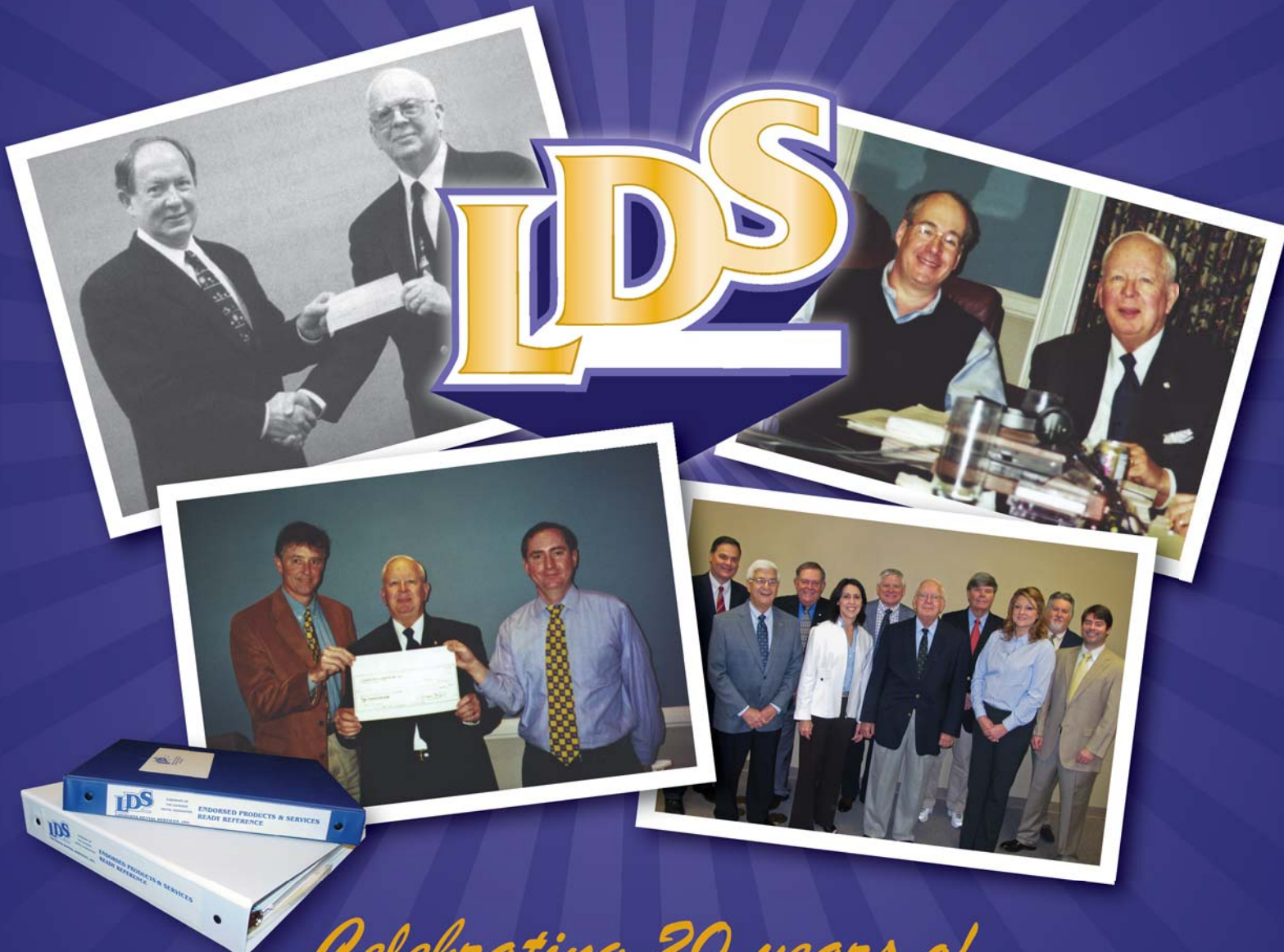


LDA Journal

VOL. 70, NO. 3 FALL 2011

Journal of the Louisiana Dental Association



IDS

Celebrating 20 years of support to the LDA

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LDA Journal

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A MEMBER PUBLICATION
OF THE AMERICAN ASSOCIATION
OF DENTAL EDITORS

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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.

Copyright 2011, LDA.



On the cover: LDS is celebrating 20 years of support to the LDA. Through LDS, the LDA endorses many high-quality products and services that provide revenue to the association EVERY TIME LDA members use them. Photos (clockwise) Dr. Mike Maginnis (left) and Dr. Rich Corley at the January 2001 LDA board meeting; The LDS Board of Directors after their May 2011 meeting, see page 9 for an updated board list; Dr. Rich Corley (center) presents Dr. David Carlton, Jr. (left), LDA president 2000-2001, and Dr. Tom Price, LDA secretary 2000-2001, with a check from LDS at the January 2001 LDA Board of Directors meeting; LDS Ready Reference binders are a great way to find out about all the endorsed products and services available to LDA members; and Dr. Richmond Corley (right), president of LDS, presents the LDS dividend check for the last quarter of 1999 in the amount of \$20,000 to Dr. Michael Haight, secretary-treasurer of the LDA. There is a complete list of endorsed companies on page 31.

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



LDA

from the editor

Dr. David N. Austin
Editor, LDA Journal

Louisiana Dental Services, 20 Years Strong

The Louisiana Dental Association (LDA) has and will always remain a non-profit organization that exists 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. One of the best services that the LDA provides to our members is the for-profit entity of Louisiana Dental Services (LDS).

LDS was created 20 years ago and was the brainchild of Dr. C. Richmond Corley, Jr. and Dr. Perry Hollembeak. They were keenly aware of what other non-profit dental organizations were doing with the clout of their membership's buying power to benefit their members. (Be sure and read *A Look Back In Time*, page 8.)

We have benefited greatly over the years from the monetary dividends LDA has received from LDS. In 2010 alone, LDA received approximately \$100,000 in non-dues revenue from LDS. Our membership dues would be more expensive if it were not for the work LDS has done on our behalf.

However, the prime benefits to our members that are sometimes overlooked are the actual products that LDS endorses. Every product and/or service endorsed is carefully scrutinized by the LDS board. Many products and services never make it beyond that panel. Sometimes it is because the product or service is really not that great for our use, or the benefits to the LDA would not be worth the time and effort needed for LDS to make a recommendation.

I have found through personal use of many of the products endorsed, that they have all lived up to what LDS has promised them to be: good quality services and items that are useful in my practice. After all, the LDS board is made up of LDA dentists from each component that have private practices and so know firsthand how good all of these items endorsed really are.

When each of us utilize the endorsed products and services on the LDS list, our LDA will continue to gain value that will directly benefit each member. That value will continue to grow and will also enable

LDS to more easily gain more services. If you know of a product or service that you would like to see LDS endorse, give them a call. LDS can be reached through the LDA office.

Louisiana Dental Services, what a great membership benefit! I hope I am around to see it grow into the next 20 years.

And Dr. C. Richmond Corley, Jr.: what can I say about a man that has been diligent and tireless in the pursuit of getting LDS off the ground and promoting it for all these years? Rich, I am a better person because of your work and friendship. Thank you!

Endorsed Products and Services (as of 9/9/11)

- ADS Transitions (Transition specialists)
- Amalgaway (Disposal service)
- Banc of America Practice Solutions, Inc.
(Financial products and services)
- Bank of America Financial Services (Credit card program)
- CareCredit (Patient financing program)
- CGI Communications, Inc. (Practice marketing and communications)
- Dexcomm (Telephone message experts)
- D-MMEX Easy-Refine (Scrap metal return)
- Elavon (Credit card and electronic check processing)
- Fortress (Professional liability insurance)
- LDS Glove Program (Individualized gloves)
- Mercury Data Exchange (Benefits verification and claims adjudication)
- Netchex (Payroll services)
- New Line Medical, Inc. (Dental products and handpiece repair)
- Office Depot (Office products)
- Robert Ellis & Associates (Business property insurance)
- SolmeteX (Waste water mercury removal system)
- Stericycle (Medical waste service)
- Transworld Systems, Inc. (Profit recovery)

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Join the LDA for an exciting 5-night "Liberty of the Seas" Royal Caribbean International cruise through the western caribbean. While you're at it, earn 7 hours of C.E. credit! The LDA provides a great value for its seminars and negotiated fantastic rates for the cruise. Come along and enjoy the luxury, adventures and fun this cruise has to offer!

Mon., February 27- Sat., March 3, 2012

Itinerary

Feb. 27: Leaving Ft. Lauderdale, Florida
Feb. 28: Day at Sea
Feb. 29: Labadee, Haiti (private island)
Mar. 1: Falmouth, Jamaica
Mar. 2: Day at Sea
Mar. 3: Ft. Lauderdale, Florida



"High Seas Endo" with Dr. Ronald R. Lemon

The seminar will be divided into two, half-day sessions (8 a.m. to 11:30 a.m.) and will be held on February 28 and March 2, the two days at sea.

Early Bird Discount: Register by Oct. 25 and receive \$20 off each C.E. registrant's seminar fee!



All room booking will be done through the LDA. Go to www.ladental.org to get more information on pricing, accommodations, C.E., amenities and more. Also, see page 6 in this *Journal* for more cruise specifics.

Sponsors (as of 8/3/11):

Robert Ellis & Associates (Events Partner)
Louisiana Dental Services, Inc. (LDS)



LDA from the president

Dr. William A. Hadlock
President, Louisiana Dental Association

Are You Getting All of Your Money's Worth Out of Your Membership?

Personally, I feel I get my LDA dues dollars worth simply from the benefits I know we receive from our government affairs efforts. The LDA works very hard before, during and after each legislative session to enhance and protect our professional independence and practices.

For many of our members, however, I realize that may be one of the more intangible benefits of membership. For those looking for a more tangible benefit from their membership there is always our for-profit subsidiary, Louisiana Dental Services, Inc. (LDS). LDS has endorsed many high quality businesses that offer great deals on products and services to our members. If you have not checked the list lately, please go to the LDA website at www.ladental.org and click on "News and Info for Your Practice" and follow the link to LDA/LDS Endorsed Companies.

"In 2010, LDS provided approximately \$100,000 in non-dues revenue to the LDA!"

When you do business with those companies, you are helping to support your LDA. Many of the companies on the list directly support the LDA's activities, such as continuing education seminars, meetings and fundraising events. All of them support the LDA by giving a portion of the revenue they receive from our members back to LDS. In 2010, LDS provided approximately \$100,000 in non-dues revenue to the LDA!

Best of all, however, is what doing business with those companies does for your practice. You will definitely help your bottom line with the discounts and high quality service these companies provide. For example, when you sign up with Office Depot, you will save approximately 4-6% on top of any

other discounts or preferred account you have. Another example is if you want to offer CareCredit for your patients, you will save on enrollment fees and there is no monthly minimum user fee if you sign up as an LDA member as directed on the link.

There are many more deals to be had. Do yourself and your practice a favor. Review the list and compare the companies you are currently using to the LDS sponsored companies. It's a win/win situation. Have your office administrator make some comparisons and you are sure to come out ahead by switching to some of the LDA/LDS endorsed companies.

Make sure you are getting all of your money's worth out of your dues investment!

www.ladental.org



- news
- calendar of events
- photos
- endorsed products
- governmental updates
- archives of the LDA Journal and LA Dental News
- event registration
- and more!

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LDA

from the executive director

Ward Blackwell, M.J.
Executive Director, LDA

LDA Winter CE Cruise FAQ's

Like any organization, when the LDA undertakes a new venture, people have questions. In an effort to address the many questions people have regarding LDA's new Winter CE Cruise, I developed the following FAQ sheet.

Why is the LDA doing a CE cruise?

Several other dental organizations have conducted CE cruise events and participation has generally been good. Moreover, a CE cruise fits rather well within the niche the LDA has staked out of CE events in vacation destinations that allow dentists to write off a portion of their trip expenses.

Why is the CE Cruise on a Royal Caribbean ship sailing from Fort Lauderdale and not another cruise line sailing from New Orleans, or even Mobile?

The LDA board considered literally dozens of combinations of cruise lines, itineraries and debarkation ports for this cruise. Ultimately, their consensus was that the majority of LDA members who might find a CE cruise attractive would prefer a somewhat more upscale experience than that offered by the cruise lines that operate out of New Orleans and Mobile and the Mexican ports of call to which they typically sail. (Several people likened those cruises to a college spring break experience.) Royal Caribbean offers the right combination of luxury, service, fun and appealing itineraries at reasonable pricing. Labadee, Royal Caribbean's privately owned port of call, offers stunning beauty and boundless opportunities for fun and relaxation. AND, Royal Caribbean is the industry leader in meetings at sea.

Why sail on the Liberty of the Seas?

With a capacity of more than 4,000 guests, *Liberty of the Seas* is among the largest ships plying the Caribbean; you'll hardly feel the deck move even in less than calm seas. All that space includes amenities not found on lesser vessels, like an open air Royal

Promenade of shopping and dining, rock climbing wall, a Flow Rider (simulated surfing), ice rink, water park, etc. And, Liberty has dedicated conference space (still uncommon on most other cruise lines).

What happened to the Alpine Lecture Series (ski meeting)?

Attendance at the Alpine Lecture Series has been down for several years. And, the LDA really doesn't have the staff resources to conduct another major CE event on top of the many already on the calendar. So, once the LDA board committed to doing a CE cruise, it was also decided to have it take the place of the Alpine Series.

Is that the end of the Alpine Lecture Series?

Some anecdotal evidence suggests that an Alpine Lecture Series held every other year might be better attended than an annual event. The LDA board is considering the possibility of conducting different types of CE events each year in the time frame traditionally slated for the Alpine Series. Future possibilities include a rotation consisting of Alpine Series, CE cruises and possibly CE at Disney World.

If the CE cruise is taking the place of the Alpine Lecture Series in 2012, why is it not scheduled for the weekend of Mardi Gras?

As stated before, literally dozens of combinations of cruise lines, dates, itineraries and debarkation ports were considered for the LDA CE cruise. Virtually none of the cruise itineraries over the 2012 Mardi Gras weekend met the board's criteria for the desired overall experience. Likewise, a majority of the board did not feel it was essential to conduct the cruise over that weekend in order to attract strong interest. Perhaps most significantly, Mardi Gras in 2012 coincides with the Presidents' Day weekend, which guarantees bigger crowds and higher rates. By booking cruise dates a week later, the LDA was able to negotiate rates almost half as much as they would

have been over Mardi Gras weekend.

Why are the registration deadlines so much earlier than for other CE meetings?

Hotels will generally hold a block of rooms at a set rate for meeting attendees to book for themselves at their own expense. The organization sponsoring the meeting typically is not responsible for the cost of the rooms if at least 80% of the original room block gets booked by meeting attendees. Cruise lines, on the other hand, require sponsoring organizations to be responsible for the full cost of ALL rooms in the block not booked by attendees. Royal Caribbean is unusual in that they will allow SOME adjustments to the size of the room block, but the adjustments must be made several months prior to sailing. So, the LDA needs to know about how many people to expect much earlier than for a typical CE event.

How do I register for the meeting and how do I reserve my cabin for the cruise?

Easy, it's a one-stop shop! Now that you've read about this awesome seminar, I know you are ready to sign up! There are three ways to go about doing this: 1) Go to the LDA website at www.ladental.org and click on "LDA Event Registration" and you'll see the link to the Winter C.E. cruise. You can either fill out the online form or download the brochure and fill out that registration form; 2) You can fill out the registration form in the brochure that has been mailed to you; or 3) You can call the LDA and one of

the staff members will help you through the process.

To book your cabin, you will also contact the LDA. Cabin information can be found in the brochure, as well as on the LDA website. Signing up for a cabin is part of the registration process, so you'll need to know how many family members and/or friends are coming with you on the cruise.

I hope this information has been helpful to the many of you who have been considering signing up for the LDA CE Cruise. And, I hope I'll see many of you on board the *Liberty of the Seas*. It's going to be fantastic fun!

Join the LDA for an exciting 5-night Liberty of the Seas Royal Caribbean International cruise through the Western Caribbean.

"High Seas Endo" with Dr. Ronald R. Lemon
Mon., February 27- Sat., March 3, 2012
Visit www.ladental.org for more info or call
(800) 388-6642.

Itinerary:

Feb. 27: Leaving Ft. Lauderdale, Florida

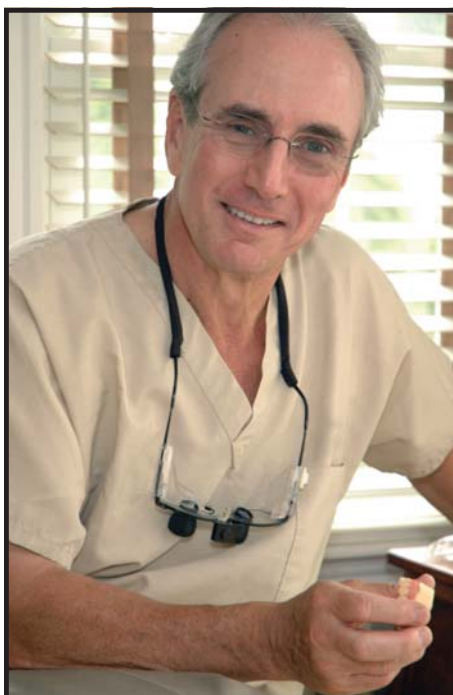
Feb. 28: Day at Sea

Feb. 29: Labadee, Haiti (private island)

Mar. 1: Falmouth, Jamaica

Mar. 2: Day at Sea

Mar. 3: Ft. Lauderdale, Florida



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LDA Louisiana dental services, inc.

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

A Look Back in Time

Some 20 years ago, the Louisiana Dental Association (LDA) Board of Directors proposed, and the House of Delegates approved, a second LDA for-profit subsidiary corporation, Louisiana Dental Services, Inc. (LDS). The first for-profit subsidiary, initially named Paid Dental of Louisiana, Inc. (PDP) and later Crescent Dental Plans, Inc., was limited to the endorsement of a dental benefit plan for sale to eligible employee groups in the public domain.



(From left) Dr. Bill Walsh, Dr. Jeff Hooton, Dr. Rich Corley (all LDS board members at that time) and Sylvia Kapp (former LDA Director of Accounting) working in the LDS office located at the LDA headquarters building in November 2004.

Dr. C. Richmond Corley, Jr. (Southwest component) and Dr. Perry Hollembeak (Northwest component) served as the initial president and vice-president. Although limited in its scope of business activity, the initial LDA for-profit subsidiary opened lines of communication with other dental associations' for-profit subsidiaries that were involved in much broader business concepts and opportunities for earning non-dues revenue for their respective associations. It was on the initiative of these two members that LDS was proposed and approved. This came after initial concern of some of the membership



Dr. Rich Corley discussed the benefits of using LDA/LDS endorsed products and services with July 2011 LDA Summer Conference attendee Dr. Benjamin Bumgardner.

over the direction the LDA, a non-profit professional corporation, was taking involving itself in business not directly a part of the delivery of high quality dental care to the citizens of our great state.

This approval came at the 1991 Annual Session of the LDA in Lafayette, La. LDS was chartered by the State of Louisiana on September 18, 1991. LDS is operated under the direction of a Board of Directors, which is composed of one member selected from the geographical area represented by each LDA district/component. The exception to this is that the NODA area was allotted two board member seats as they are also allotted on the LDA board due to the size of their component. The president of the LDS Board is selected by the LDA Board of Directors.

Once LDS was chartered, the most pressing issue became how to provide the most effective operation for its owner, the LDA. Dr. Hollembeak was a personal friend of Dr. David Gaynor, a practicing dentist and member of the California Dental Association (CDA), who had given up his successful practice to be the chief executive officer of the very successful CDA for-profit subsidiary, California

Dental Services, Inc. (CDS). When Dr. Hollembeak called Dr. Gaynor and told him that the LDA had chartered LDS, he very graciously invited both of us to come to the CDA headquarters in Sacramento, Calif., for a “how to” course in successfully starting up and operating a dental association for-profit subsidiary. This trip also included a visit to Oregon to visit with the association’s executive director about the ODA for-profit operation.

At the time, there were a number of state dental associations with such operations, but the CDA was recognized as one of the leaders of the pack in this endeavor. This perception was confirmed when we arrived in downtown Sacramento at their headquarters, a 13-story high rise where they had an operation that looked every bit like any successful business corporation in the country. The information that we learned from Dr. Gaynor in the two days that we spent with him at CDS was invaluable in the foundation of the successful operation that LDS is today. Today, the officers of LDS continue a working relationship with the officers of CDS.

Since LDS was chartered in the model of a management/holding company, through a stock trade in 1992, it became the parent of the original LDA for-profit subsidiary, PDP. Interestingly, the first LDS endorsement agreement was signed with The Dental Record, a subsidiary company of the Wisconsin Dental Association, and we endorsed this company until about a year ago. The opportunities for potential product and service endorsements were broadened significantly when LDS representatives began attending the annual for-profit subsidiary meeting held in conjunction with ADA Management Week in Chicago in July of each year. Two other very early endorsement agreements that have been a continuing part of the LDS portfolio since its start-up days are CareCredit (initially named Dencharge) whose contract began in the summer of 1992 and involved financing of patient accounts payable

LDS Board of Directors

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Dr. Ross J. DeNicola, Jr. | CEO

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Dr. Stephen Ortego, Secretary, Central
Dr. Curtis Zeringue, BAYOU
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Dr. Joseph F. Fitzpatrick, NORTHLAKE
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LDA Liaison (Ex-Officio) Dr. Kenneth Schott, NODA

and Maryland Bank’s (MBNA) Financial Services (involving credit cards, both business and personal, CD’S, and money market certificates with some of the best rates available in the country).

MBNA was initially endorsed by the ADA, but after this contract was canceled, came to the various state dental association for-profit subsidiaries and offered very generous signing bonus deals and captured most of the business available. As an example of how the for-profit relationship can supply an unexpected infusion of capital, in the fall of 1995, LDS signed a financial services agreement with MBNA that included a signing bonus of \$25,000. LDS paid this money to the LDA as a stock dividend to be used as part of the money to pay for the new LDA headquarters building. In the fall of 2006, Maryland Bank sold its financial service business to Bank of America and that is where the endorsement agreement is today. It has undergone some changes in services available, but still is a great revenue

The LDS Board of Directors gather in May 2004 to discuss new endorsements.





(Middle) Christy Copeland with Office Depot Business Development presented a check to Dr. Mike Maginnis (left) and Dr. Rich Corley of LDS for over \$3,300 for the initial start-up period in 2005 of the new endorsed relationship between Office Depot and LDA/LDS.

producer for the LDS/LDA Endorsed Program of Products and Services. This agreement also includes Banc of America Practice Solutions (formerly Sky Financial), which was part of the MBNA package.

Office Depot (business development) is another long standing endorsed vendor that has made a good partner over the years. As you would expect, over 20 years of existence, LDS and the members of the LDA have seen many different companies offering a smorgasbord of products and services for the Endorsed Program come and go through the program for various reasons. However, some like those just mentioned above have essentially been with LDS since its beginning.

LDS must endorse a company that has a state wide ability to deliver its products or services wherever an LDA member practices. The products or services being offered must have the potential of interesting most of the LDA members for either personal or professional practice application. Beyond that, the

Right: Dr. Ross DeNicola, Elizabeth Russel (graduating senior, now Dr. Elizabeth R. Hess), Dr. Marty Garrett and Dr. Nelson Daly at the 2008 Senior Reception.

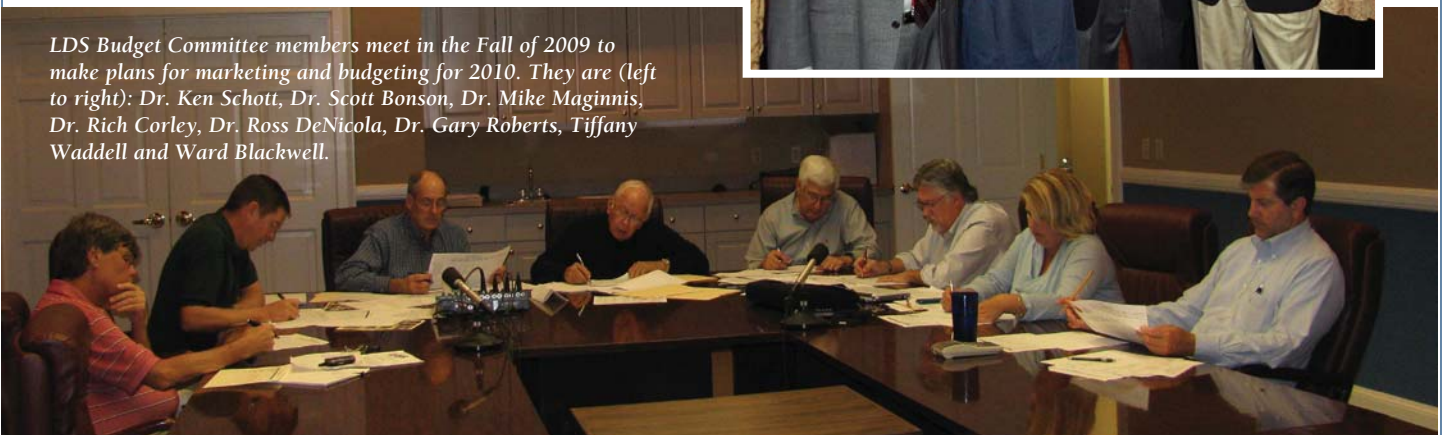
vendor must have enough workforce to provide a high quality of service to the LDA membership. The process of selecting a company for participation in the program involves much the same concepts as most LDA members would use if he or she was making the selection just for themselves.

The potential vendor must submit the qualifying information listed above to the LDS Board of Directors at a regular meeting of the Board, along with their proposal for fees or costs to the LDA membership for their products or services that they wish to have exclusively endorsed. It is expected that these will include a member discount of their usual charges along with a projection of royalty revenue that will be paid to LDA/LDS from sales of products or services to LDA members. After approval of the LDS Board of Directors, the request for endorsement is presented to the LDA Board of Directors at their next regular Board meeting for ratification. An endorsement agreement setting all aspects of the relationship is then signed by the parties and the product(s) and/or service(s) is marketed to the membership. This entire process (although very involved) is done in an effort to provide only high quality products and services to the LDA membership.

LDS involvement in the management of this endorsement process allows it the opportunity to act as an advocate for any LDA member that believes that any endorsed vendor has not lived up to its



LDS Budget Committee members meet in the Fall of 2009 to make plans for marketing and budgeting for 2010. They are (left to right): Dr. Ken Schott, Dr. Scott Bonson, Dr. Mike Maginnis, Dr. Rich Corley, Dr. Ross DeNicola, Dr. Gary Roberts, Tiffany Waddell and Ward Blackwell.



responsibilities under the endorsement agreement. LDS management of the program also provides a very necessary legal protection barrier for the LDA should any type of claim be lodged against the program. It also provides the necessary separation of dues collected by a not-for-profit corporation (the LDA) from the non-dues revenue earned by a for-profit subsidiary corporation of the LDA. The latter of which can be used for the benefit of the LDA members through various avenues without tax consequences for the LDA.



Above: Dr Charlie Foy (left) and Dr. Rich Corley (third from left) congratulate \$50 Office Depot gift certificate winners Drs. Jennifer Newton-Boles and Stephanie Weaver. LDS and Office Depot partnered to give away gift certificates as door prizes during the January 2010 Bowden Leadership Development Conference. **Right:** The first LDS Ready Reference binders, originally shown in the Fall 1997 LDA newsletter.



LDS has been and is now successful in its business plan to be a significant source of non-dues revenue for the benefit of all members of the LDA. LDS (the corporation alone) must now provide these funds, but from 1991 until the end of 2010, it had help from its wholly owned subsidiary, Crescent Dental Plans, Inc., in providing these funds to the LDA. The success is, we believe, attributable to two main factors. The first of these is the selection over time by the LDS Board of quality vendors that offer products and services that are of value to the LDA membership and, second, an equally important factor is the utilization of the endorsed companies. The number and types of products and services offered has varied over the years and now stands at 20, but has had a consistent core group of companies that most, if not all, LDA members at some time or other have the need to use in their professional practice or personal life.

Among the ongoing direct contributions LDS

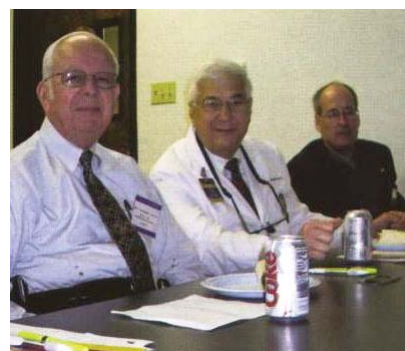


Dr. Rich Corley (second from left) and Dr. Ross DeNicola (fourth from left) give a \$300 check to Stormy Blair and Robert Ellis with Robert Ellis & Associates at the 2011 New Orleans Dental Conference and LDA Annual Session. Robert Ellis & Associates were one of the first six LDS endorsed companies to commit to having their own booths in the Exhibit Hall.

provides to the LDA through earned revenue include total underwriting of the LDA website (www.ladental.org) established in the Fall of 1998 and completely redesigned in Summer 2007 and the Louisiana Dental News newsletter; and partial underwriting/sponsorship of the LDA Bowden Leadership Conference, LDA Annual Session/NODC, Alpine Lecture Series (winter C.E. meeting), Fishing Rodeo, Summer Conference and Last Chance Seminar.

In closing, I feel compelled to make three more observations.

First, it is with much gratitude that I, as president of LDS, say thanks to Dr. Ed Savoy, Southwest component LDS board member, for his many years of service as treasurer of LDS. Also, special thanks to all the LDS board members who have served over the years to help guide this corporation to the success it now enjoys, and to the LDA Board of Directors for having the foresight to let LDS become a reality. As a dentist and LDA member, as well as LDS president, I appreciate the LDA board's commitment to continue supporting LDS over the years.



Dr. Rich Corley, Dr. Ross DeNicola and Dr. Mike Maginnis at an LSU School of Dentistry Lunch and Learn sponsored by LDS in 2007.

Handling Confusion Regarding Electronic Health Records and HIPAA-Governed Breach of Patient Information

Laney Kay, J.D.

Originally appeared in the October 2010 Journal of the Georgia Dental Association, Volume 30, Number 10 and the June 2010 issue of the Oklahoma Dental Association Journal, Volume 102, Issue 4

Here's the good news. After all the propaganda and the worry, we've all seen that HIPAA is really not such a big deal for dentistry. For the most part, common sense policies and procedures are enough to keep our patients' information safe in our offices. However, in the past several months, two HIPAA-related concerns have arisen that need to be addressed. The first is whether or not dentists are among those health care providers who are required to convert to electronic records by 2012. The second concern deals with the new HITECH Breach Notification Rules for Unsecured Protected Health Information.

Are Dentists Required to Convert to Electronic Records?

The answer to the electronic records conversion question is no. There are no federal requirements for dentists to be paperless.

The paperless requirements for records generally do not apply to dentistry. The rules require that those health care practices that deal with Medicare and Medicaid, especially in a hospital setting, convert to paperless records by 2012. There are federal funds available to help affected health care professionals to purchase and implement compliant computer systems and programs, so long as they comply with very strict implementation schedules and standards.

There are very few dental practices that may be affected by these rules. Since the rules are generally geared toward medical offices, there aren't really any computer programs that are dental specific, which would make compliance under the rules very difficult and extremely expensive. However, if you care for a substantial number of Medicaid patients, especially if you provide hospital dental services, it is a good idea to

contact your state Medicaid office and make sure there are no specific requirements that you need to follow.

Meeting the HITECH Breach Notification Rule Requirements

There are times when following the HIPAA rules still can't adequately protect our patients' information. Accidental disclosures can happen despite our best intentions. That's where these new rules come in. They detail what procedures must be followed in the event a patient's unsecured information is "acquired, accessed, used or disclosed in an unauthorized way." So, if a patient's bill is accidentally sent to another patient, or someone hacks into your computer system, or if one of your office laptops is stolen, these rules tell us what we need to do to minimize any damage done by a breach of information.

If a dentist suspects their patients' information has been compromised, the dentist must perform a "risk analysis" to determine if a breach has actually occurred, and if so, what steps to follow. If a dentist determines that a breach actually occurred, then interested parties have to be notified or, if no damage has occurred as a result of the breach, the breach still has to be documented.

There are two types of information: secured and unsecured. If information is "secured," that means that it has "been rendered unusable, unreadable or indecipherable to unauthorized individuals." This can be accomplished by using various forms of encryption for your computer information, or by properly disposing of backup discs and wiping hard drives, and by shredding any papers or x-rays to meet the above definition before disposal.

If secured information is accessed no breach has occurred, because the information isn't usable. So, if someone hacks into your office computer but the information is encrypted, then a breach has not occurred. Or, if someone steals a bag of trash that is full of patient records, but they are all appropriately shredded, no breach has occurred.

The next thing to consider is whether the breach caused a “significant risk of harm.” If the breach exposes the patient to harm, if it could damage the patient’s reputation, or if it could harm the patient financially, then actions must be taken to mitigate the harm. For example, if a bill with credit card information is accidentally sent to the wrong patient and the wrong patient opens the bill and views another patient’s information, a breach has occurred and the original patient must be notified. This notification must take place as soon as possible but absolutely within 60 days and inform the patient that his or her information could have been compromised. This allows the patient the opportunity to cancel the credit card and/or monitor his or her credit information to make sure financial information isn’t used improperly.

In the situation above, if the information was retrieved before the wrong patient received the information, or the envelope was returned to the office unopened, then a breach would not have occurred.

These are considered to be exceptions to the breach notification rule. Another exception would be if information is unintentionally disclosed to the

wrong person within the same office which results in no harm. For example, if an office has several facilities and an employee sends a patient’s financial information to the wrong facility for insurance processing, that’s not a breach so long as the individual who receives it is generally allowed to access health information. These exceptions would not require patient notification because no harm resulted, but documentation of the breach would be necessary.

The required documentation is a log of any breaches. These logs must be maintained for a period of at least six years. Here’s how it works:

- If a breach occurs during the year, the breach must be documented and then the log must be submitted to the Department of Health and Human Services within 60 days of the end of that calendar year.
- The log must include the date the breach occurred and the date the breach was discovered, a description of the type of information that was disclosed (financial information, medical history, etc.), the number of patients involved, how and when the patients were notified, and any actions that were taken to prevent further problems.

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If a breach occurs and it involves fewer than 500 individuals, you must notify affected patients by first-class mail “without unreasonable delay...but in no event later than 60 calendar days after the date” and then document the breach on your breach log. If you believe that patients would benefit by being notified immediately, you may want to call each affected patient as well as sending a notification in the mail.

If a breach occurs, and it involves 500 or more individuals from the same geographical area, the Department of Health and Human Services must be notified as soon as possible, and definitely no later than 60 days after the breach is discovered. Also, all patients must be notified by first class mail as soon as possible and a press release must be given to a “prominent media outlet.” If there are fewer than 10 patients that are unreachable because their address isn’t correct, these individuals can be contacted by phone or e-mail, and/or notice can be posted on the practice’s web site. If there are more than 10 unreachable patients, the office must provide a toll-free number for 90 days so that patients can call to ask questions. The practice must also post the breach notice on the office web site, or provide a conspicuous posting in a “major print or broadcast media in geographic areas where the individuals affected by the breach likely reside.”

When a HITECH Breach is Caused by a Business Associate

What if it turns out the breach isn’t caused by your office, but by one of your business associates? Who is responsible for notifying patients? Is there anything else you need to do with your existing business associates to make sure they are also in compliance with the new breach notification rules? Who is ultimately responsible for making sure the breach notifications are handled properly?

Ultimately, you are responsible for your patients’ information. If you choose a business associate, it is your duty to ensure that your business associates agree to handle your patients’ information carefully and responsibly. In the event of a breach, you may be the one who reports it to your patients, you will have to document the breach, and you will have to report the breach if necessary, to the U.S. Department of Health and Human Services. It is your responsibility to make sure that your business associates understand the procedures they must follow in the event of a breach and agree to respond in a timely fashion.

Review your existing business associate agreements to make sure that there is a section dealing with potential breaches and how they should

be handled. Make sure that there is a time limit for notification so that patients can be notified within the required timeframes. Make sure there is specific language about who is responsible for the actual notification, and who is responsible for notifying the media, if necessary. For example, if there is a breach by an accountant, attorney, software company, or other third-party vendor you use, it may be difficult to determine which patients are affected. Your agreement may specify that you would notify all patients who could be affected, while the business associate would notify the media on behalf of all the dentists who use that third-party vendor.

You may also choose to include a section on indemnification so that you could recoup costs in the event of a breach by a business associate.

Conclusion: Don’t Violate HIPAA – Obviously, the best way to handle HIPAA breaches is to avoid them completely. Handling patients’ information carefully and conscientiously will prevent most problems from occurring. When it doesn’t, following the rules will help lessen your liability and reduce the potential for injury to your patients.

Author Laney Kay, JD, has been writing and speaking on technical and regulatory topics and women’s issues since 1989. Her expertise is in taking complex, and/or boring topics and making them fun and informative. She has written numerous articles for state and national journals and has lectured at dozens of national, state, and local dental meetings. Visit www.laneykay.com for additional information.

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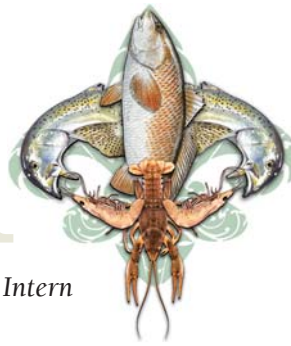
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LDA

fishing rodeo



Jessica Estorino, LDA Communications Intern

Reeling in the Fun at the 10th Annual LDA Membership Fishing Rodeo

The rainy, rough weather didn't stop the fishermen at the 10th Annual LDA Membership Fishing Rodeo from having a grand old time down in Grand Isle, La. Dentists, family and friends from the different components enjoyed a weekend filled with fishing, great food and good company July 22-23, 2011.



Above: Vance Mitchell, Dr. Vance Costello, Dr. Luke St. Pierre and Wayne St. Pierre are proud of their day's work. **Right:** Kirk Holder provided music for Saturday night's award ceremony dinner.



Dr. Nelson Daly and many other LDA members and staff started preparing for the big event on Thursday evening and even set up a leader board for participants to see the new changes to the fish categories and how they placed throughout the weekend. Despite the rainy weather in the morning, the fishermen were out on the waters bright and early Friday and Saturday ready to reel in some prize-winning fish. The weather eventually cleared up, and eager participants were able to weigh their fish with the weigh master between 1 and 5 p.m.

After a long day of fishing, participants enjoyed a Welcome Reception on Friday with hamburgers, hot dogs, fries and beer sponsored in part by Henry Schein Dental. Saturday night's award ceremony dinner was in true southern Louisiana fashion with fried catfish, fried shrimp, jambalaya, white beans and rice,



Drs. Jim Pope, Nelson Daly, Philip Gastinel, Fletcher Sutton and Keith Kyler from the Greater Baton Rouge component pose in front of the leader board.

salad, beer and soft drinks sponsored in part by Irwin Dental Lab and Campus Federal Credit Union and music provided by Kirk Holder.

Not only were some great awards given to those who placed in the Fishing Rodeo, but four fishing-related door prizes were given out as well. Participants loosened up and had some big laughs as Dr. Keith Kyler won the "Hard Luck Story" award and Dr. David Kestel won the "Boudreaux Joke" award.

Overall, the 10th Annual Fishing Rodeo went off without a hitch and there was fun to be had by all who attended! To see more photos from the event, go to www.ladental.org or check out our LDA Membership Facebook page.



Members of team "Salty Dogs" enjoy the reception dinner after a long day of fishing.



Above: Dr. Andre Bruni, Dr. Louis Lamendola, Dr. Joey Porter and Todd Zirkle show off the day's catch.



Acadiana, the big winners of the Fishing Rodeo, celebrate at Saturday night's award ceremony.



Jacob Schwebel reels in his big catch of the day!



Above: Dr. Jimmy Campo from the NODA component is ready to weigh in his fish.

10th Annual LDA Fishing Rodeo

	1 st Place	2 nd Place	3 rd Place
Speckled Trout	Dr. Luke St. Pierre Acadiana 5.95#	Dr. Vance Costello Acadiana 5.25#	Wayne St. Pierre Acadiana 4.45#
Trout Stringer	Dr. Luke St. Pierre Acadiana 24.15#	~	~
Red Fish	Dr. Luke St. Pierre Acadiana 8.45#	Wayne St. Pierre Acadiana 7.90#	Dr. Vance Costello Acadiana 7.75#
Red Fish Stringer	Dr. Luke St. Pierre Acadiana 37.60#	~	~
Mangrove Snapper	Dr. Roy Cantrelle NODA 9.05#	Dr. Jimmy Campo NODA 8.85#	Artie Sutherland Bayou 8.65#
Kids (12 & under)	Alexus Day Greater Baton Rouge 1.35# Speckled Trout	Alexus Day Greater Baton Rouge 5.65# Sheepshead	~
Cobia	Dr. Philip Gastinel Greater Baton Rouge 37.05#	Dr. Sean Smith Greater Baton Rouge 21.25#	Artie Sutherland Bayou 16.75#
Bluewater	Dr. Ryan Perry Greater Baton Rouge 49.20# Yellowfin Tuna	Dr. Trey Palmisano NODA 48.05# Yellowfin Tuna	Dr. Jake Henderson Greater Baton Rouge 24.06# Yellowfin Tuna



LDA

council on government affairs

*Dr. Maurice B. "Marty" Garrett
Chair, Council on Government Affairs*

CGA Continues to Be Proactive in Protecting Our Practices and Our Profession

The 2011 Legislative Session was a tough session with the focus on the lack of funding available for several key areas. The LDA focused on minimizing any additional cuts to dental Medicaid. Fortunately, after a lot of compromise, the HB1 appropriations bill (state budget) was passed to include sufficient funding to avoid further cuts to dental Medicaid programs.

The other main focus of the LDA legislative efforts was to support the LSU Health Science Center request to increase tuition. This was crucial to allow the LSU School of Dentistry to address some of the financial issues that resulted from budget cuts over the last three years. Fortunately, LSUHSC sought and received the authority to increase tuition. HB 549, which made revisions to the original Grad Act, gave the LSUHSC authority to increase tuition by the original 10% and HB 628 gave the LSUHSC the authority to raise tuition for the two medical schools and the dental school by another 5% over the Grad Act.

A sincere thanks to Dr. Don Donaldson for his efforts to prevent further cuts. Also, thank you to all the LDA members who used the LDA Grassroots Action Center powered by Capwiz to help lobby for or against the bills that impacted dentistry. A full legislative report was provided to each member in the summer newsletter and the report is posted on the LDA website.

Your LDA is continuing to work closely with the Louisiana State Board of Dentistry on issues that affect our members. The State Board has agreed to postpone the mandate that all offices must have AED's on site until January 2013. The LDA is researching possible tax credits that we may ask the legislature to approve that would soften the financial impact of the AED mandate for our members.

The Council on Government Affairs also held a meeting September 9 regarding the midlevel provider issue that is gaining momentum in a few states. We

brought in several knowledgeable speakers including Jon Holtzee, director of state government affairs with the ADA, to discuss the programs in states like Alaska and Minnesota.

The LDA is committed to protecting our members and our patients. This meeting provided information for our delegation to the ADA House of Delegates meeting in October. The midlevel provider issue will be a key focus of the national meeting. Your LDA stands ready to be proactive in insuring our members remain the head of the dental team providing safe and quality care to our dental patients.

In other LDA governmental affairs related news, the LDA lost a good friend, mentor and trailblazer when Dr. Francis LaBorde passed away in July. Dr. LaBorde was part of a team of dedicated LDA members who were integral in making waves in Louisiana government to make sure that dentists were protected and taken care of.

A good friend of Dr. LaBorde's and past president of the LDA, Dr. Ronnie Marks, commented, "Francis was on the state board for 15 years and served 4 consecutive terms as president of the board, which almost never happens. But, more importantly, he was the conduit to Raymond Laborde who was commissioner of administration at the time and the House leader under then Governor Edwin Edwards. With Francis' help, that is when Ross DeNicola, myself, and the LDA got numerous pieces of legislation passed benefiting all dentists for generations, such as the right to bite, freedom of choice, cleft lip and palate coverage, dentists able to serve on hospital staffs and qualified dentists to do history and physical exams."

**Visit our website at
www.ladental.org**

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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LDA

lsu school of dentistry

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

Creating an Environment for Teamwork

Now that we are in the midst of an exciting football season, most of us have a heightened awareness of how essential it is to be part of a team. There's a limit to what we can achieve as individuals, no matter how hard we work. On the other hand, the world feels limitless when we work as a group, focused on the same goal. It can be exhilarating and most rewarding.

Dentistry is an outstanding example of teamwork. I felt deep pride for everyone in our profession when the Academy of General Dentistry chose LSUSD as the place to launch its first-ever outreach event last summer. As part of the AGD national meeting held in New Orleans, 40 dentists and 60 other volunteers from around the country provided care for 181 patients who were in acute pain. The event was so successful that the AGD is using it as a model for this year's national meeting with plans to continue this meaningful endeavor for years to come.

Creating an environment for teamwork begins with sincere appreciation for all involved. I applaud the LDA for taking time to acknowledge the huge and ongoing contributions made by the corporate sector. The free enterprise system is a key part of the enormous economic engine that fuels innovation.

In turn, the corporate sector depends on clinicians and dental educators so that new technologies can be utilized to benefit the patients who we are privileged to treat. It is from the ranks of clinicians that we develop the educators who teach the students who are among the first to adopt new technologies. The circle of energy goes on. We are all interconnected.

I would like to take a moment to talk about dental school faculty. There are 62 dental schools in the United States. At any given time, those 62 schools have more than 400 faculty vacancies. Recruiting and retaining faculty is one of the most important responsibilities and challenges of higher education. The income of educators is typically less than that of practitioners so academic institutions look for innovative ways to provide incentives.

This has led to the creation of endowed professorships and chairs for outstanding faculty. Funding usually comes from individuals and other entities. In 1983, the Louisiana Legislature created an endowment fund that matches private gifts with state funding. A professorship is usually created with \$60,000 in private gifts and \$40,000 from the state. Chairs are created with an endowment of at least \$1 million. Of this sum, \$600,000 comes from private sources and \$400,000 from the state. The original fund stays intact and the annual interest benefits the professor. Funds generated from endowments are typically used as salary supplements, for research and for professional development.

There are now 22 endowed professorships and chairs at the dental school. Please join me in applauding our most recent recipients:

- **Toby J. Cheramie, D.D.S.** - Robert Eastman Professorship in Comprehensive Dentistry
- **J. Lee Hochstedler, D.D.S., F.A.C.P.** - Hank Helmer Directional Drilling Professorship in Prosthodontics
- **Arturo Jose Mendez, D.D.S., M.Sc.** - Brasseler USA Professorship in Prosthodontics
- **Alan Ripps, D.M.D., M.Ed., F.A.C.D.** - Ralph & Lily Dauterive Professorship in Operative Dentistry
- **Xiaoming Xu, Ph.D.** - Jack Sheridan Professorship in Student Clinical Dental Research
- **Van T. Himel, D.D.S.** - Raymond Luebke Professorship in Endodontics
- **Richard Ballard, D.D.S.** - Guy A. Favaloro Professorship in Orthodontics
- **Paul C. Armbruster, M.S., D.D.S.** - Marshall I. Gottsegen Professorship in Orthodontics

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LDA Special Group Rates:

North and South Tower Standard Rooms: \$80/night + tax
Atrium Tower Standard Rooms: \$125/night + tax

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Share the love! Consider sponsoring a dental student to play in the Tournament. The LDA will find a student for every sponsorship offered. This is a great way to get the next generation of dentists involved in the Association and in government affairs!

ENTRY FEE:	\$170 (includes beverages, lunch, reception and two mulligans)
AGENDA:	
11:00 a.m.	Registration
11:30 a.m.	Lunch Begins
12:30 p.m.	Shotgun Start*
Tournament ends	19th Hole Reception and Tournament Awards and Prizes

* Full details will be mailed to all registered golfers.

Registration : Sign up individually or as a team. Individuals will be put together to form teams.

Name _____ Telephone Number _____

Address _____

E-mail _____ Fax _____

Golf handicap _____

If you have already arranged to play with another player or players, please provide their names (and golf handicaps). Also include any of the other players on your team or any other players you would like in your foursome:

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*Add late fee of \$20 per person after Oct. 19 = \$ _____

Credit card convenience fee (\$15) _____ = \$ _____

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LDA

nodc/lda annual session

Dr. Claudia Cavallino, 2012 Conference Chair

Fun in the Crescent City at the 2012 NODC/LDA Annual Session

It's that time of year again to start planning for the 2012 New Orleans Dental Conference and LDA Annual Session, set for April 12-14, 2012, at the New Orleans Morial Convention Center.

At this three-day conference, attendees will have the opportunity to earn up to 18 C.E. hours while enjoying the sights, sounds, food and music of New Orleans. That's right folks, we are once again holding our conference the same weekend as French Quarter Festival!

This award-winning festival has grown to become the largest free music festival in the South. A record 20 music stages throughout the French Quarter present the best in New Orleans music, representing every genre from traditional and contemporary jazz to R & B and New Orleans funk, brass bands, folk, gospel, classical, opera, Cajun Zydeco, Latin World, International, as well over 90 food and beverage booths representing New Orleans' finest restaurants.

Some of the biggest names in dental continuing education will be lecturing at this meeting. These nationally-recognized speakers include Dr. Gerry Chiche, Dr. Sam Low, Dr. Henry Gremillion, Dr. Uche Odiatu, Kary Odiatu, Dr. Mark Hyman, Dr. Ben Johnson, Gary Zelesky, Shannon Pace Brinker, Dr. Mel Hawkins, Betsy Wheat, Dr. John Burgess and many more!

And back again by popular demand we have planned a fun-filled evening at the House of Blues, New Orleans' premier music venue in the heart of the French Quarter, for the Welcome Reception and LDA President's Party, honoring outgoing LDA President, Dr. Bill Hadlock. There will be plenty of food, drinks and music featuring Rebirth Brass Band, the kings of New Orleans brass and funk. Bring your dancing shoes!

When you find yourself in need of a break from the hustle and bustle of the Big Easy, we encourage you to check out the Exhibit Hall. There will be tons of information available throughout the Exhibit Hall



The Rebirth Brass Band will be performing at the House of Blues for the Welcome Reception and LDA President's Party. Bring your dancing shoes!

regarding new products and services to help you improve your practice. It will also be the home to several new booths and attractions this year. We can't reveal them just yet, so make sure you check out the next edition of the *LDA Journal* for more updates. And, as always, the conference website, www.nodc.org, will always have the most up-to-date information.

Remember the New Orleans Dental Conference and LDA Annual Session is YOUR state meeting! Also, be sure to call your friends, classmates and co-workers so they don't miss out on this amazing opportunity either.

For more information, visit www.nodc.org or call Normalee Ward at (504) 834-6449. Plan to register early to lock-in our low rates. Registration books are scheduled to be mailed in December and online registration should open January 1. And don't forget, since our conference coincides with French Quarter Festival, hotels are sure to be full, so make your reservations early. Hope to see you at the conference!

Head on down to the Big Easy for the

2012 New Orleans Dental Conference & LDA Annual Session

at the New Orleans Morial Convention Center

April 12-14, 2012

Laissez Les Bon Temps Rouler!

Let the good times roll at the 2012 New Orleans Dental Conference & LDA Annual Session! Not only will you be jazzing it up at the conference, you'll be able to enjoy music from the French Quarter Festival that occurs the same weekend! You're not going to want to miss out on all the Big Easy fun, so book your rooms now!

World-class speakers include:

- Dr. Mel Hawkins
- Dr. Uche Odiatu
- Ms. Kary Odiatu
- Ms. Laci Phillips
- Betsy Wheat
- Dr. Randolph Shoup
- Dr. Steven LoCascio
- Mr. Gary Zelesky

Welcome Reception & LDA President's Party:



Thurs., April 12; 7-11 p.m.

House of Blues

Rebirth Brass Band



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or call (504) 834-6449.



LDA louisiana dental hygienists' assoc.

Tammie Nelson, R.D.H., B.S.
President, LDHA

LDHA Receives National Recognition

As the state's Liaison for the ADHA Institute for Oral Health (IOH), I recently had the pleasure of accepting an award for the Louisiana Dental Hygienists' Association. This past June, the ADHA Annual Session was held in Nashville, Tenn. Louisiana was recognized for the Category II Largest Organizational Donation for the fiscal year.

The IOH has a long history of charitable, research-based and educational endeavors. In 1957, the Educational Trust Fund was founded and the IOH was formed with a mission to create and develop programs that advanced the field of dental hygiene. After years of productive efforts enhancing dental hygiene education, in 1978 the creation of a new tax status prompted an organizational change that focused more on research. Consequently, the Educational Trust Fund was modified to advance both the art and science of dental hygiene as the ADHA Foundation. In 1985, the scope of the foundation was broadened again and the ADHA Institute for Oral Health was established to create new opportunities for hygienists in a number of educational, clinical and service settings.


The remarkable efforts of LDHA members and generosity of private donors has substantially contributed to the advancement of the IOH mission. The monies raised by the LDHA and other states' organizations have allowed the IOH to provide scholarship opportunities for dental hygiene students, research grants for licensed hygienists, community service grants, and fellowship grants for dental hygiene educators.

LDHA is committed to the mission of IOH and the impact it is having on the field at large and Louisiana specifically. The scholarships for future hygienists, along with the fellowships and community service grants available for educators and practicing clinicians through the IOH can serve as a valuable resource for Louisiana's dental community. LDHA is proud to have been nationally recognized for service in this area and is committed to continued support of the IOH.

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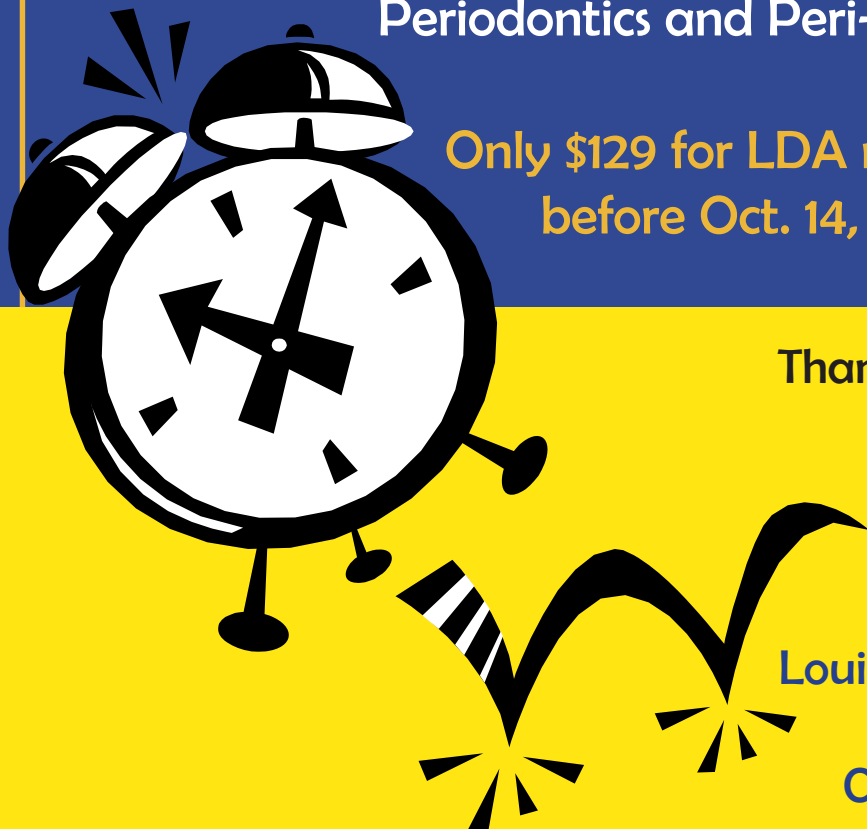
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LDA

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Create a Financial Legacy: Passing Your Business and Assets to the Next Generation

The world, the government, legislation, and our business environment will forever remain in constant change. So constantly be nimble in your planning and have the most efficient mechanisms and strategies for passing on your assets to the intended heirs. Don't let the state or courts determine how to disperse your financial legacy.

A common misconception is that the federal estate tax only penalizes the ultra rich. Since 2001, we have witnessed several nice increases in the exemption levels. If an estate was valued above \$1 million for an individual or \$2 million for a couple, the estate paid a 55% tax over those thresholds. For 2011 and 2012, the exemption level was raised to \$5 million for individuals and \$10 million for couples with a lower marginal rate at 35%. These cuts will automatically go back to pre-2001 levels in 2013, resulting in a potentially scary situation. Consider these three main points when passing on your business and assets to the next generation.

1. All assets fall under the estate tax calculation

The estate tax exemption levels may seem high, but make sure you include all of the assets that count towards this calculation:

- A business's value after the owner dies.
- Any life insurance proceeds paid to the estate or the beneficiaries owned by the insured.
- Cars, valuables, collectibles, houses, condos, properties, and club memberships.
- Stocks, bonds, checking and savings accounts, IRAs, 401ks, any retirement plans, and corporate accounts.

Putting this on paper will soon reveal how you can easily be above those 2001 levels. You work your entire life to build this estate, now spend the time to efficiently pass it on.

2. Put a plan in place

Develop a succession plan for your business. If a son or daughter is working in the business, start a plan now to transfer ownership. You can transfer ownership without transferring control. This can be done in many different ways. You could start giving or selling a minority interest in the company. Or you could create a voting and a nonvoting class of stock.


Apply the same concept towards your investment assets. You can establish a Family LLC with the parents acting as the general partners and the kids being the limited partners. With this type of arrangement, the general partners will put into place a gifting strategy, allowing the LLC to gift certain percentages to the kids while always maintaining control of the assets.

Remember to incorporate any life insurance policies in your estate plan as well. Life insurance policies should be owned by an insurance trust outside of the estate. That will ensure the proceeds will not be included in the estate tax calculations.

3. Implementation

Take these strategies and get together with your CERTIFIED FINANCIAL PLANNER™ practitioner and a tax attorney and start implementing. Keep in mind the tax code is constantly changing along with government regulation, so these ideas may be viable today, but could be gone tomorrow. So, once you start implementing your estate plan, regularly monitor and review to stay in compliance.

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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2012 LDA Distinguished Service Award

2012 LDA New Dentist Award

OFFICIAL CALL FOR NOMINATIONS

Please photocopy, legibly complete, and forward this form together with any supporting documents or exhibits to the LDA, 7833 Office Park Blvd., Baton Rouge, LA 70809. **All forms must be postmarked by November 1, 2011.** Please use additional pages if necessary. Please write clearly. If you have questions, contact the LDA office at (800) 388-6642, Dr. King Scott, Chairman of the DSA Committee, at (318) 325-4600, or Dr. Ross Quartano, Chairman of the Council on the New Dentist, at (985) 626-5030.

NOMINATION FOR: (check one) NEW DENTIST AWARD DISTINGUISHED SERVICE AWARD (DSA)

Nominee's Name _____

Spouse's Name _____ Date of Birth _____

Address _____

Phone _____ Cell _____ ADA# _____

Nominee has been a member of the ADA/LDA for _____ years. Nominee's local component _____

Does the nominee prefer communication via email or phone? _____ Phone # _____

General description of nominee's dental practice: _____

Nominee's service to the LDA and ADA (i.e. service projects, committees). Briefly describe the nature of the service, its value to the association and the year, chronologically beginning with the most recent.

Nominee's service to the dental profession in general. Describe service to the profession other than ADA/LDA activities and the year(s). Include other dental organizations, projects (chronologically.)

Community Service. Describe activities in the community and the year(s) of service such as volunteer work at community dental clinic, school and church activities (chronologically.)

Other information you deem significant about the nominee. _____

On a separate page, please compose a two-paragraph statement of why you feel this person deserves this award from the LDA and organized dentistry. Please attach your letter to this form for submission. Please state your relationship to this person or why you are the person recommending the nominee for this award.

2012 LDA Humanitarian Award

OFFICIAL CALL FOR NOMINATIONS



Please photocopy, legibly complete, and forward this form together with any supporting documents or exhibits to the LDA, 7833 Office Park Blvd., Baton Rouge, LA 70809. **All forms must be postmarked by November 1, 2011.** Please use additional pages if necessary. Please write clearly. If you have questions, contact the LDA office at (800) 388-6642, Dr. King Scott, Chairman of the DSA Committee, at (318) 325-4600. The LDA DSA Committee also oversees the LDA Humanitarian Award.

Nominee's Name _____ Date of Birth _____

Spouse's Name _____ Children's Name(s) _____

Address _____

Phone _____ Cell _____ ADA# _____

Nominee has been a member of the ADA/LDA for _____ years. Nominee's local component _____

Does the nominee prefer communication via email or phone? _____ Phone # _____

General description of nominee's dental practice: _____

Nominee's service of the dental profession in humanitarian efforts. Describe service to the profession and the year(s). Include other organizations, projects of service (chronologically.)

Community Service. Describe activities in the community and the year(s) of service such as volunteer work including such activities as school and church activities (chronologically.)

Other information you deem significant about the nominee. _____

On a separate page, please compose a two or three-paragraph statement of why you feel this person deserves the Humanitarian Award from the LDA and organized dentistry. Please attach your letter to this form for submission. Please state your relationship to this person or why you are the person recommending the nominee for this award.

For award requirements for all three awards or a listing of previous DSA and New Dentist award recipients, go to www.ladental.org and click on the "About Us" link, then click on "Awards."



feature LDA

Jessica Estorino, LDA Communications Intern

Changing a Child's Life, One Tooth at a Time

As most of you already know, each year on the first Friday in February, thousands of the nation's dentists and their dental team members provide free oral health care services to children from low-income families across the country as a part of ADA's Give Kids A Smile® program. The Louisiana Dental Association is very proud of its members' reputations to step up to the plate each year and donate their time and skills to help the children in their communities.

Although Give Kids A Smile is a one-day program, the dental care the children receive that day can impact the rest of their lives. This is especially evident from one Baton Rouge child who attended last year's event for her free oral examination. When the local dentist examined her, he noticed that the child's teeth were in great need of orthodontic work or possibly oral surgery. One of her permanent teeth was coming in too high in the gums, and the surrounding teeth were closing in the gap it left. If something was not done, this child would have severe oral health problems in the future.

After talking to Sue Catchings with Health Care Centers in Schools Baton Rouge, the concerned dentist decided to make some calls. He was able to get in touch with a generous orthodontist who offered to provide the young girl with free orthodontic work under one condition: she could not miss an appointment. Sue then had a meeting with the child, her mother and the principal of the school to make sure they were aware of the situation and to determine who would be responsible for bringing the girl to her appointments in the event that the mother was not able.

It has been a few months now since the child has received this special gift of generosity from caring dental professionals. She now has braces to bring her teeth back to health and continues to make her appointments, as was the deal. This goes to show

that Give Kids A Smile truly is more than just a day, it's changing and improving lives. And, due to the care and compassion of a wonderful group of dental professionals, as well as Ms. Catchings, this child will have a brighter future, accompanied by a much brighter smile.

Thinking about hosting a Give Kids A Smile event in your area? Visit the LDA website, www.ladental.org, for some great resources or give us a call at 1-800-388-6642.



Friday, Feb. 3, 2012

**Deadline to request products
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Friday, Nov. 18, 2011

**(These requests are done
through the ADA website
at www.ada.org.)**

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- **Amalgaway** – Amalgam waste disposal service by mail.
- **Banc of America Practice Solutions, Inc.** – New office and practice purchase loans, equipment and remodeling financing, debt consolidation, and retirement capital.
- **Bank of America Financial Services** – Including credit cards, credit accounts, consumer loans, CDs and more.
- **CareCredit** – Revolving credit lines for your patients.
- **CGI Communications, Inc.** – Practice marketing and communications specialists.
- **Dexcomm** – Message experts offering flexible options for your telephone answering needs.
- **D-MMEX** – Precious scrap metal return.
- **Elavon** – Convenient credit card processing services.
- **Fortress Insurance Company** – Professional liability insurance.
- **LDS Glove Program** – Individualized gloves for your needs.
- **Mercury Data Exchange** – Benefits verification and claims adjudication.
- **Netchex** – Web-based payroll and HR management, made simple.
- **New Line Medical** – Dental and infection-control supplies. Louisiana-owned company.
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- **Robert Ellis & Associates** – Business office protection insurance.
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- **Stericycle** – Collection, tracking, treatment and disposal of medical waste.
- **Transworld Systems, Inc. (TSI)** – GreenFlag, an accounts receivable management and collections service.

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www.ladental.org

Call 1-800-395-6931 to request an endorsed companies binder or for additional information.



LDA summer conference

Jessica Estorino, LDA Communications Intern

Fun in the Sun at LDA's Summer Education Conference

LDA members, family and friends soaked up the sun at this year's Summer Education Conference at Tops'l Beach & Racquet Resort in Destin, Fla. Nearly 70 registrants took advantage of the opportunity to earn up to 16 hours of C.E. credits (at only \$295 for LDA members) while enjoying the sparkling emerald waters of the Florida Gulf Coast.

The conference started on Wed., July 27 and lasted until Sat., July 30, 2011. Registrants attended their C.E. courses from 8 a.m. – noon each day with featured C.E. speakers including Robert Ellis, W.C. Mahaffey, Robert Marbach, Dr. Sam Simos and Dr. Glenn Kidder. Courses varied from "Protecting Your Earning Power" to "Occlusion in Everyday Practice."



LDA member, Dr. Glenn Kidder, spoke to attendees at the conference about "Occlusion in Everyday Practice."



(From left) Drs. Paul Perry, Roman Farrar and Roger Grimball attending the Wednesday morning C.E. course.

LDS served as the breakfast sponsor throughout the conference and Dr. Rich Corley had an informational table for attendees to learn more about LDS endorsed companies. Dr. Corley also had a door prize of a \$50 Office Depot gift card that went to Dr. Dustin Kidder for visiting the LDS booth.

After each morning of C.E., participants were free to enjoy a relaxing beach vacation with their families and friends. The LDA even added some fun to the mix with the Family Beach Volleyball Tournament on Friday afternoon open to all conference registrants and

their family, friends and staff. Everyone had a great time, but one team came out victorious: Dr. Mark Chaney's team including Nicholas Chaney, Ericha Chaney, Evan Sica, Nick Gahn and Ward Blackwell.

After an exciting volleyball tournament, registrants and their families cooled off and enjoyed the view of Tops'l Resort's beautiful pool-side deck overlooking the beach at the Family Beachside Shrimp Boil. The delicious feast included jumbo shrimp, andouille sausage, chicken, salad, vegetables, dessert, beer and soft drinks; needless to say, no one left hungry!

We'd like to give a special thanks to our sponsors, Robert Ellis & Associates (LDA Events Partner), Louisiana Dental Services, Inc., Authentic Dental Lab and DENTSPLY Caulk, for making this event such a success and helping to keep our registration fees as low as possible.

Missed out on this great opportunity for fun and C.E.? Make sure to join us at next year's summer conference, July 25 - 28, 2012.





Drs. Roy Cantrelle and John Theriot enjoy some family fun on the beach!



(From left) Brennan, Dr. Jamie, Kim and Kaden Thompson having a tasty meal of boiled shrimp and chicken fingers during the Beachside Boil.



Summer Conference attendees sitting in their course.



Ward Blackwell (right) presents Drs. Daniel Shea and Kurt Launey with prizes. Dr. Shea recruited Dr. Launey to the meeting and Dr. Launey was a first-time attendee.



Dr. Roger Grimball and his kids, Camille and Jasper, playing on the beach.



The winners of LDA's Beach Volleyball Tournament are: Ericha Chaney, Dr. Mark Chaney, Nicholas Chaney, Evan Sica, Nick Gahn and Ward Blackwell.



Dr. Edward Hebert (right) enjoys the beautiful view at the LDA's Beachside Shrimp Boil with his wife, Gay, and daughters, Jenna and Bethany.



LDA

louisiana state board of dentistry

Romell J. Madison, R.P.H.
President, Louisiana State Board of Dentistry

Inspection Update

Please be advised that the Louisiana State Board of Dentistry is now performing inspections again. When the board started this process in 1993, we originally were inspecting offices every two years. As inspections proceeded around the state and the profession came to understand their value, the board changed the inspection schedule of dental offices to every 3 years. The board finished its most recent cycle of state office inspections at the end of 2009. The existing inspection schedule was up to date through the end of 2010. From then until this summer, the only inspections being performed were anesthesia inspections as new offices sprang up and dentists changed locations. One of the board's roles is to ascertain, certify, and permit dentists and their offices for the levels of anesthesia for which they qualify.

The board has recently decided that all CDC inspections are to include ongoing anesthesia inspections. For years, the oral surgeons in Louisiana have performed inspections of themselves via cross inspecting by colleagues. These inspections covered procedures as well as anesthesia issues, proper and functioning equipment, and a correct and accurate marshaling of anesthetics and narcotics. The board utilizes a similar format as it issues initial personal and office permits for the different levels of anesthesia. Once you were qualified to receive a personal permit for anesthesia, whether it be (in ascending order) nitrous oxide, adult enteral sedation, pediatric enteral sedation, parenteral sedation or general anesthesia, you held that permit until you changed it. Those changes included retirement, board sanction or personal choice.

When the board comes to inspect your office, it will now review all drugs and equipment appropriate to what level, if any, of anesthesia you may possess. A running drug log must exist for any and all controlled dangerous substances (CDS) you maintain and dispense or administer in your office. If you dispense more than one CDS, a separate log must be maintained. There must also be corresponding drug information in the patient chart

on which procedure was performed. All the required emergency drugs listed in the Louisiana Dental Practice Act must be maintained and kept current.

Every autoclave or sterilizer in your office must be spore tested weekly. A corresponding and initialed log must accompany the sterilizers and be available for board review. Your regimen for cleaning, lubricating and sterilizing hand pieces after each use will be reviewed. Your operatory disinfection process will be reviewed and discussed. This will include the use of whatever products or germicides you use in your operatory and/or barrier protection.

Also to be reviewed are your procedures for disposing of contaminated waste and sharp items.

The availability of gloves, face masks, and protective eyewear will be reviewed. All chairside personnel's (dentist, hygienist, EDDA and assistants alike) Hepatitis B virus status will be reviewed, whatever that status may be; whether it be full or partial immunization, declination or none at all.

Much of what is listed above can be done in several ways; there is no rigid method that the board demands. The board does insist that the office be an appropriate venue for dental surgery and whatever level of anesthesia is utilized.

Non-negotiable are the proper display of all permits and licenses. All original licenses, permits and certificates for dentists, hygienists and EDDAs must be displayed. Hygienists often attempt to post their original licenses at their homes. Rather, the license must be at their primary place of business. If the dentist, hygienist or EDDA works at other offices, a reproduction of that renewal (dentist and hygienist) or certificate (EDDA) is to be displayed at that other office. The same applies to office and personal permits for anesthesia.

The board is providing this message and information to assist the licensee with our inspection schedule and its requirements. The board looks forward to assisting any and all licensees with full compliance with the CDC and guidelines.





ladpac LDA

Dr. David Kestel
Chair, Louisiana Dental Political Action Committee (LADPAC)

LADPAC Supports Dentistry

Support LADPAC by Participating in the Raffle or the Golf Tournament

Greetings from the land of LADPAC! We have an election cycle coming up and, as you know, we will be besieged for campaign contributions. This happens every year! It's a full-time job keeping up with the legislation and the legislators. As always, we have very good rapport with our representatives and we want to keep up with the necessary dialog that comes out of Baton Rouge. That's where all of us come in. We need your support of LADPAC with your monetary contributions (very essential) and your personal contact with our representatives in the different districts. Please call, e-mail, text and/or send a hand written note (they get very few of these anymore and it is really impressive to your representative when you take the time to actually write to them). Please thank them personally for supporting the dental community.

I want to thank everyone who has bought a "split the pot" raffle ticket for our fundraiser. Please encourage your colleagues to purchase some tickets and help with this very important fundraiser. If you want to purchase one of these \$25 raffle

tickets, contact the LDA office at 1-800-388-6642 or email info@ladental.org.

Another upcoming LADPAC fundraiser is our annual golf tournament. We are heading to Marksville this year to play at the Paragon Casino and Resort golf course. It should be a good time for all. And, don't worry if you are not a scratch golfer, most of us aren't! We come out for the good time, the food and beverages, the camaraderie and to support LADPAC. Again, call the LDA office or visit the LDA website at www.ladental.org to sign up to play. You can sign up individually or as a team.

Your LADPAC committee works very diligently to keep legislation that negatively impacts our practice with dentistry from becoming law. It is only with your support that we have done an excellent job of just that! It is hard to believe that this year has gone by so fast and we are about to enter 2012. It's amazing how time flies when you are having fun.

Bon Ton Roule Mes Amis!

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



• Tickets available from any LADPAC board member or call the LDA at 1-800-388-6642.

• Board members:

- Dr. David Kestel
- Dr. Roger Grimball
- Dr. Lige Dunaway III
- Dr. Curtis Zeringue
- Dr. Gary Dewitt
- Dr. Marty Garrett
- Dr. Vincent DiLeo, Jr.
- Dr. Kirt Touchstone
- Dr. Russell Westfall
- Dr. Gary Roberts

* Drawing will take place at the LDA's Last Chance Seminar on Oct. 21, 2011. Winner need not be present to win.

Submitted by Gigi Dossey

St. Bernadette Community Clinic Serves the Lafayette Area and Are In Need of Volunteer Dentists and One Paid Dentist

St. Bernadette Community Clinic is an acute care medical clinic located in Lafayette, La. The clinic is an extension of Our Lady of Lourdes Regional Medical Center whose mission is to service the homeless, underinsured, uninsured, unemployed and poor in Acadiana. The medical clinic is open Monday – Thursday and treats non-emergent acute illnesses. The dental clinic provides extractions by appointment only every Friday.

The dental clinic includes a 4 chair operator that is staffed by 1 or 2 dentists, the medical clinic's nursing staff and a dental assistant. The family nurse practitioner and registered nurses at the clinic provide medical support to the dentists so that they can focus on the patient's dental concerns. The dentists have access to a complete medical history, any pertinent diagnostic test results, and any recommendations from the patient's primary care physician for medical concerns that would be relevant to the provision of dental care. At the time of the dental appointment, all medical concerns relating to the dental visit have been addressed by the clinic staff and/or the patient's primary care physician.

In 2010, the dental clinic serviced 637 patients at a value of over \$450,000. There continues to be a tremendous need for this service. With more dentists volunteering, the clinic could service a greater number of people.

We are in need of volunteer dentists and one paid dentist. If you are interested in giving back to those most in need, please contact Gigi Dossey at dosseym@lourdesrmc.com or call 337-267-1437 for more information.



Darlene Lovas, R.N. and Natalie Blanchard, F.N.P. are staff members at St. Bernadette's Clinic. St. Bernadette Dental Extraction Clinic is a free clinic that services the poor in the Acadiana region.

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Nov 9-10: Detroit, MI • Nov 11-12: Houston, TX
Nov 15-16: Seattle, WA ~ Level 1 and 2
Dec 2-3: Columbus, OH
Dec 7-8: New York, NY ~ Level 1 and 3
Dec 9-10: Ft. Lauderdale, FL



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Academy of General Dentistry Announces 2011 Fellows and Masters

Nine Louisiana Dentists Awarded Fellowship and Two Earned Mastership

The Academy of General Dentistry (AGD), a professional association of more than 37,000 general dentists who are dedicated to professional excellence through the pursuit of continuing education, is pleased to announce that 435 dentists have earned the AGD's prestigious Fellowship and Mastership awards, which were bestowed during a special Convocation ceremony on July 30, 2011. Convocation was held at the AGD 2011 Annual Meeting & Exhibits, July 28 through 31, in San Diego, Calif.

"We are proud to honor all of the 2011 recipients for their commitment to continuing education and the dental profession," says AGD President Howard Gamble, DMD, FAGD. "They have distinguished themselves professionally among their peers and they demonstrate the characteristics of a role model to their fellow dentists and to the members of the community."

Fellows awarded are: Jennifer L. Banquer, D.D.S., F.A.G.D.; Calvin G. Bessonnet III, D.D.S., F.A.G.D.; Dean Leonard Listi, D.D.S., F.A.G.D.; Toi V. Nguyen, D.D.S., F.A.G.D.; Cyndi T. Nguyen, D.D.S., F.A.G.D.; Sancerie J. O'Rourke-Allen, D.D.S., F.A.G.D.; Michael N. Rabel, D.D.S., F.A.G.D.; Garry S. Salvaggio, D.D.S., F.A.G.D.; C. Kenneth Sherman, D.D.S., F.A.G.D.

Masters earned are: Isaac A. House, D.D.S., M.A.G.D. and Richard L. Owens, D.D.S., M.A.G.D.

This year, the AGD awarded the Fellowship Award to 315 dentists. The Fellowship Award is presented to dentists who seek to provide the highest quality of dental care by remaining current in their profession. To receive this honor, the dentists must complete 500 hours of continuing dental education, pass a comprehensive exam, and fulfill three years of continuous membership in the AGD.

An additional 120 dentists received the AGD's Mastership Award. The Mastership Award is the highest honor available at the AGD and one of the most respected designations within the dental profession. To receive this honor, the dentists must earn their Fellowship Award and complete an additional 1,100 hours of continuing dental education.

Dentists who have earned Fellowship or Mastership from the AGD make up a distinct group—they represent less than 1 percent of all general dentists practicing in the United States and Canada.

Sabey Joins Endodontics Faculty

Dr. Kent A. Sabey has been appointed assistant professor in the Department of Endodontics at LSUHSC. He will serve as program director for the advanced education program, supervising the nine residents in the program.



Dr. Sabey received his bachelor of science degree in 1979 from the University of Arizona in Tucson. Three years later, he was awarded a D.D.S. degree from the University of the Pacific School of Dentistry in San Francisco. He had a private dental practice in Tucson, Arizona, from 1982 to 1990, after which he began serving in the US Air Force (USAF).

In 1999, he completed a two-year advanced education in general dentistry residency at Wilford Hall Medical Center located at Lackland Air Force Base in San Antonio.

In 2006, Dr. Sabey completed a second residency at Wilford Hall, this time in endodontics. He was then appointed assistant professor of endodontics at USAF Postgraduate Dental School, where he taught for over four years, overseeing 20 residents.

Dr. Sabey has received board certification by the Federal Services Board of General Dentistry, the American Board of General Dentistry and the American Board of Endodontics.

During his 21-year military career, he also practiced at MacDill USAF Base and Hurlburt Field, both in Florida, as well as Kadena Air Base in Okinawa, Japan. Since 2007, he has worked with the American Board of General Dentistry in creating and teaching the endodontic portion of its annual review course.

Louisiana Periodontists Have a Powerful Voice with the AAP

Louisiana periodontists have a powerful voice with the American Academy of Periodontology's (AAP) State and Regional Assembly (SRA). The SRA was created in 2008 to bring local issues to the national AAP agenda.

The SRA is made up of liaisons appointed by their state or regional periodontal society and are charged with scanning the local dental landscape and bringing issues/concerns/trends up to the AAP Board of Trustees. Each year, liaisons have had a different focus; this year they are asked to monitor legislation/regulation in their state or region.

The Louisiana Society of Periodontists (LSP) appointed Dr. Kristi Soileau in 2008, a position she held until the Fall of 2010. At that time, then AAP President Dr. Samuel B. Low appointed Dr. Soileau to the Assembly Coordinating Committee. The current LSP liaison is Dr. Gary DeWitt.

In Dr. Soileau's current role as a member of the Assembly Coordinating Committee, she is part of a team that looks at issues across the state and regional boundaries to identify emerging trends at the national level.



Primary Health Services Center, a Federally Qualified Health Center, is seeking a qualified general dentist for the new 6,000 square foot dental clinic, which is equipped with all new state of the art dental equipment. PHSC offers a competitive salary and benefits. The center is also a NHSC Loan Repayment center. Please fax your resume to (318) 398-7218 or email to cchavis@phsc.us.

AFTCO is seeking enthusiastic individuals looking for an exciting and rewarding professional career. We are the oldest and largest transition consulting firm in the United States and we need more strong personalities to represent **AFTCO in Louisiana**. Assist your colleagues in achieving a greater quality of life through practice transition consulting. We have a network of experienced, skilled consultants (dentists and non-dentists) who are available to share their knowledge, experience and insight with you. If interested, please call (800) 232-3826 or send an email to careers@aftco.net.

Part Time Oral Surgeon in Hammond - Small office needs oral surgeon 1 or 2 days per month. Primarily wisdom teeth extractions. Office only uses nitrous oxide. Please send an email to BPayne@amdpi.com.

Whether you are a recent dental school graduate or a current practitioner interested in pursuing new opportunities, **Louisiana Dental Center** offers doctors the ability to perform dentistry in an autonomous and collegial atmosphere without the burden of managing a practice. With nine state-of-the-art clinic locations scattered across Southern Louisiana, our practice is in a unique position to offer flexible schedules and working options for the general dentist or specialist. If you're interested in joining our team of professionals, please contact Terry Ernst at (985) 893-2240 or apply online at www.ladentalcenter.com.

Dentassist.com is an ADA CERP approved provider of dental continuing education online. Visit us today to get your first class free. <http://www.dentassist.com>.

Our dental practice is seeking an **Outstanding Associate Dentist** to work full time in a high paced dental office in the Baton Rouge area. This Doctor must be outgoing, and have great communication skills. If this sounds like a good opportunity for you, please email your resume to granddds@grandfamilydentalcare.com.

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General Dentists Needed: Healthy Smiles desires motivated, quality oriented general dentists to work in our busy Louisiana practices. At Healthy Smiles, we focus on providing the entire family superior quality general dentistry in a modern technologically advanced setting with experienced support staff. Because we understand the tremendous value of our associate dentists, we make sure that their compensation package is amongst the best. Our competitive compensation package includes: Minimum guaranteed salary of \$175,000 with potential to earn up to \$300,000, health insurance, malpractice insurance, paid vacation, relocation assistance and sign-on bonus. Make Healthy Smiles a reality for you! For more information, please contact: Chyrise Patterson, Director Human Resources, 312-274-0308 ext. 320, cjpatterson@kosservices.com.

Classified Advertising Online

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

For all classified advertising, payment is required in advance and ads will be placed on the LDA website on the next possible business day after payment is received. Make checks payable to the Journal of the Louisiana Dental Association. Placement of a classified ad up to 30 words is \$30 for LDA members and \$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 Drodzy at (225) 926-1986 or info@ladental.org.

Course#	DATE, CITY	COURSE NAME, LOCATION, SPEAKER, AGD CODE	FOR	FEES	HRS
41-11	September 16 Friday Monroe	LSU Day in Monroe: Team Approach to Healthy Occlusion with Dr. Kimberly Daxon and Joanne Schultz, RDH AGD #180	Dentist RDH or DLT Ass't/Other	\$285 \$165 \$115	7 L C
42-11 Hands-On	Sept. 16-17 Fri.-Sat. New Orleans	The 5th Annual Dummett Memorial Lecture on Dentistry for the Pediatric Patient with Dr. Kevin Donly - at LSUSD (Lectures & Hands-On)	Dentist only	\$695	7 L 7 P C
42-11- FRI	September 16 Friday New Orleans	The 5th Annual Dummett Memorial Lecture on Dentistry for the Pediatric Patient with Dr. Kevin Donly at LSUSD (Lecture Only) AGD #438	Dentist Staff	\$345 \$175	7 L C
45-11	Sept 23 Friday New Orleans	LSU School of Dentistry Alumni Day with Drs. Reddy, Ehrlich, Cordell, et al -- please visit www.LSUCDE.org for details. <i>Register by September 2nd and save \$20.</i>	Dentist RDH or DLT Ass't/Other	\$195 \$145 \$115	6 L
46-11 Hands-On	September 30 Friday New Orleans	Real World Endo (A Hands-on Endo Course) with Dr. Lynn Brock at LSUSD <i>...with thanks to Brasseler for their support of this program.</i>	Dentist only	\$210	7 L/P C
65-11 Hands-On	October 7 Friday Covington	Integrating CAD/CAM into the Modern Dental Practice with Dr. Ed Suh at the Marriott Residence Inn, Covington AGD #615	Dentist RDH or DLT Ass't/Other	\$285 \$165 \$115	4L 3P C
47-11	October 7 Friday Baton Rouge	LSU Hygiene Day – Dental Implants: Assessment & Maintenance Strategies and Geriatric Dentistry: Aging Gracefully - Give Them Something to Smile About with Renée C. Graham, RDH, BS, MED at Nelson Memorial Building on LSU's Main Campus	Hygienist	\$155	7 L C
48-11-1	October 16-21 Sun. – Fri. New Orleans	LSU's Oral & Maxillofacial Surgery Review Course with Drs. Kent, Daberkow, Perenack, et al at Marriott New Orleans at the Convention Center	Resident Practitioner	Call C.E. Office	66 L C
48-11-2	October 21-23 Friday - Sunday New Orleans	LSU's Advanced Cosmetic Maxillofacial Surgery Course with Dr. Perenack, et al at Marriott Convention Center and Center for Advanced Practice at LSUHSC downtown	Resident Practitioner	Call C.E. Office	23 L/P C
49-11	October 28-30 Fri. – Sat. Gonzales	Expanded Duty Dental Assistant (EDDA) with Eliska Davis, RDH, MRC, Ebony Lang, RDH and Tonya Whitehead Chidester, EDDA	Assistant	\$415	24 L/P C
51-11 MasterTrak	November 4 Friday Alexandria	LSU Day in Alexandria: Dentures Over Implants with Dr. J. Jerome "Jerry" Smith AGD #496 & #672 <i>Register by October 5th and save \$20</i>	Dentist RDH/DLT Ass't/other	\$285 \$165 \$115	7 L C
53-11	November 11 Friday New Orleans	Local Anesthesia Update for Dentists & Hygienists with Drs. Michael O'Brien & Frank Drongowski <i>Register by October 11th and save \$30</i> AGD #132	Dentist Hygienist	\$295 \$195	7 L C
53-11-1 Hands-On	November 11 Friday New Orleans	Local Anesthesia Update– Plus 1 hr Participation, with new Local Anesthesia Products with Drs. Michael O'Brien & Frank Drongowski <i>Register by October 11th and save \$30</i> AGD #132	Dentist Hygienist	\$340 \$240	7L 1P C
64-11 MasterTrak & Hands-On	Nov. 11-12 Fri-Sat New Orleans	Soft & Hard Tissue Laser Dentistry with Dr. Robert Convissar at LSUSD AGD #135, #260, & #497	Dentist or Hygienist	\$695	12 L/P C
58-11	November 18 Friday New Orleans	Nitrous Oxide Course for Hygienists w/Dr. Michael O'Brien, et al at LSUSD	Hygienist	\$395	7 L/P C
55-11	December 2 Friday Shreveport	LAST CHANCE – Northern Louisiana: Forensic Dentistry with Dr. Robert Barsley AGD #145 <i>Register by November 2nd and save \$20</i>	Dentist RDH/CDT Ass't/Other	\$285 \$165 \$115	7 L C
56-11	December 2 Friday New Orleans	LAST CHANCE – Southern Louisiana: Oral Lesions with Dr. Kitrina Cordell AGD #739 <i>Register by November 2nd and save \$20</i>	Dentist RDH or DLT Ass't/Other	\$285 \$165 \$115	7L C

For more information or to register, call 504-941-8193 or -8198, or visit www.LSUCDE.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 for the most up-to-date listing of all LDA-sponsored continuing education events (www.ladental.org).

DATE: October 14, 2011
COURSE TITLE: Oral Surgery for the General Dentist
INSTRUCTOR: Dr. Robert Edwab
LOCATION: Baton Rouge, La.
SPONSOR: Continuing Dental Education of Baton Rouge (CDEBR). To register or for additional information, contact Dr. Byron Rome at (225) 621-2700 or go online at www.cdeofbr.com.

DATE: October 21, 2011
COURSE TITLE: LDA Last Chance Seminar: "Antibiotics in Dentistry" and "Periodontitis and Peri-Implantitis: The Good, The Bad and The Ugly"
LOCATION: Crowne Plaza, Baton Rouge, La.
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: 7, clinical
INSTRUCTOR: Dr. Robert Fazio
FEE: LDA Member - \$129; ADA Member - \$169; Non-Member - \$229; Hygienist - \$99; 2011 Dental Grad - \$69; Associate Member - \$69; Dental Staff - \$69; Ret. Vol. Lic. - \$39; Dental Student - FREE

DATE: October 21, 2011; 8 a.m.
COURSE TITLE: Endodontics
LOCATION: Clarion Hotel, 1419 E. 70th St., Shreveport, La.
SPONSOR: Ark-La-Tex Academy of Dentistry, Contact: Dr. Clint Bruyere at (903) 753-0337
DESIGNED FOR: All
INSTRUCTOR: Dr. Stephen Buchanan
CREDIT HOURS: 7, lecture, clinical
FEE: Non-mbr. - \$245; Accompanying staff - \$45

DATE: October 21, 2011; 10:30 a.m. – 2:30 p.m.
COURSE TITLE: Infection Control and Treatment Plan Presentation
LOCATION: Delta College, 517 Broad St., Lake Charles, La.
SPONSOR: Louisiana Dental Assistants Association, Elizabeth Schmidt, C.D.A., president of

DESIGNED FOR: LDAA, (225) 571-3398, www.ladaa.org
INSTRUCTOR: Dental Assistants and Administrative Staff Elizabeth Schmidt, C.D.A., Leslie Hernandez, C.D.A.
CREDIT HOURS: 4, lecture, DANB C.E
FEE: Mbr. - \$10; Non-mbr. - \$20; Student - \$5

DATE: October 28, 2011
EVENT: LADPAC Chipping In For Dentistry Golf Tournament
LOCATION: Tamahka Trails Golf Course, Paragon Casino Resort, Marksville, La.
SPONSOR: Louisiana Dental Association Political Action Committee, (800) 388-6642, visit www.ladental.org to register online or for more information.
DESIGNED FOR: All
FEE: \$170 each player

DATE: November 3, 2011, 6:30 p.m. cash bar, 7 p.m. program
COURSE TITLE: LSB Update – What You Need to Know
LOCATION: Annadele's Plantation, 71518 Chestnut 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 mbr. - free; NODA mbr. - \$100; LDA mbr. - \$200; Non-LDA mbr. - \$250

DATE: November 17, 2011, 7 p.m.
COURSE TITLE: Periodontal Disease and Systemic Health
LOCATION: Pioneer Club, Lake Charles, La.
SPONSOR: Southwest Louisiana (Calcasieu Parish) Dental Society, 1333 Oak Park Blvd., Lake Charles, LA 70601; Dr. Michelle Swift, (337) 478-2960
DESIGNED FOR: General Dentist, Specialist, Hygienist
INSTRUCTOR: Dr. Marty Garrett
CREDIT HOURS: 1, clinical, lecture
FEE: For members only; fee included with dues

DATE: November 18, 2011, 8:30 a.m. – 4:30 p.m.
COURSE TITLE: Scientific Advancements for Endodontic Success
LOCATION: Baton Rouge, La.
SPONSOR: Louisiana Academy of General Dentistry, (225) 757-8359, ADA CERP and AGD PACE recognized provider.
DESIGNED FOR: General Dentist
INSTRUCTOR: Dr. Donnie Luper
CREDIT HOURS: 7, clinical, lecture and participation
FEE: AGD mbr. - \$345; Non-mbr. - \$395

DATE: November 18, 2011; 8 a.m.
COURSE TITLE: Christensen Bottom Line
LOCATION: Clarion Hotel, 1419 E. 70th St., Shreveport, La.
SPONSOR: Ark-La-Tex Academy of Dentistry, Contact: Dr. Clint Bruyere at (903) 753-0337
DESIGNED FOR: All
INSTRUCTOR: Dr. Gordon Christensen
CREDIT HOURS: 7 lecture, clinical
FEE: Non-mbr. - \$245; Accompanying staff - \$45

DATE: January 12-14, 2012
COURSE TITLE: Southwest Dental Conference
LOCATION: Dallas Convention Center, Dallas, Texas
SPONSOR: Dallas County Dental Society, (972) 386-5741 or www.dcds.org (The LDA is a regional partner of the Southwest Dental Conference.)

DATE: January 19, 2012
COURSE TITLE: Pediatric Dentistry Update
LOCATION: Pioneer Club, Lake Charles, La.
SPONSOR: Southwest Louisiana (Calcasieu Parish) Dental Society, 1333 Oak Park Blvd., Lake Charles, LA 70601
DESIGNED FOR: General Dentist, Specialist, Hygienist
INSTRUCTOR: Dr. Danielle Robinson
CREDIT HOURS: 1, clinical, lecture
FEE: For members only; fee included with dues

DATE: January 20, 2012
COURSE TITLE: Dental Practice Transitions
LOCATION: Baton Rouge, La.
SPONSOR: Continuing Dental Education of Baton Rouge (CDEBR). To register or for additional information, contact Dr. Byron

Rome at (225) 621-2700 or go online at www.cdeofbr.com.

DATE: January 27, 2012
COURSE TITLE: LDA Bowden Leadership Development Conference
LOCATION: Renaissance Hotel, Baton Rouge, La.
SPONSOR: Louisiana Dental Association, (800) 388-6642, visit www.ladental.org to register online or for more information, ADA CERP recognized provider.
DESIGNED FOR: Dentists, LDA leaders

DATE: February 16, 2012
COURSE TITLE: Treating Medically Compromised Patients
LOCATION: Pioneer Club, Lake Charles, La.
SPONSOR: Southwest Louisiana (Calcasieu Parish) Dental Society, 1333 Oak Park Blvd., Lake Charles, LA 70601; Dr. Michelle Swift, (337) 478-2960
DESIGNED FOR: General Dentist, Specialist, Hygienist
INSTRUCTOR: Dr. Ben Record
CREDIT HOURS: 1, clinical, lecture
FEE: For members only; fee included with dues

DATE: Feb. 27 – March 3, 2012
COURSE TITLE: LDA Winter Meeting: "High Seas Endo"
LOCATION: Royal Caribbean International, Liberty of the Seas ship
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: 7, clinical, lecture
INSTRUCTOR: Dr. Ronald R. Lemon
FEE: LDA Member - \$239; ADA Member - \$259; Non-Member - \$339; Hygienist - \$119; Associate Member - \$89; Assistant - \$89; Ret. Vol. Lic. - \$39; Dental Student - \$49. REGISTER BY OCT. 25 AND RECEIVE \$20 OFF EACH C.E. REGISTRANT'S SEMINAR FEE!!!

DATE: March 15, 2012; 7 p.m.
COURSE TITLE: Implant Surgery and Cone Beam Technology
LOCATION: Pioneer Club, Lake Charles, La.
SPONSOR: Southwest Louisiana (Calcasieu Parish) Dental Society, 1333 Oak Park Blvd., Lake Charles, LA 70601; Dr. Michelle Swift, (337) 478-2960
DESIGNED FOR: General Dentist, Specialist
INSTRUCTOR: Dr. Darrell Bourg
CREDIT HOURS: 1, clinical, lecture
FEE: For members only; fee included with dues

DATE: March 16, 2012; 8 a.m.
COURSE TITLE: Direct Bonding, Veneers, and Implant Restorations

LOCATION: Clarion Hotel, 1419 E. 70th St., Shreveport, La.
SPONSOR: Ark-La-Tex Academy of Dentistry, Contact: Dr. Clint Bruyere at (903) 753-0337
DESIGNED FOR: All
INSTRUCTOR: Dr. Robert Margeas
CREDIT HOURS: 7, lecture, clinical
FEE: Non-mbr. - \$245; Accompanying staff - \$45

DATE: March 23, 2012
COURSE TITLE: Periodontics
INSTRUCTOR: Dr. Jon Suzuki
LOCATION: Manship Theater, 100 Lafayette St., Baton Rouge, La.
SPONSOR: Continuing Dental Education of Baton Rouge (CDEBR). To register or for additional information, contact Dr. Byron Rome at (225) 621-2700 or go online at www.cdeofbr.com.

New Orleans Dental Conference and LDA Annual Session

Thursday – Saturday, April 12 - 14, 2012, New Orleans Morial Convention Center. Visit www.nodc.org for more information or to register online after Jan. 1, 2012, ADA CERP recognized providers.

DATE: April 19, 2012
COURSE TITLE: CLS (CPR)
SPONSOR: Southwest Louisiana (Calcasieu Parish) Dental Society, 1333 Oak Park Blvd., Lake Charles, LA 70601; Dr. Michelle Swift, (337) 478-2960
DESIGNED FOR: General Dentist, Specialist, Hygienist
INSTRUCTOR: Sylvia Gaulet
CREDIT HOURS: 1, clinical, lecture & participation
FEE: For members only; fee included with dues

DATE: April 20, 2012; 8 a.m.
COURSE TITLE: Bruxism and Sleep Apnea
LOCATION: Clarion Hotel, 1419 E. 70th St., Shreveport, La.
SPONSOR: Ark-La-Tex Academy of Dentistry, Contact: Dr. Clint Bruyere at (903) 753-0337
DESIGNED FOR: All
INSTRUCTOR: Dr. Jeff Rouse
CREDIT HOURS: 7, lecture, clinical
FEE: Non-mbr. - \$245; Accompanying staff - \$45

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JANUARY 12-14, 2012



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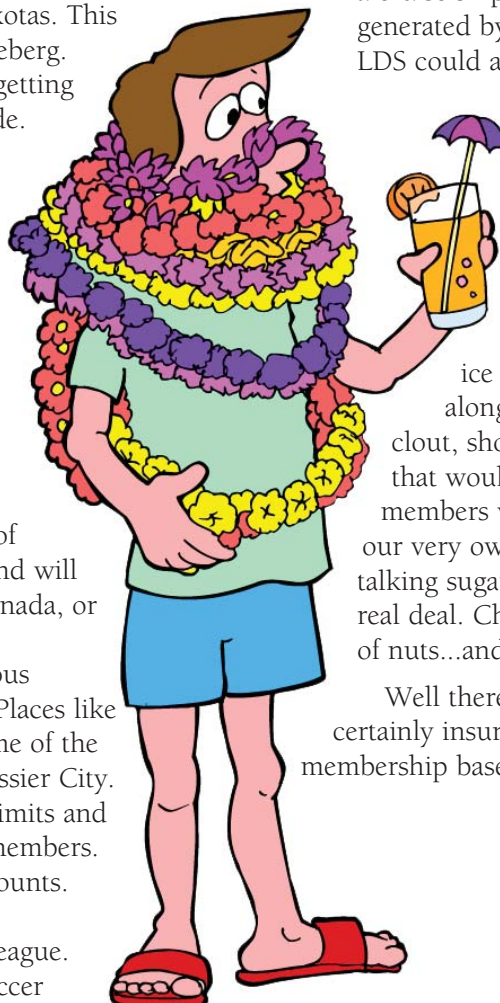
David Austin

Things I Would Like Louisiana Dental Services To Endorse

Ok, ok, so we know LDS has been great and all. Been around 20 years now and just keeps getting better. Sure it has great recommended products, but let's get real...there are a few more items I would like to see endorsed.

If only they would let **Me** be in charge, here are 10 more that I would heartily recommend:

- 1) Various hunting and fishing lodges located throughout the world. Can't you just see us hunting grouse in Spain, trout fishing in Canada, pheasants in the Dakotas. This could be just the tip of the iceberg.
- 2) A new car or truck. Imagine getting an LDS discount on a new ride. Now that's what I'm talking about.
- 3) LDS discounts on famous gourmet restaurants. The more you eat, the more you save and we would be giving back those savings to our members, who would now need larger clothes which leads to the next....
- 4) Endorsed clothing stores that would provide savings to all of us who have gained weight and will need to travel to Spain, or Canada, or the Dakotas, or an iceberg.
- 5) Famous travel resorts in various world-wide exotic locations. Places like Playa de Carma, Brussels-home of the sprouts, London, Paris, or Bossier City. The world would not be off-limits and now within reach of all our members.
- 6) National sporting league discounts. The Saints, Cowboys, Yankee Stadium, the World Soccer League. Ok, maybe not the World Soccer



League.

- 7) Discounts on big screen TVs, full time streaming movies and other electronics, complete with theater seating that a successful dental practice must have.
- 8) A permanent discount at the LDA golf resort in Bunkie. And a free caddie who will carry your golf clubs and fetch you a cold beverage. Yeah, a free caddie.
- 9) LDS could endorse or better yet, purchase, a cruise ship. Perhaps with all the moneys generated by these various new endorsements, LDS could also purchase their own private island, you know, for us members only. This would give the LDS ship a place to sail to. And there would be a private caddie there who would fetch us a cold beverage.
- 10) And last but not least, and probably my personal favorite: ice cream. Yes, I believe LDS, along with the LDA's vast economic clout, should own an ice cream factory that would give (at a big discount) to us members various flavors of ice cream for our very own consumption. And I'm not talking sugar-free here, I'm talking about the real deal. Chocolate, yeah chocolate with lots of nuts...and maybe some marshmallows.

Well there you have it. These would certainly insure a happy and growing membership base. Trust me...I'm a doctor.

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