dr. Gremillion also served on an ad hoc committee of the commission to develop accreditation standards for advanced general dentistry education programs in orofacial pain.

Hienz Joins Periodontics Faculty



Stefan A. Hienz, D.M.D., Ph.D., has been appointed assistant professor in the Department of Periodontics at the LSU School of Dentistry.

A native of Munich, Germany, Dr. Hienz received his doctorate in microbiology from the Karolinska Institutet

in Stockholm, Sweden. In 1998, he received his D.M.D. from the Harvard School of Dental Medicine. In 2001, he completed his residency in periodontics at the University of California at Los Angeles School of Dentistry.

While at Harvard, he received the Pierre Fauchard Academy award for outstanding academic achievements in dentistry. As a member of the faculty at Bernhard Gottlieb Dental Clinic/Medical University in Vienna, Austria, he was co-director of the post graduate program in periodontics. He also performed live surgeries that were televised during national and international professional meetings.

Since 1995, Dr. Hienz has co-authored 11 articles in scientific journals.

The announcement of Dr. Hienz's appointment was made by Dr. Gerald Evans, interim chairman of the Department of Periodontics. "In addition to over nine years of clinical experience, Dr. Hienz has had excellent dental school and postgraduate training in the United States," said Dr. Evans. "His qualifications and experience will be valuable contributions to our department."

Crawford-Kendall Joins Pediatric Dentistry



Dr. Rosalynn Crawford-McKendall has been appointed assistant professor in the Department of Pediatric Dentistry at the LSU School of Dentistry.

Dr. Crawford-McKendall, a native of Boligee, Alabama, graduated *magna cum laude* in 1994 from Jackson State University

in Jackson, Mississippi, with a bachelor of science in biology. In 1998 she received her D.D.S. from New York University (NYU) College of Dentistry. She received a general practice residency certificate two years later from Bronx Lebanon Hospital and completed certification in pediatric dentistry from NYU in 2005.

Prior to coming to LSUSD, she was a clinical assistant professor in the Pediatric Dentistry

Department of NYU College of Dentistry. She has practiced dentistry for 10 years, including private practice in New Jersey and public health dentistry in Maryland.

The announcement of Dr. Crawford-McKendall's appointment was made by Dr. Janice Townsend, interim chair of the department. "She has a unique combination of experiences that includes private practice, public health, and academic training," said Townsend. "She's even taught predoctoral students in a mobile dental van, which is challenging. I have enjoyed learning her perspective on motivating the dental students while watching her cover the clinic."

LSUHSC's Farrar Selected as ADEA Leadership Fellow



Suzanne Farrar, R.D.H., M.S.H.C.M., associate professor and director of clinical staff and patient services at LSU Health Sciences Center New Orleans School of Dentistry, is the only dental hygienist among the 24 dental educators in the nation named to the 2012 Class of the American Dental

Education Association (ADEA) Leadership Institute.

The ADEA Leadership Institute is a year-long program designed to develop the nation's most promising individuals at academic dental institutions to become future leaders in dental and higher education.

Farrar was also awarded the ADEA/Colgate-Palmolive Company Allied Dental Educators Fellowship for her strong leadership qualities in dental hygiene and higher education administration. She will apply the \$4,000 stipend that comes with the fellowship to the ADEA Leadership Institute tuition and fees.

LAMMICO Supports LSU Dental School

LAMMICO recently contributed \$2,500 to the LSUSD to help support the school's capital campaign to construct new pre-clinical laboratories on its New Orleans campus.

"We make this contribution because of our long term commitment to Louisiana's healthcare community," said Thomas H. Grimstad, M.D., LAMMICO president and chief executive officer. "We are pleased to see that the LSU-HSC Foundation has



(From left) Dr. Henry Gremillion and Dr. Thomas Grimstad.

pledged a dollar-to-dollar match to raise additional funds for this important project."

On Monday, Dec. 13, 2010, Dr. Grimstad presented a check to Dr. Henry Gremillion, the dean of the LSUSD.

In addition, the company recently awarded the LAMMICO Dental School Scholarship to an incoming student at the LSUSD for the fifth consecutive year.

LDA Website:
www.ladental.org

Review the endorsed products and services opportunities,
update your contact information,
view the calendar of events,
read dental news, keep abreast of governmental briefs and more, all at

www.ladental.org

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DENTAL OFFICE FOR SALE: West Bank office designed for orthodontic or pediatric dentistry. Contact Dennis Booth at (985) 893-0078 or email fish7147@bellsouth.net.

DENTIST NEEDED - EXCELLENT OPPORTUNITY! Lafayette, Louisiana. Established Dental Practice looking for motivated Dentist to join our staff. Compensation based on production. Maximize your income without financial overhead and without the stress of office management. Our well-trained team is looking forward to supporting your success as a PEDIATRIC or GENERAL DENTIST. Contact Dr. Carl Gonsoulin at (337) 232-0689 or email om@goodteeth4life.com.

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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 \$50 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*.

For more information or to place a classified ad, contact Dr. William Hall at (318) 865-1469 or dr802@bellsouth.net or LDA Journal Managing Editor Annette Drodody at (225) 926-1986 or info@ladental.org.

LDA

c.e. and lda events calendar

For information on any of the following continuing education courses, please contact the course sponsor. To list your course in the next calendar, please contact the LDA office at (800) 388-6642, or (225) 926-1986 in Baton Rouge. Please also check our website, www.ladental.org, for the most up-to-date listing of all LDA-sponsored continuing education events.

New Orleans Dental Conference and LDA Annual Session

Thursday – Saturday, April 14 - 16, 2011

New Orleans Morial Convention Center. LDA members can get up to 18 C.E. credits for as little as \$300 by pre-registering! Visit www.nodc.org for more information or to register online, ADA CERP recognized providers.

DATE: April 21, 2011
COURSE TITLE: LSUSD Update
LOCATION: Pioneer Club, 127 W. Broad St., Lake Charles, La. 70601
SPONSOR: Southwest Louisiana/Calcasieu Parish Dental Society, 2010 Oak Park Blvd., Lake Charles, La. 70601, ADA CERP recognized provider. To register, contact Roxanne, (337) 478-0468.
DESIGNED FOR: General Dentist, Specialist, Hygienist
INSTRUCTOR: Henry Gremillion, D.D.S.
CREDIT HOURS: 1, clinical
FEE: Included with dues; Non-members must attend with a Calcasieu Dental Society member

Dentists' Day at the Legislature Wednesday, May 11, 2011

The entire dental team is invited to attend the 2011 Dentists' Day. Dentists' Day is a grassroots event celebrating the dental profession that offers dentists the opportunity to meet their lawmakers. After visiting with your legislators, don't forget to enjoy the reception, with food, music and fun!

Schedule of Events:

2:00 p.m. Briefings (Capitol Park Welcome Center, walking distance from Capitol)
 4:30 p.m. Visit House and Senate chambers and leave notes for legislators
 5:30 p.m. Reception for dentists and guests and legislators at Pentagon Barracks

DATE: May 19, 2011, 7 p.m.
COURSE TITLE: Oral Surgery Update
LOCATION: Pioneer Club, 127 W. Broad St., Lake Charles, La. 70601
SPONSOR: Southwest Louisiana/Calcasieu Parish Dental Society, 2010 Oak Park Blvd., Lake Charles, La. 70601, ADA CERP recognized provider. To register, contact Roxanne, (337) 478-0468.
DESIGNED FOR: General Dentist, Specialist, Hygienist
INSTRUCTOR: David M. Bulot, D.D.S., M.D.
CREDIT HOURS: 1, clinical
FEE: Included with dues; Non-members must attend with a Calcasieu Dental Society member

DATE: June 3 - 4, 2011, 8:30 a.m. registration, 9 a.m. - Noon program
COURSE TITLE: Differential Diagnosis of Soft Tissue Lesions & Bony Lesions
LOCATION: Sandestin Golf and Beach Resort, 9300 Emerald Coast Parkway West, Destin, Fla. 32550
SPONSOR: Northlake Dental Association, P.O. Box 8925, Mandeville, La. 70470, AGD PACE recognized provider. To register, contact Kathleen Brown by phone, (985) 807-4503, or by fax, (985) 674-0636.
DESIGNED FOR: General Dentist, Specialist, Hygienist, Assistant
INSTRUCTOR: Dr. Jim Weir
CREDIT HOURS: 6, clinical
FEE: NDA members-\$35; NODA members-\$100; LDA members-\$200; Non-LDA members-\$250

DATE: July 15-16, 2011
COURSE TITLE: Oral (Enteral) Sedation Refresher Course
LOCATION: Nelson Memorial Building on LSU's main campus in Baton Rouge
SPONSOR: LSU CDE
INSTRUCTOR: Dr. Ben Record et al
CREDIT HOURS: 4, 8 or 12, clinical
FEE: Both days \$540; Friday (adult) \$360; Saturday (pediatric) \$180

Continued next page.

Continued from previous page.

LSBD requires that doctors who are renewing their enteral sedation permits must take a refresher course at least once every five years. Those taking the course for permit renewal must attend both days. If you are taking this course only for C.E. purposes, you may attend both days or any one day.

DATE: July 22-23, 2011
COURSE TITLE: LDA Membership Fishing Rodeo
LOCATION: Sand Dollar Marina, Grand Isle, LA, Call (985) 787-2893 to make your reservations.
SPONSOR: Louisiana Dental Association, (800) 388-6642, visit www.ladental.org to register online or for more information
DESIGNED FOR: All
FEE: TBA

DATE: July 27-30, 2011
COURSE TITLE: LDA Summer Education Conference
LOCATION: Tops'l Beach and Racquet Resort - call (800) 380-4808 to make your reservations.
SPONSOR: Louisiana Dental Association, (800) 388-6642, visit www.ladental.org to register online or for more information, ADA CERP recognized provider
DESIGNED FOR: All
CREDIT HOURS: 16
FEE: TBA

DATE: November 3, 2011, 6:30 p.m. cash bar, 7 p.m. program
COURSE TITLE: LSBD Update – What You Need to Know
LOCATION: Annadele's Plantation, 71518 Chestnutt St., Covington, La. 70433
SPONSOR: Northlake Dental Association, P.O. Box 8925, Mandeville, La. 70470, AGD PACE recognized provider. To register, contact Kathleen Brown by phone, (985) 807-4503, or by fax, (985) 674-0636.
DESIGNED FOR: General Dentist, Specialist, Hygienist
INSTRUCTOR: Dr. James Moreau
CREDIT HOURS: 1, practice management
FEE: \$35

DATE: November 11, 2011, 8 a.m. registration, 9 a.m. – 4 p.m. program
COURSE TITLE: Advances in Periodontics
LOCATION: Benedict's Plantation, 1144 N. Causeway Blvd., Mandeville, La. 70471
SPONSOR: Northlake Dental Association, P.O. Box 8925, Mandeville, La. 70470, AGD PACE recognized provider. To register, contact Kathleen Brown by phone, (985) 807-4503, or by fax, (985) 674-0636.
DESIGNED FOR: General Dentist, Specialist, Hygienist, Assistant
INSTRUCTOR: Dr. Tom Mabry
CREDIT HOURS: 7, clinical
FEE: NDA members-free; NODA members-\$100; LDA members-\$200; Non-LDA members-\$250



CLIP AND SAVE MEETING DATES HERE:

2011 Louisiana Dental Association Calendar (as of February 2011)



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September or October:	LADPAC Golf Tournament
November:	Last Chance Seminar

COURSE #	DATE, CITY	COURSE NAME, LOCATION & AGD SUBJECT CODE		FEES	Lect/Part.
14-11	April 29 - 30 Baton Rouge	Oral (Enteral) Sedation Introductory Course with Dr. Ben Record, et al AGD #164	Dentist	\$720	16L Clinical
63-11	May 7 (Sat.) New Orleans	Five-Minute Temporaries for Dental Assistants with B. J. Triay, CDA, EDDA (at LSUSD)	Assistant	\$205	7P Clinical
61-11	May 13 New Orleans	Simplified Adhesive/Adhesive Solutions with Dr. Bruce LeBlanc Limited Attendance Hands-On course AGD #780	Dentist	\$365	7L/P Clinical
62-11	May 20 New Orleans	Nitrous Oxide Course for Hygienists with Dr. Michael O'Brien and Hygiene Faculty	Hygienist	\$395	8L/P Clinical
21-11	May 20-22 Lafayette	Expanded Duty Dental Assistant (EDDA) with Gen Benoit, RDH, Med, Theresa Courtois, RDH, MS and Julie DeRouen, EDDA (at Lafayette Community Health Care Clinic)	Assistant	\$415	24L/P Clinical
59-11	May 28 – June 5 Saturday-Sunday	UNDER THE TUSCAN SUN - Land Tour of Tuscany and Umbria, Italy and Dental CE	All	Call CE office	12L
23-11	Jun. 3-5, Jul. 22-24, Aug. 19-21 New Orleans	Local Anesthesia for the Dental Hygienist - 3 Weekend Sessions with Dr. Michael O'Brien and Dr. Frank Drongowski (at LSUSD)	Hygienist	\$1,265	72L/P Clinical
22-11	June 11 New Orleans	Digital & Conventional Radiology for Dental Assistants with Drs. Kavas Thunthy and J. Sean Hubar	Assistant	\$149	7L/P Clinical
25-11	June 10 - 12 New Orleans	Expanded Duty Dental Assistant (EDDA) with Nancy Weiss, RDH, EFDA, Henrietta Frederick, CDA, EDDA and B. J. Triay, CDA, EDDA (at LSUSD)	Assistant	\$415	24L/P Clinical
26-11	June 17 Shreveport	LSU Day in Shreveport: Solving Everyday Problems with Adhesive/Cosmetic Dentistry, Using All the Tools in the Box Presented by Dr. Bruce LeBlanc AGD #780	Dentist Hygienist Ass't/Other	\$285* \$165* \$115*	7L Clinical
27-11	June 24 Lafayette	LSU Day in Lafayette: Medical Emergencies in Your Dental Office with Dr. Alfredo R. Arribas AGD #142	Dentist Hygienist Ass't/Other	\$285* \$165* \$115*	7L Clinical
29-11	July 8 New Orleans	OSHA/Infection Control/Medical Emergencies Speaker – TBA (at LSUSD) AGD #148	Dentist RDH or DLT Ass't/Other	\$165 \$139 \$139	5L Clinical
30-11	July 15-16 New Orleans	Oral (Enteral) Sedation Refresher Course with Dr. Ben Record, et al (at LSUSD) AGD #164	Dentist Staff	\$540 \$270	12L Clinical
30-11FRI	July 15 (Fri.) New Orleans	Adult Oral Sedation Only with Dr. Ben Record (at LSUSD) AGD #164	Dentist Staff	\$360 \$180	8L Clinical
30-11SAT	July 16 (Sat.) New Orleans	Pediatric Oral Sedation Only Presented by Dr. Michael Webb (at LSUSD) AGD #164	Dentist Staff	\$180 \$ 90	4L Clinical
60-11	July 21 – 31 From Denmark	Gems of the Baltic Cruise & CE - 10 Days aboard the Holland American Lines MS Eurodam "Prosthodontics Redux" with Dr. Charles Wilcox	All	Call CE Office	12L Clinical
31-11-A 31-11-B Inter- Professional Course	July 22 Hot Springs, AR Covington, LA	LSU Day in Arkansas: The Many Faces of Orofacial Pain with Dean Henry A. Gremillion, DDS at National Park Community College in Hot Springs, Arkansas (Also available via Video Conference in Covington, LA) AGD #180	DDS, MD, or PT RDH or DLT Ass't/Other	\$285* \$165* \$115*	7L Clinical
37-11	August 12-13 New Orleans	Orofacial Pain: Beyond TMD with Dean Henry A. Gremillion, DDS, MAGD and Dale Ehrlich, MS, DDS (at LSUSD) AGD #180 & #371	DDS/MD/PT Ass't/Other	\$530* \$250*	14L/P Clinical
38-11 LAGD MasterTrak	August 19 New Orleans	Extraction Socket Bone Grafting and Pre-Clinical Implant Placement for the General Dentist with Dr. John M. Barksdale, Jr. (at LSUSD) AGD#499	Dentists Only	\$395	7L/P Clinical
39-11	August 25 Thursday	LSU's Forensic Dental Identification with Mass Casualty Exercise - for Dentists and Hygienists, with Col. David L. Wells, USAF (at the Ritz-Carlton Hotel) Limited Attendance Hands-On course AGD #145	Dentists or Hygienists	\$395	2L, 5P Clinical

**Early Bird Special Pricing available - please check online or brochure.*

For more information or to register, call **504-941-8193** or **-8198**, or visit www.LSUCDE.org





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**Friday & Saturday
July 22-23, 2011**

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Why the New Orleans Dental Conference and LDA Annual Session, April 14-16, 2011?

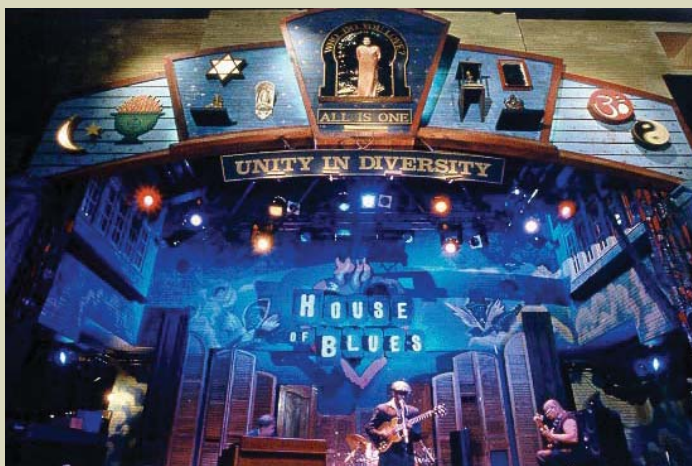
The ability to combine fantastic continuing education at one extremely affordable price in an exciting and fun-filled vacation destination should be enough to place the New Orleans Dental Conference and LDA Annual Session on your 2011 to-do list!

VALUE – Incredibly low price (\$300 for pre-registrants or \$350 for late registrants) for up to 18 hours of C.E.

QUALITY – Some of the biggest names in dental C.E. will be lecturing at this meeting.

CULTURE – Easy access to outstanding food and lots of opportunities for fun.

PARTY – The Welcome Reception and LDA President's Party will be held at the House of Blues.



Great speakers, Great price, Great weekend

April 14 - 16, 2011 • New Orleans Morial Convention Center

Exhibit Hall Highlights

The Exhibit hall will be open **Thursday, April 14, 2-5:30 p.m.; Friday, April 15, 10 a.m. - 6 p.m.; and Saturday, April 16, 9 a.m. - Noon.** There will be exciting new products and services to help enhance your practice.

- * Two \$300 pre-registration cash drawings for dentists and three \$50 cash drawings for staff members
- * Parade of Prizes drawings
- * Round Table Learning Experience
- * **FREE popcorn** for all attendees on Friday, April 15



- * A Jazz second line, a time honored New Orleans tradition, to celebrate the opening of the Exhibit Hall
- * A money booth
- * Paretti Jaguar and Land Rover vehicle showcases on the Exhibit Hall floor



For a complete list of exhibitors, visit www.nodc.org.

David Austin

I Can See Clearly Now

Well, it was like this. I was shopping downtown for a birthday present and had bought a black plastic water gun for my neighbors' little boy. As I was coming back to the parking lot I noticed that it was getting dark and the lot was very dimly lit. That was the moment I spotted three young hoodlums getting into my car.

So I reached in my shopping bag and pulled out the water gun and shouted in my best Clint Eastwood voice, "Outta my car you dirt bags!"

To my absolute shock, these three crooks jumped out of the car yelling and screaming as they ran down the street. I was shaking so much I could hardly get my bags in the car and had quite a bit of trouble putting the key in the ignition to start the engine.

After I managed to calm down a bit, it was then that I realized that my key wouldn't fit at all. That's when I spotted my car a few rows down.

"So you see doctor, that was the reason I thought I would come and get my eyes checked. The two patrol officers were nice enough to escort me to the clinic today, and I am really hoping to have my new glasses before the hearing date next week."

"Well, sir, I understand your problem, but the ophthalmology wing is across the hall. You are currently in obstetrics."

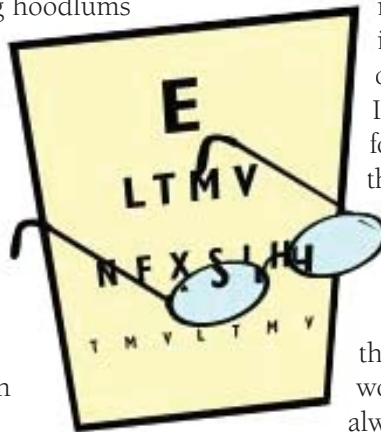
Actually this wasn't the first clue. A few months ago I was reading the obituary column and was shocked to see my name prominently displayed. It was early in the morning and it took me a few minutes of looking in the mirror to convince myself I was still here and vertical. When I finally found a cheap pair of reading glasses under the couch, I realized the man in the obituary had a different name after all. Now that was a close call and a sneaky awareness that my eyesight might be changing.

But did I do anything about it? Nah. I thought that it was a onetime fluke and they would get better in time. After all, I had always taken care of my eyes, my only vice was they were getting older.

So I now sport a pair of spectacles that not only make me look and feel good, I can see everything much better and with great clarity. Thankfully it is only my eyesight that is feeling the signs of old age.

"Hey Buddy, would you have a dime?"

"Why I sure do, it's exactly 4:05." These glasses are great.



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July 27 - 30, 2011

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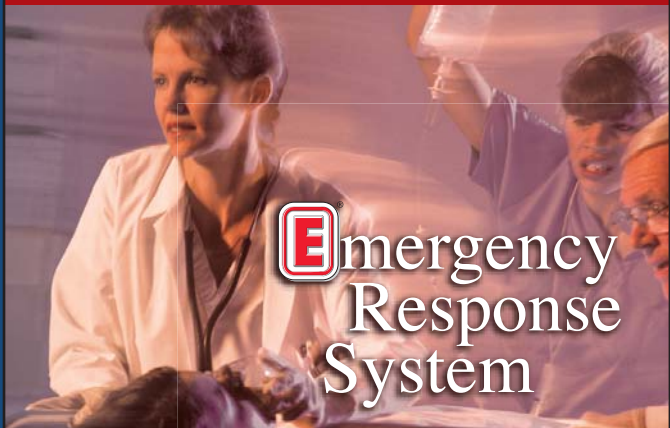
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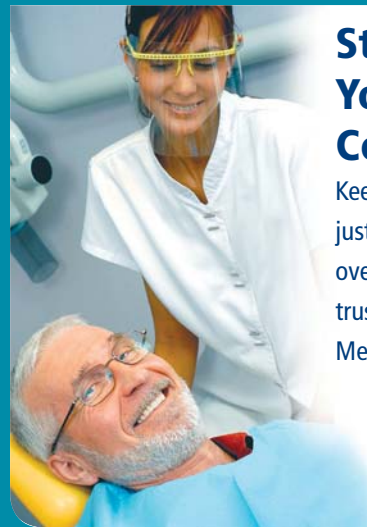
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