

VOL. 72, NO. 2 LDA JOURNAL SUMMER 2013

Journal

Journal of the Louisiana Dental Association

Dentists' Day at the Legislature



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LDA Journal

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A MEMBER PUBLICATION
OF THE AMERICAN ASSOCIATION
OF DENTAL EDITORS

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

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On the cover: LDA's Dentists' Day at the Legislature is a grassroots event celebrating the dental profession that offers dentists the opportunity to meet their lawmakers. This year's event was held April 24, 2013, and was sponsored by LADPAC and DAP-PAC. Your involvement in grassroots advocacy is crucial to the LDA's efforts to educate policy makers about the importance of oral health. Dentists' Day includes afternoon briefings, visits with legislators and a reception for dentists, guests, legislators and legislative staff.

(See more info in the article on pages 12-14 and in the Council on Government Affairs report on pages 8-9.)

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



LDA

from the editor

Dr. David N. Austin
Editor, LDA Journal

Mandatory Reporting; You Are In Trouble If You Don't!

New laws that became effective May 25, 2012, may have gone unnoticed by you. I'm writing about the Louisiana mandatory reporting laws, 14:403 (LA Legislature Act No. 268).

These reporting laws concern **suspected child abuse**. The types of abuse are: **neglect, sexual abuse, physical abuse, and/or exploitation**.

These are the **mandatory reporter** people held responsible to report these abuses: **health practitioners** (this of course includes dentists and dental hygienists), **mental health/social service practitioners, members of the clergy** (but are not required to report a confidential communication), **teaching or child care providers, law enforcement, film processors, mediators, any court appointed special advocate under a CASA program, organizational or youth activity providers, and all adults who witness sexual abuse of a child**.

Have I left anybody out?

If you suspect child abuse, you **cannot wait but you must act immediately** by calling 911 or your local law enforcement office. A central Louisiana principle was arrested for waiting until the next day before reporting an underage sexual incident that occurred on the school's campus.

That is correct. Failure of a mandatory reporter to report sexual or severe physical child abuse is now a felony. Failure for any person 18 and older to report witnessed child sexual abuse is now a felony. While health care professionals (including dentists) have been mandatory reporters for many years, the duty to report such observances now extends beyond professional capacity.

Frankly, I cannot think of anything more despicable than child abuse. Children are to be cared for and protected by adults. Not one of us would disagree with this.

In fact, I get so mad when I hear about such abuses that it is probably good I am not the ultimate decision maker for the criminals that commit these crimes.

But, I do have a fear that this system could experience some abuses.

For instance, I had a friend tell me about a threat their middle school child made to them. The father was

disciplining his daughter in a mild manner but with a serious tone with a possible consequence of being punished/grounded. Many of us know what it is like to have a teenager! The daughter turned the tables on her father and threatened him with reporting this fictitious child abuse by him to her school principal. What would you do as the parent? With this law in place, the principal would have had to immediately report the possible abuse to a law enforcement agency.

Another incident that I am aware of involves a pediatrician that suspected cigarette burns on the arms of a child he was treating for another problem. He immediately reported this as a "suspected abuse" to law enforcement. This young doctor was soon being harassed and threatened by the child's extended family, relatives and friends. He feared that his life could be in danger.

There is whistleblower protection for these types of incidents, but how good are they? As for the pediatrician that reported this incident, he stated to me that he would do it again no matter the outcome with him personally.

The New Orleans Children's Advocacy Center has put together a packet of information on this law and, upon the LDA's request, has sent it to us as one file that can be attached to our website as a resource for our members. To download the information, go to the Members Only section of the website and click on the "Regulations, Laws, and Guidelines" section. Information is in alphabetical order so go to the "mandatory reporter" section. If you do not have web access, call the LDA office and a staff member can fax that information over to you.

As I read over these laws for this article, I do see the possibility for some confusion at times as I stated earlier. I would not wish a possible felony on any innocent person. But on the premise of this happening to my child or yours, these laws may not be strong enough!

Perhaps you have suspected or witnessed a child abuse situation. I hope that I could respond at the very least as good and selfless as that physician did. My sincere wish is that we will witness none of this in our walk through life. But if we do, we must take immediate action to report. It's the law.

The New Orleans Children's Advocacy Center has put together a packet of information for mandatory reporters regarding this law. To download the information, go to the Members Only section of the LDA website (www.ladental.org) and click on the "Regulations, Laws, and Guidelines" section. Information is in alphabetical order so go to the "mandatory reporter" section.



LDA

Foundation

Fishing Rodeo

Friday & Saturday, July 12-13, 2013 Sand Dollar Marina, Grand Isle, LA

Two fun-filled days of fishing, a Friday night Welcome Reception and a Saturday night Awards Ceremony and Fish Fry!

REGISTRATION & SPONSORS

Two-day fishing entry fee includes admission to the Welcome Reception on Friday and the Fish Fry on Saturday. All are welcome to attend and participate, but all fishing rodeo entrants must be registered under the name of an LDA member dentist. No refunds after pre-registration deadline of June 21, 2013. Orders for hats and t-shirts after June 21, 2013, subject to limited availability. To see a complete list of rules visit the LDA website, www.ladental.org, or call 800-388-6642. Proceeds from the Fishing Rodeo will benefit the LDA Foundation to support dental education, research, patient care and community outreach.

Thanks to our sponsors (as of 6/13/13) Brown & Brown of LA, LLC dba Robert Ellis & Associates (Events Partner), Louisiana Dental Services, Inc. (LDS), Henry Schein Dental, Delta Dental, Campus Federal, and Sand Dollar Marina

LDA Member's Name: _____ Component: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

Names of ALL Fishing Rodeo Entrants _____ Fee Category (check only one) _____ Fee _____

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_____ Regular (\$50) 12 & Under (\$25) Dental Student (\$15) \$ _____

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Number of tickets for additional guests attending Saturday night Fish Fry ONLY: _____ @ \$29 each \$ _____

HATS (\$20) and T-SHIRTS (\$15) must be pre-ordered. I request _____ hats and _____ t-shirts for a total of \$ _____

Indicate t-shirt sizes: _____ S _____ M _____ L _____ XL

Voluntary contribution to the LDA Foundation. \$ _____

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LDA from the president

Dr. Stephanie Weaver
President, Louisiana Dental Association

Organized Dentistry Prepared to Protect Our Members and Our Profession

There are many presidents before me who have written about the benefits and perks of organized dentistry and why it is so important for dentists, as a profession, to band together. Obviously, as presidents, we believe this is important or we would not have volunteered to become as involved in the LDA as we have – serving as component presidents, committee chairs, board members and officers. However, in the last few weeks two things happened to demonstrate why we NEED organized dentistry and why dentistry NEEDS us.

First of all, the governmental affairs aspect of dentistry is undeniably one of the most important membership benefits. The LDA lobbying team and the Council on Government Affairs are able to stop many pieces of legislation long before they are even filed by using our contacts as an association. Legislation that benefits dentistry directly is somewhat less common, but we found the opportunity with HB 671.

This session, we combined efforts with the LSU School of Dentistry and their partners to pass HB 671 granting additional fees for higher education, including the LSUSD. In order to pass, this legislation had to go through one House and two Senate committees and had to get 2/3rds vote of both the House and the Senate. This was no easy task, but by joining forces we were able to accomplish a great thing for the dental school. (Council on Government Affairs Chair Dr. Marty Garrett will cover additional legislative info in his report.)

We NEED organized dentistry and our efforts have been worth the hard work! The second thing that occurred was the Oklahoma tornados...now dentistry NEEDS us.

As LDA president, I am also a member of the LDA Foundation Board of Directors. There have been a number of hurricanes that had a major impact on our lives and professions, specifically Katrina, Rita, Gustav and Isaac. Many other dental associations

contributed to our Foundation so that we could use that money to provide grants to our members who had damage.

In turn, the LDA Foundation has contributed to other associations when our dental friends and peers have been in similar trouble. In 2011, our Foundation contributed \$5,000 to the Missouri Dental Association when the city of Joplin, MO, was hit by a devastating tornado. Many MDA members had total destruction of their offices and others had damage to both homes and offices from the storm.

During a recent conference call of the LDA Foundation, we voted to send \$5,000 to the Oklahoma Dental Relief and Disaster Fund for the benefit of our ADA member dentists who have suffered losses in the recent tornadoes. I'm sure many other dental associations will do the same.

We also voted to provide a \$5,000 contribution to the ADA Mission of Mercy (MOM) that is being held in New Orleans on Sun., Nov. 3, 2013. This MOM project is anticipated to provide free dental care to 1,000 people that day on a first-come, first-served basis.

As an individual dentist, I would not be able to provide the funds, service and volunteer efforts to accomplish this and so much more on my own. Together with my peers in organized dentistry, we can do these things!

I would like to ask that when you open your email and see a message from the LDA, read it! When your *Journal* comes in the mail, keep it on your desk until you can at least thumb through it. There are a lot of volunteer dentists and six LDA staff members who work hard for the betterment of our profession. We all work hard day in and day out in our practices and the LDA is here to promote, advocate, and protect for the dental professional. However, if we don't pay attention to the information they are providing, we are missing out on a valuable benefit and important knowledge that we NEED as small business owners!

My final request to you today is to consider an LDA Foundation donation, especially if you did not do so on your dues notice! The Foundation is also now the host and benefactor of any funds that are proceeds from the LDA Foundation Fishing Rodeo. As you probably already know, we're in hurricane season and it has been declared that this could be an active season. If Louisiana is hit with any serious hurricanes, the LDA and LDA Foundation will be ready to assist our members in any way we can!



LDA Past President and ADA Trustee to the 12th District Dr. Gary Roberts (left) and his wife Teresa volunteered at the Arkansas Mission of Mercy.



LDA new orleans mission of mercy

Dr. Maria Burmaster
Local Chair of the Mission of Mercy

ADA Partnering with the LDA and NODA for a Mission of Mercy (MOM)

Looking for Approximately 800 Total Volunteers to Serve in New Orleans

The American Dental Association (ADA) in partnership with the Louisiana Dental Association (LDA) and the New Orleans Dental Association (NODA) are working together to organize an unprecedented dental access program that will occur as part of the ADA Annual Session in New Orleans. This one-day Mission of Mercy (MOM) will be held Sunday, Nov. 3, in New Orleans at Mardi Gras World (just south of the New Orleans Morial Convention Center).

About 1,000 low-income individuals are expected to be treated over the course of the day. The care will be provided by approximately 800 volunteers, just like you, from around the country. Non-dental volunteers will also be needed for setup on Saturday, Nov. 2 and other positions on Sunday. All ADA members are invited to volunteer to provide dental services, but the LDA is now looking to identify potential volunteers to serve as local organizers and leaders and to participate in providing dental care. All volunteers who work on Sunday, Nov. 3 must be 18 years of age.

I will be serving as the local chair and Dr. Mark Huberty and Dr. Gene Shoemaker from Wisconsin are serving as the event chair and vice chair. There are many folks who have already volunteered to participate as leaders but we do need additional dental teams to work and even church groups, etc. who can help with setup and take down. ALL volunteers MUST register at www.ada.org/mom.

We do ask that you DO NOT advertise this event yet to the public regarding attending as patients. As you can imagine, we don't want to turn away more patients than we help. We are also cautious to not have patients delay desperately needed treatment for weeks or months waiting for this event. We will advertise the clinic to the public at a date closer to the event.

There are a number of other state dental associations and foundations that have similar MOM events. A MOM is typically a 100-chair dental clinic with portable dental stations set up in a large public arena. Dental screenings and services are provided on a first-come, first-served basis, at no charge to those who attend. MOM combines the donated services of hundreds of dentists, dental hygienists, dental assistants, dental laboratory technicians and an array of other volunteers to provide these free dental services. Patients may begin to line up the night before for these much-needed dental services.

Care will be provided to adults and children. Patients will go through a medical triage, followed by an oral exam where their needs will be prioritized. At routing it will be

determined which department they will be sent to – fillings (either amalgam or composite), extractions, root canals (anterior only), cleanings (including gross debridement or prophylaxis), or the lab where upper, anterior partials up to six teeth will be provided. All patients will go through a patient education learning area and receive a toothbrush and toothpaste to take home.

America's Dentists Care Foundation will be providing the dental chairs and sterilizers (www.adcfmom.org). We are also looking for in-kind contributions, such as PVC pipe, food and water for volunteers on Saturday and Sunday, water for patients who are waiting, etc. Cash donations will also be accepted through the Foundation. Again, all volunteers must register as a volunteer at www.ada.org/mom. If you would like to take a leadership role or would like to join the local committee or if you have any other leads or suggestions for in-kind donations, email me, Dr. Maria Burmaster, at mrbd@s@aol.com or call (504) 341-3120. You can also call the LDA office and ask for Annette Droddy or Sherri Jones.

Arkansas Mission of Mercy (MOM)





LDA

LDA Foundation

Dr. Tom Price
President, LDA Foundation

What Worthy Causes Will You Spend \$100 on This Summer?

Just in case you didn't realize that the Louisiana Dental Association (LDA) has a Foundation or hadn't read much about us lately, let's do a recap. The LDA Foundation is the charitable arm of the LDA. Currently, it is comprised of the former LDA charities known as the Relief Fund, the C.E. Hebert Continuing Education Trust and the Assistance Fund.

The mission of the Foundation is to enhance the oral health of our State by providing funding for clinical research, education, scholarships and access-to-care programs, as well as providing financial assistance to dental professionals and their families who are in need.

At this time, the Foundation is still relatively new and the primary projects has been funding oral care access grants and disaster relief grants for dentists. As LDA President Dr. Stephanie Weaver alluded to in her article, during a recent conference call of the LDA Foundation, we voted to send \$5,000 to the Oklahoma Dental Relief and Disaster Fund for the benefit of our ADA member dentists who have suffered losses in the recent tornadoes. We also voted to provide a \$5,000 contribution to the ADA Mission of Mercy (MOM) that is being held in New Orleans on Sun., Nov. 3, 2013. This MOM project is anticipated to provide free dental care to 1,000 people that day on a first-come, first-served basis.

In May of 2011, the city of Joplin, MO, was hit by a devastating tornado and many Missouri Dental Association (MDA) members had total destruction of their offices

and others had damage from the storm. As well, several doctors' homes were completely destroyed or suffered varying degrees of damages. Fortunately, the charities that now comprise the Foundation were able to grant \$5,000 in emergency aid to the affected Missouri dentists.

More recently, the Foundation provided \$8,305 in grants for Louisiana dentists who applied for disaster grants for Hurricane Isaac, and donated \$10,000 to the ADA Foundation earmarked as disaster aid for dentists impacted by Hurricane Sandy.

In order to remain strong and prepared to assist when there are other needs, whether it is disaster relief or access programs, we are asking every LDA member to consider sending \$100 to the LDA Foundation. That sounds like a lot of money, but think about it, it is two steaks and two glasses of wine at a restaurant on a Saturday night or (sadly) two visits to the movie theater for two (with a couple of boxes of popcorn and two drinks). Your \$100 combined with so many others can be a drastic difference in the amount of assistance we can provide to a dentist in trouble or an access program that could help 100s or 1,000s.

This is what organized dentistry is all about. You can donate online on the LDA website at www.ladental.org or you can mail a check to the LDA office. The LDA Foundation is a 501(c)(3) tax-exempt corporation registered in the State of Louisiana. All contributions are tax deductible to the extent permitted by law.

Arkansas Mission of Mercy (MOM)





The LDA Foundation's goal is to enhance Louisiana's oral health by funding clinical research, education, scholarships and access-to-care programs. Please take advantage of this opportunity to support the charitable Mission of our Foundation with a tax deductible gift. Another opportunity to support the Foundation is through a memorial donation that honors the memory of loved ones who have passed. To contribute, fill out this form and mail it to the LDA office or visit the LDA's website, www.ladental.org.

Yes, I want to support the LDA Foundation!

Accept my gift of: \$50 ____ \$100 ____ \$250 ____ \$500 ____ Other \$ ____

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Hurricane Sandy Damage, New York





LDA

council on government affairs

Dr. Marty Garrett
Chair, Council on Government Affairs

2013 Legislative Session Comes to an End

The Louisiana Legislature wrapped up its 2013 regular session and adjourned sine die on Thursday, June 6, 2013.

Over this fiscal session's two-month span, legislators passed numerous bills, including bans on tweeting while driving and wrote new law to address the Assumption Parish sinkhole. However, there is no doubt that the state budget dominated all discussion and decisions. The LDA monitored many bills affecting health care, small business owners, etc. and here are a few bills of interest to our members.

The House and the Senate spent the final days of the legislative session haggling over HB 1, the state operating budget for the fiscal year that starts in July. And, in the closing days of the session, legislators challenged Gov. Bobby Jindal's use of one time, or nonrecurring, money in the state's \$25 billion spending plan.

Concerned with the direction lawmakers may choose to go with Medicaid funding, the LDA lobbying team monitored budget activities as closely as possible and maintained contact with administrators at the Department of Health and Hospitals (DHH). In the final hours of session, no one with whom we communicated, including DHH officials and Senate staffers, seemed to be able to tell us for sure what the final impact would be on private provider reimbursement rates. Dental Medicaid was not cut directly in the State budget; however, DHH sent out a release on Friday, June 21, that reported that dental Medicaid providers would be cut 3% because the DHH appropriation in the budget did not adequately address anticipated increases in utilization. The LDA lobbying team, as well as DAP-PAC and the Medicaid Task Force leadership, will be working on this issue. All we know at this time is that DHH plans to file an emergency rule later this summer with a cut of 3% retroactive to July 1.

Because so many of our members are LSU School of Dentistry (LSUSD) alums or generally support the school because of its dental resources, training for dental staff members, continuing education opportunities, access-to-care opportunities, etc., the

LSUSD legislative efforts are generally made a priority by the LDA's Council on Government Affairs, Board of Directors and House of Delegates. The LDA's lobbying team and many contact dentists spent a lot of time supporting HB 671, a fee bill for higher education that allowed the LSUSD to collect a dental protective supply fee and a prosthetic device fee and helped with deferred maintenance costs.

With considerable support from the LDA and our members, the bill was able to make it successfully through the following committees: House Education, Senate Education and Senate Revenue and Fiscal Affairs, and then garner a two thirds vote of both the House and the Senate.

HB 194 was another bill the LSUSD was supporting. This bill would allow universities (subject to management board's approval) the authority to increase tuition up to the Southern Regional Education Board (SREB) Average. The legislation would also allow institutions to charge differential tuition based upon the cost of a particular program and allow tuition on a per credit hour basis. Early on, higher ed officials and legislators agreed that this bill would not pass and efforts should be put into HB 671.

HB 671 is waiting to be signed by the governor but he has publicly stated that his intention is to sign this legislation into law.

SB 55 provides transparency in the Medicaid program by requiring DHH to report certain information about the Bayou Health and Louisiana Behavioral Health Partnership programs to the Louisiana Legislature. The collaboration for this bill was directed by the Louisiana State Medical Society (LSMS). It is important because Louisiana expends approximately \$2.5 billion a year in these two programs, and there is currently no reporting or oversight, which is required for the programs. It is imperative that meaningful oversight and reporting are required to ensure our tax dollars are being spent in the most efficient and effective manner possible. The bill has been signed by the Governor and will be effective August 1, 2013.

HB 355 would allow health care providers to delegate their authority to access the Prescription Monitoring Program's database to certain persons whom they employ. The bill was filed by the Board of Pharmacy at the request of LSMS. The bill has been signed by the Governor and will be effective August 1, 2013.

HR 127 and SR 126 are both resolutions passed to urge the Department of Education and the Board of Elementary and Secondary Education to expand and enhance oral health care education in Louisiana public schools. These resolutions were filed in support of the Children's Oral Health Education Initiative (COHEI) championed by LDA Past President Dr. Jeff Hooton.

SR 168 is a resolution passed that requests the Lafayette Parish School System (LPSS) to issue a ruling on the issues presented in a hearing held November 7, 2012, in response to a protest filed by members of the Acadiana District Dental Association. The dentists were protesting sales tax bills presented by LPSS following audits of their lab purchases. This directly conflicts with the state statute exempting dental devices from sales tax. LPSS claims the exemption is not applicable because bonds secured by that sales tax have been authorized.

HB 233 and HB 429 both dealing with the federal health care overhaul/Medicaid Expansion died on the same day on the House floor. One used federal funding to provide insurance to the working poor and the other tried to nullify parts of the Affordable Care Act. HB 592 created new network adequacy requirements for health insurers. The main interest in this will be to see if it has any affect on the ongoing issue regarding non-contracted facilities-based providers.

If you have questions pertaining to a certain bill that was not covered in this report, call the LDA at (800) 388-6642, email info@ladental.org or you can visit the state's legislative website at www.legis.state.la.us.

Thanks 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. Grassroots participation is essential to the LDA's lobbying efforts, and all members are encouraged to use this service in the future. Capwiz makes it quick and easy for you to have your voice heard in the Louisiana Legislature! Capwiz messages from LDA members made an undeniably successful impact on legislators regarding HB 671!



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The most important part of any portfolio is asset allocation. A deeper understanding of your investments and a decisive implementation philosophy are key when running a successful investment portfolio. What better way to increase your knowledge of financial planning than to look to the top: the Fortune 500 Company. These financial giants put in place checks and balances for managing and investing within the company. Well, so should you.

Since a general goal for many professionals is successful retirement planning, let's look at a typical Fortune 500 pension plan. A pension plan, also known as a defined benefit plan, is a vehicle that provides income to a retired employee of the company. This is where an Investment Policy Statement (IPS) comes into play. The Fortune 500 company, along with the investment managers and advisors, set specific guidelines on how the investment dollars can be allocated. This same strategy should be employed with your business and personal investment assets.

Here's an example: Dentist is 45 years old and has \$1 million in retirement assets. After a financial plan has been completed and the goals of the dentist are set, the assets need to have a guideline on how they will be managed. The Investment Policy Statement states the following:

	Minimum	Target	Maximum
Equities	30%	50%	65%
Fixed Income	20%	30%	40%
Alternative Investments <i>(REITs, Managed futures, etc.)</i>	10%	20%	30%

Notice that only the target column will equal 100%. This is designed to ensure that the investments stay allocated for seeking the maximum potential return with the least amount of risks associated with that return. If the stock market has a tremendous run up - which causes the equities of the portfolio to go to the maximum percentage - you and your advisor can follow the Investment Policy Statement (IPS). This

would require moving a percentage of the assets to the other categories, thus seeking to protect the profits and staying in the allocation.

History proves this philosophy. Many investors had great returns in the mid-2000s only to watch them dwindle away, along with a huge percentage of their principal, during the bear market in 2008 and 2009. A large part of this downfall was due to portfolios comprised of a dominating equity percentage. In a sense, this taught investors not to keep too many assets in one basket. Creating a balanced asset allocation and decreasing unpredictability can help everyone seek their long term financial goal of an increased return.

According to a study by Gary Brinson, Brian Singer, and Gilbert Beebower, "Determinants of Portfolio Performance II," 91.5% of a portfolio's returns are attributable to asset allocation while 8.5% are determined by security selection and market timing. That explains why large Fortune 500 companies rely on the Investment Policy Statement and why it would be wise to develop your portfolio similar to one of these companies. If the Fortune 500 companies' planning and management of their investment portfolio is successful for them, then why shouldn't it work for you?

The opinions voiced in this material are for general information only and are not intended to provide specific advice or recommendations for any individual. To determine which investment(s) may be appropriate for you, consult your financial advisor prior to investing. No strategy assures success or guarantees against loss. There is no guarantee that a diversified portfolio will enhance overall returns or outperform a non-diversified portfolio. Diversification does not eliminate market risk. Chad Olivier is author of What Medical School Did Not Teach You about Financial Planning and owner of the firm The Olivier Group, LLC in Baton Rouge, La., which specializes in retirement planning and wealth management for physicians, dentists and other affluent individuals and families. If you have any questions about this article or future topic suggestions, please call (888) 465-2112 or visit us on the web at www.oliviergroup.com.

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Dr. Ed Silva, a Fortress Dentist.

I live in Edina, Minnesota. I came to the States as an exchange student from Spain and got my DDS at the University of Minnesota.

I practice general dentistry. I really enjoy the cosmetic cases, the before and after is very satisfying. I've had patients hug me they were so happy.

I recharge by playing soccer. It's a great stress reliever. Our team has been together for 8 years, playing winter and summer. We have league games on Sundays.

I love my children, spending time with them. I have two boys. We bike around the lakes, play soccer and go up to our cabin in Wisconsin to fish and jet ski.

I plan to expand our practice to a network of offices in the metro area. We have two offices now, and plan to add a third. I like the business side of dentistry.

I hope to see my children develop into good people and guide them to achieve their goals. I can see having grandkids.

I admire my patients. Sometimes they have to sit for hours and they rarely complain.

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LDA dentists' day at the legislature

Annette Droddy
Assistant Executive Director, LDA

Members Head to the Capitol for Dentists' Day at the Legislature

DAP-PAC



Dental Access & Prevention
Political Action Committee

LADPAC

Dentists' Day at the Legislature 2013 started off rocky – or I should say rainy and stormy! However, the weather cleared by noon and even though the evening reception was a tad cloudy, wet and cool, over 50 dentists attended in addition to the legislators and legislative staff and guests.

Dentist's Day is a grassroots event celebrating the dental profession that offers dentists the opportunity to meet their lawmakers. During the speaker portion of the event, dentists heard briefings from Dr. Henry

Gremillion, dean of the LSU School of Dentistry (LSUSD); Senator Jack Donahue, chair of the Senate Finance Committee; Ward Blackwell, LDA executive director; Dr. Marty Garrett, chair of the LDA Council on Government Affairs; Jan Moller, director of the Louisiana Budget Project; Dr. Michael Sprague, president of Grace Adventure; and Johnny Koch and Scott Kirkpatrick, members of the LDA lobbying team from Roedel Parsons.

Attendees received an update on bills filed and being lobbied at that time, including a description of the various bills that would impact the LSUSD. There were also many references by several of the speakers about Louisiana's budget and the fact that not only was it a fiscal-only session, but that most of the issues and bills that would pass or fail this session would be in close relation to the financial impact on the budget. (See a complete report from session in Dr. Marty Garrett's report on pages 8-9.)

Dentists were also taught how to send a note to their legislator after the group headed to the Capitol. After participating in briefings and visiting the Capitol, guests enjoyed a reception with food, music and fun!

Capitol: Members and their guests visit the House and Senate after listening to briefings.





RECEPTION: Northwest dentists had the largest showing of dentists of ANY component, Dr. Ronnie Hermes, Dr. Jeremy Brown, Dr. Sanders Graf, Dr. Ike House, Dr. James McCormick, Dr. John Gilmer, Dr. Bill Hall, Dr. Michael Woolbert, Dr. Gary Caskey, Dr. Tom McNeely and Dr. H.O. Blackwood.



RECEPTION: Dr. Hugh McKnight, Dr. Dennis Preau, Rosanne Preau, Dean Henry Gremillion, Dr. Steve Ortego and Dr. Marty Garrett.



RECEPTION: LDA President Dr. Stephanie Weaver and Sen. Ronnie Johns.



RECEPTION: Rep. Andy Anders and his daughter, Dr. Rachel Durel.



RECEPTION: Central dentists and visiting legislators, Dr. Paul Hargis, Rep. Terry Brown, Dr. Trey Carlton, Rep. Herbert Dixon, Dr. Dan Lester, Dr. Wilton Guillory, Rep. Robert Johnson and Dr. Gary DeWitt.



RECEPTION: Sen. Sherri Smith Buffington and Dr. Tom McNeely.



RECEPTION: Dr. Gary DeWitt and Rep. Joe Harrison.



RECEPTION: Dean Henry Gremillion and Dr. Nelson Daly.



RECEPTION: Dr. Steven Vutera, Dr. Jeremy Brown, Dr. Chase Dronet and Dr. Caesar Sweidan.



RECEPTION: Dr. John Ward, Rodney Wood and Rep. Kenny Cox.



RECEPTION: Rep. Jim Fannin, Rodney Wood and Dr. John Ward.



BRIEFINGS: Dentists' Day attendees listening to briefings on bills of interest to LDA members.



BRIEFINGS: Dr. Marty Garrett, Dr. Don Donaldson, Senator Jack Donahue and Dr. Claudia Cavallino.



BRIEFINGS: Ward Blackwell, Jan Moller and Dr. David Kestel.



RECEPTION: Sen. Dale Erdey, Dr. Don Donaldson, Rep. Roy Burrell and Dr. Richard Atkins.



RECEPTION: Dr. Dean Manning, Dr. Ray Unland, Dr. Eryk Hargrove and Dr. David Kestel.

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LDA Louisiana dental services, inc.

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

LDS Making Changes for the Benefit of the LDA Members

Spring activities for Louisiana Dental Services (LDS) included co-hosting a dinner for LSUSD senior dental students at the Bourbon View restaurant in New Orleans on Friday, March 15. The well attended function had an even more festive air than usual, as it was St. Patrick's Day weekend in the Quarter. It was rewarding to entertain the seniors and wish them well in their careers and encourage them to become members of the Louisiana Dental Association (LDA). The evening concluded with the seniors tossing beads from the second-floor balcony to the crowds below on Bourbon Street.

LDS also participated in a Lunch n' Learn for the senior students that featured Stormy Blair of Brown & Brown of LA, LLC dba Robert Ellis & Associates, one of our endorsed companies. The main topic was the future insurance needs of the new dentist and Stormy does a great job of outlining a program to satisfy those needs. Stormy likewise presented an afternoon session at the LDA office for the general practice residents in Baton Rouge and later an evening session for the April general membership meeting of the Greater Baton Rouge Dental Association. Angela Hedrick with Elavon, another LDA endorsed company, also made a well-received presentation at that meeting on credit card processing services. Elavon has an exciting announcement for LDA members as we now have FOUR sales people who can reach out to our members in your local areas and assist you in reviewing your transaction statements. Check out the "Endorsed Company Spotlight" on the next page for additional information on Elavon!

First quarter financials show that LDS has received about 15% on its anticipated revenues for the year. Most payments received in this quarter are for activities in the last quarter of 2012. The remaining quarters of the year generally show a higher percentage for revenues collected.

In April, the LDS Board of Directors met for one of our semi-annual board meetings. The board reviewed a list of under-performing endorsed companies and recommended cancellation of the endorsement of DexComm, Netchex and SolmeteX. Separately, it



Dr. Mike Maginnis (right) assisted Stormy Blair of Brown & Brown of LA, LLC dba Robert Ellis & Associates, one of our endorsed companies, as she spoke to general practice residents in Baton Rouge regarding new dentist insurance needs. Dr. Maginnis described the entire endorsed program to the residents.



was noted that Newline Medical's endorsement had already been terminated at the request of its owner. Suggestions were considered for new endorsed products and services to be voted on at the next board meeting. At the bottom of this page is a list of the LDS Board of Directors. Each LDA member has a local contact in their

district. You can also find this list and their contact info at any time on the LDA website at www.ladental.org.

LDS BOARD OF DIRECTORS

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ENDORSED PRODUCTS AND SERVICES SPOTLIGHT



Membership Opportunities Using LDA Endorsed Program from Elavon

As we all know there's no guaranteed path to a successful business. But there are successful strategies.

One key strategy is how you process your credit card payments. After all, dental offices need the same range of payment options as large market corporations; they just don't need the costly infrastructure.

In an effort to support the LDA and our membership, Elavon, our endorsed MasterCard/Visa processing provider is expanding their staff to serve each of you better. **WE** will now have **FOUR** sales people, Denise Atkinson, Angela Hedrick, Cindy Keys and Sheri Smith to assist in answering questions and keeping you up to date on any changes happening within the processing industry.

For instance, do you know the real rate you are paying for your credit card processing?

Many processors will give you an extremely attractive qualified rate when they know that most of your transactions will not qualify at that rate. An easy way to determine what you are really paying is by some simple analysis of your processing statement. Take the total amount of fees you are paying and divide that by the total dollar volume of the transactions you processed. The resulting number is what is called your effective rate – the average rate you pay per transaction.

Although your real rate is determined by the number and volume of transactions you process, the following example will help illustrate how your qualified rate and your effective rate can differ.

Dr. Fred's Dental office

Total Fees: \$250

Total Volume: \$10,000

Effective Rate: $\$250/\$10,000 = 0.025$ or 2.5%

If your effective rate is 2.15% or higher, you could benefit from our processing program along with other added value items that are offered such as the check processing program and gift cards.

For further information on this program, contact Denise Atkinson and she will have your area sales representative contact you immediately. You may reach Denise at 281-288-4917 or email her at Denise.atkinson@elavon.com.



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LDA

from the executive director

Ward Blackwell, M.J.
Executive Director, LDA

ADA/LDA Top Ten List

About 60% of the state dental associations that make up the ADA have lost members since last year. The LDA, on the other hand, has gained members.

A big reason *why* is that, of the LSUSD graduates eligible to immediately join LDA upon completion of school (i.e., those not going out of state or to post-grad residencies), better than 90% on average have joined over the past three years. LDA currently ranks seventh among state dental associations for converting dental students to members.

Not surprisingly, the percentage of dentists aged 25-39 who are LDA members is roughly 5% higher than for Louisiana dentists of all ages. However, the percentage of members aged 40-49 is significantly lower than for all dentists. One possible explanation I've heard is that dentists at that age are more likely to have busy family lives, which leaves them less time to be active in the association and therefore less aware of its benefits.

If there really is an age-related difference in the awareness of member benefits, a possible explanation might lie in the great job the LDA Council on Membership, LDA officers, NODA leadership and LDA staff do communicating the value of membership to LSUSD students. It's usually not that hard to get the students all in the same room, since they're usually all in the same building. LDA takes advantage of that to regularly make presentations and facilitate students receiving helpful information for their transition to practice. Hence, students get a LOT of information about LDA while in dental school – more perhaps than some busy middle-aged members get.

So, here is a quick "Top Ten List" of member benefits, straight from a presentation to LSUSD graduating seniors:

10. **LDA's Peer Review Service**, set up via Memorandum of Understanding with the State Board, can help dentists avoid expensive litigation and is FREE to members.
9. **ADA's Contract Analysis Service**, again completely free to members, can give you vital legal advice on contracts with insurers, dental management companies and large group practices BEFORE you sign.
8. **LDS Endorsed Companies** ALL offer special discounts or services available exclusively to LDA members.
7. **LDA-Sponsored Insurance Programs** (in addition to the insurance products endorsed via LDS) are overseen by

dentists and designed with dentists' input to meet your needs for health, life, and disability coverage (and more) better than anything similar on the market.

6. **Community Service/PR Programs** supported by the LDA include Donated Dental Services, Give Kids A Smile Day, community clinics across the state and more. The LDA is striving to estimate the total value of such philanthropy to further enhance a positive image of dentistry.
5. **ADA/LDA Foundations** are there when you REALLY need them, giving dentists a combined \$1.75 million in grants after Katrina, and always ready to assist dentists in times of financial crisis with grants or low interest loans for treatment of chemical dependencies.
4. **ADA and LDA keep you abreast of news** vital to your practice through journals, newsletters (LDA's will soon be an e-pub), websites, Facebook, Twitter and more.
3. **LDA's Continuing Education** offers something for everyone, from THE premiere meeting in the state (the New Orleans Dental Conference/LDA Annual Session), to trips combining vacations and C.E. to the Last Chance Seminar for those in dire need of hours at year's end.
2. **ADA/LDA's Governmental Relations** efforts have been responsible for funding equipment at LSUSD's clinics, increases (or preventing more cuts) to Medicaid reimbursement rates, sales tax exemptions that save dental practices thousands of dollars each year, protecting freedom of choice, shielding dentistry from costly regulatory burdens like the "Red Flag" rule, and much, much more. Plus, we've gone to court to protect the profession from a number of amalgam lawsuits, and dentists nationwide won \$5 million when ADA sued Aetna. For the most recent examples, see Dr. Marty Garrett's article on pages 8-9.
And the Number One LDA member benefit is...
1. **Whatever will make a difference in your practice.** That's because LDA listens to members and offers many opportunities to share what's on your mind, including local meetings, social media, phone, email, etc. In fact, many of the 20-plus major new initiatives undertaken by the LDA in the past decade evolved directly from member suggestions. So, let us know what YOU need!

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"Cosmetic Dentistry Update: What, Where, When, How?"
- Thursday:** Dr. Mike Malone
"Predictable Cosmetic and Restorative Dentistry"
- Friday:** Dr. Alex Fleury
"New Dimensions in Endodontics"
- Saturday:** Annette Wolfe, R.D.H.
"The Mouth is Part of the Body: How can the body be
healthy if the mouth has a disease?"

Thanks to our sponsors (as of 6/24/13): Brown & Brown of LA, LLC dba Robert Ellis & Associates (LDA Events Partner), Louisiana Dental Services, Inc. (LDS), Brasseler USA, Colgate, AMD Lasers, BISCO, Blackburn Dental Laboratory, DUX Dental, Garrison Dental Solutions, Ivoclar Vivadent, SS White, Tokuyama, and Real World Endo.



The Louisiana Dental Association (LDA) is designated as an Approved PACE Program Provider by the Academy of General Dentistry. The formal continuing education programs of this program provider are accepted by the AGD for Fellowship, Mastership, and membership maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of approval extends from 07/01/13 to 06/30/17. Provider ID 219248.

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- Proceeds benefit LADPAC and the LDA's grassroots efforts.
- Tickets available from the following LDA members or call the LDA at 1-800-388-6642.

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- Dr. Curtis Zeringue
- Dr. Gary Dewitt
- Dr. Marty Garrett
- Dr. Vincent DiLeo
- Dr. Kirt Touchstone
- Dr. Russell Westfall
- Dr. Bill Hall

* Drawing will take place at the LDA's Last Chance Seminar, Friday, Dec. 13, 2013, at the Renaissance Hotel in Baton Rouge. Winner need not be present to win.

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2014 LDA Distinguished Service Award

2014 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, 2013.** Please use additional pages if necessary. Please write clearly. If you have questions, contact the LDA office at (800) 388-6642, Dr. Mark Chaney, Chairman of the DSA Committee, at (504) 861-2523, 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 _____ 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 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.

2014 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, 2013.** Please use additional pages if necessary. Please write clearly. If you have questions, contact the LDA office at (800) 388-6642, Dr. Mark Chaney, Chairman of the DSA Committee, at (504) 861-2523. 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 a list of past recipients of the DSA, New Dentist or Humanitarian awards or for awards requirements, visit the LDA website at www.ladental.org or call the LDA office at (800) 388-6642.



louisiana state board of dentistry

Dr. Dean L. Manning
President, Louisiana State Board of Dentistry



Follow DPA to Avoid Disciplinary Action

Congratulations and welcome to all of the recent graduates, especially the dentists and dental hygienists. I extend my best wishes to each of you as you begin your practice. I hope that your career in your chosen field is as rewarding as my 40 plus years have been. The practice of dentistry has changed dramatically over my career from the advancements in diagnostic technology to implants to the expansion in the scope of our practices to include Botox and dermal fillers. One thing which has not changed is that you should treat patients with the care and respect that they deserve while satisfying the prevailing standard of care. Too often, professionals allow their desire for monetary success to compromise their treatment of the patient. If you set out to treat every patient as if they were your family member, you should have a long and fruitful career.

As I am sure you have heard, read or seen, an Oklahoma dentist may have exposed as many as 7,000 patients to Hepatitis and/or HIV by using instruments that were not properly sterilized or by using needles multiple times. It is incumbent upon you to comply with the board rules on infection control which adopt and incorporate the Universal or Standard Precautions as set forth by the Federal Centers for Disease Control. The CDC guidelines require the sterilization of instruments and that autoclaves must be tested at least weekly. The Louisiana State Board of Dentistry conducts statewide office inspections for compliance with CDC guidelines. One of the most widely cited violations as a result of the board office inspections is the lack of accurate spore testing logs and results. While an office inspection by the board is an excellent tool to combat this type of issue, reporting unsafe or unsanitary conditions by the licensees, office staff and personnel is the only way to guarantee that the board will address the problem office or practitioner before the public is harmed. We must do a better job of maintaining our sterilization program and the paperwork to establish that the program is being followed. Compliance with the CDC Guidelines is good for the patient, profession and the public.

In addition to the compliance with CDC guidelines, the board inspector also conducts anesthesia inspections. As noted last year in the bulletin, the board inspector,

has encountered issues with the drug logs maintained by dental practices as required by the Dental Practice Act specifically, LRS-37:794 and LAC 46:XXXIII.320. The board is citing licensees for the failure to maintain an accurate log, inaccurate medication counts and retaining drugs that are expired. Further, proper documentation is not being maintained on how the controlled substances are being purchased or obtained for a particular practice location. This is especially true for practices with multiple offices. The DEA has specific rules on the transfer of controlled substances from office to office. In addition, each office must have its own registration with the DEA in order to be compliant. Most, if not all, investigations and sanctions for these violations are handled by the board but the failure to comply with the statutes and rules on obtaining, handling and dispensing controlled substances may also be a violation of federal law.

The board recently started its continuing education audits. The Louisiana Dental Practice Act requires that each licensee provide to the board a list of all continuing education obtained over the two preceding years in order to renew your license. In the renewal packets mailed by the board last year, the board enclosed a standard form which each licensee was asked to complete. This form will be used again for this year's renewals. It is important to realize that the form only requires the listing of continuing education classes. No certificates are requested at the time of renewal. The certificates of completion will be requested in the event that you are selected for an audit. Failure to timely complete the form will result in an audit. If you were selected to participate in the audit process, please complete the information requested and provide it to the board as soon as possible. Failure to secure the requisite hours is a violation of the board rules and could lead to disciplinary action.

The board's mission is to protect the public by regulating the practices of dentistry and dental hygiene through the Louisiana Dental Practice Act. The board publishes its statutes and rules as well as any changes on its website and in its publications. Please take the time to read the Dental Practice Act and have a working knowledge of the rules to avoid any issues with non-compliance.

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- Dr. Mike Maginnis

President, Louisiana Dental Services, Inc.



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LDA lsu school of dentistry

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

Celebrating Success

Dental school is challenging. No shortcuts, no easy path—just good old-fashioned hard work. You have to be laser-focused, determined and highly resilient to make it through. The LSUHSC School of Dentistry (LSUSD) is fortunate to have great students. Because they understand the fundamental principles of what it takes to succeed, our graduation rate is 98.6 percent. We're very proud of that.

Every spring I have the honor of congratulating our graduates as they walk across the stage to receive their diplomas. The joy, appreciation and occasional tears can be overwhelming. You see, our students are like family to us. Whether they spend two, four, or more years with us, the bond that develops among LSUSD family members is strong. So when graduation comes around, we're all like proud parents. It's a special time and we never tire of it.

This year, 67 bright men and women received their dental degrees, 40 students received their bachelor of science in dental hygiene, and four received their associate degree in dental laboratory technology.

Among the dental graduates, 49 will be entering private practice, one will enter the U.S. Air Force and 15 will enter advanced education programs. Of those entering private practice, 42 will work in Louisiana, four in Texas, and one each in Arkansas, Mississippi and Montana. Twenty-four of the D.D.S. graduates

have relatives in the dental profession.

All 40 graduates of the dental hygiene program are Louisiana residents who plan to enter private practice. Six graduated from our satellite program in Lafayette and eight have relatives in the dental profession.

Among the four dental laboratory technology graduates, two are from Louisiana, one is from Bucharest, Romania, by way of New Orleans, and another is from Taipei, Taiwan, by way of Cook,

Illinois. All four will remain in Louisiana.

Although dental education is challenging, it wasn't the only activity on the minds of our graduating class. While in school, 19 students were married and three became engaged. Four of our dental students became parents and several others are expecting.

It's an exciting time and I am honored to welcome all of our graduates into the professional dental

community. After sacrificing their time and energy to pursue their vision, they have finally received their well-deserved reward. They now join an important community of people with shared interests and values and a commitment to improve the lives of others. It's a high calling that should never be taken for granted.

Congratulations LSUHSC School of Dentistry Class of 2013!



Pictured here are the LSUHSC School of Dentistry Alumni Association leadership award recipients (left to right) Karrah Drummond (dental hygiene), Dr. Adam Quartano (dentistry), Dr. Erica Hender Simon (dentistry), and Kayla Brooks (dental laboratory technology) with Dean Henry Gremillion (center).

LSUHSC School of Dentistry Events

Alumni Reception (in conjunction with the ADA Annual Session)

Friday, November 1, 2013
Harrah's Hotel, New Orleans
Vieux Carré Ballroom - 2nd Floor
5 to 7 p.m.

Reunions 2013

If you graduated from LSUSD in 1973, 1978, 1983, 1988, 1993, 2003 or 2008 and are interested in planning a reunion for your class, please contact the Office of Alumni Relations at (504) 941-8120 or jcourv@lsuhsc.edu. Some plans are already underway, contact us for more information.

Due to the ADA Conference being held in New Orleans in the fall, Alumni Day will not be held in 2013.

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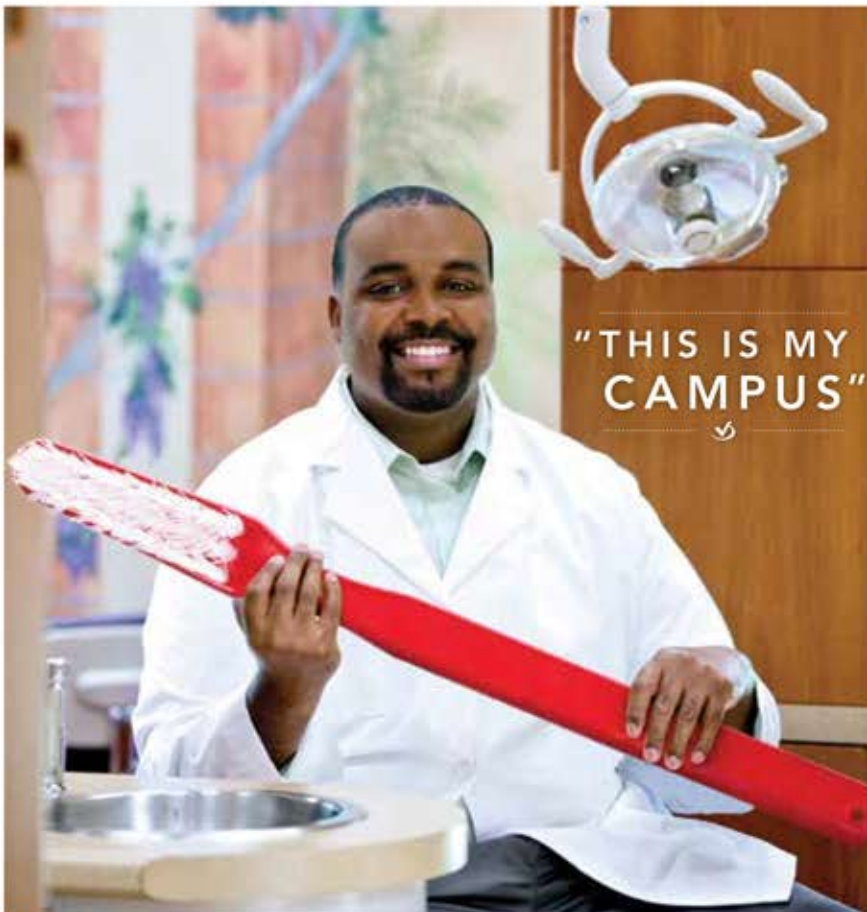


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LDA

louisiana dental hygienists' assoc.

Amanda Mullen, R.D.H.
President, LDHA

Beyond Dental Education

My doctor recently brought up that when he was in dental school, it was said that he would probably be out of a job soon after graduating due to the fluoridation of water. On the contrary, 27 years later there are more incidences of caries than ever before. Bacteria and sugar are not the sole contributors to this increase; caries are becoming more prevalent due to the wide-spread addition of citric acid to a variety of products.

Many breakfast options, energy drinks and juices, which are highly advertised as sugar free, have citric acid as the common denominator. Enamel demineralization takes place at a pH level below 5.5, at which point the calcium and phosphorous ions dissolve, creating higher susceptibility to decay. In our office, we are incorporating diverse treatment options such as xylitol usage, fluoride floss, and high pH water to present more appealing ways for patients to prevent and protect the oral cavity from decay.

Xylitol is a natural sweetener that is a part of our normal everyday metabolism. The bacteria of the oral cavity cannot metabolize this natural substance, however. An acid attack that would normally last 30 minutes after a meal would stop if exposed to xylitol. Exposing the oral cavity to at least 15 grams of xylitol 4-5 times a day can significantly reduce the incidence of tooth decay. Our office recommends the brand Xlear, a company that produces sweeteners, candies, gums and mints containing xylitol as its main ingredient. Ice Breakers Ice Cubes is a gum that we also like to recommend to patients because it has xylitol as its main ingredient and is better known than Xlear and is easily accessible in stores.

As hygienists we hold fluoride in high regard due to its remineralization properties. This remineralization process occurs at a pH of 7.5 to 8.5 with calcium and phosphorous present. We have had the benefit of water fluoridation for many years, yet it is not enough exposure to have an effect on demineralized enamel interproximally. Fortunately, fluoride floss is something that patients can take

advantage of at home. When using fluoride floss it is crucial to have the pH of the oral cavity at a level where remineralization can occur. I like to tell patients as an analogy you wouldn't want to drink a glass of orange juice and then go floss your teeth right after because the environment would be too acidic for the fluoride to work.

Thankfully, there is a way to help quickly raise pH while having the added benefit of supporting a Louisiana based product. Evamor Natural Artesian Water comes from an alkaline spring based in Covington, La. The market leading bottled waters are all very similar and are usually pH neutral. Evamor, on the other hand, boosts alkalinity with its pH 8.8 and can reduce the duration of acid attacks. It is also a nice treat to know that an alkaline water source from Louisiana can be incorporated into a regimen of prevention to introduce to our patients.

There is always going to be that new advertisement for the next great product containing ingredients that pose threats to our oral cavity. As dental professionals, it is our responsibility to keep up with the latest treatments so that we can fight the ever growing products on the market. Therefore, it is important for dentists and hygienists to stress to patients available preventive and treatment options. Individualizing our avenues of hygiene instruction not only allows us to give more options to patients but gives our patients more motivation to say "hey, I can do this!"

Earn up to 7 credit hours at the Louisiana Dental Association's

Last Chance Seminar

Friday, December 13, 2013

at the

Renaissance Hotel, Baton Rouge, LA

Speaker: Dr. Todd Snyder

Stop Hitting Snooze on Your C.E. Alarm Clock!

Congratulations!

An award was presented to the LDA at the ADA Annual Conference on Membership Recruitment and Retention for "Most Improved Active Member Retention Rate in the Society With 1001 – 2000 Members" (membership year 2012). Director of Membership Development Sharon Elliott was on hand to accept the plaque on behalf of the LDA.



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LDA Newsletter Goes Digital

There will only be one more issue of the *LA Dental News* newsletter. If your email is not on file with the LDA, contact us right away at (800) 388-6642 or info@ladental.org.

Again, in response to members' suggestions and our strategic planning, the LDA is discontinuing the printed version of the quarterly LDA newsletter and will replace it with a monthly email newsletter and additional posts and info on Facebook (Louisiana Dental Membership), Twitter (@LADentalAssoc), and the LDA website (www.ladental.org). Stay connected! We want to hear from you!

NOTE: You will still receive a printed copy of the quarterly magazine, the LDA Journal!



LDA louisiana dental assistants assoc.

Elizabeth Schmidt, C.D.A., C.D.P.M.A., E.D.D.A.
President, Louisiana Dental Assistants Association

Joining LDA Will Provide a Wealth of Info and C.E. Opportunities

Infection control standards have received a lot of national attention recently. Patients are becoming more aware and are scrutinizing our infection control routines. State Boards throughout the country are receiving complaints filed by patients against dental practices stating the patient did not observe the staff washing their hands or changing their gloves. They are also stating the instruments were lying uncovered in the operatory while they were being seated, leading them to question whether the instruments were clean.

Lack of training for dental personnel is a real concern. We assume proper standards will be observed, but if an assistant has not received adequate training they will only know what they have been shown. We all know when we train a new team member who has never worked in a dental office they will need extra training and will need to be shown each step necessary for their position. Often the importance behind a process like sterilization is not thoroughly explained so the steps may not be viewed

as essential. There has to be an understanding of the chain of infection to make certain each step is known to be a critical link in that chain.

As a consultant, I visited an office where the sterilizer was well over 20 years old and the assistant responsible for monitoring the effectiveness of the sterilizer had left the practice a year before. No one knew (or remembered) they were supposed to be performing ongoing monitoring. Often critical steps are missed, forgotten or not understood. Make sure you have a plan for training new staff and for confirming staff are performing the critical steps in ensuring your practice is maintaining required standards.

Courses are offered in infection control and in OSHA policies through dental assisting societies, at dental conferences and through university continuing education departments. Send your staff to these programs to ensure you won't be the topic of the next exposé.



Prepaid Dues Program

Prepay your 2014 ADA, LDA and Component Dues in six monthly installments!

For more information or to sign up, call Membership Director Sharon Elliott at (800) 388-6642 or (225) 926-1986 or email at sharon@ladental.org.

The early bird gets the worm!



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Dr. Maginnis Featured in "What's New in Health Care 2013"



In a special addendum to the *Baton Rouge Business Report, What's New in Health Care 2013*, Dr. Mike Maginnis was featured as Louisiana's first board-certified prosthodontist. He reached this certification in 1976. The process took several years and involved many levels

of thorough examinations, both written and oral, as well as numerous practical applications of his skills and knowledge.



Dr. Neupert and Ms. Rochel Honored by 232-HELP

Dr. Edward Neupert was chosen as Dentist of the Year by the 232-HELP Donated Dental Program, a program that serves the elderly, disabled and medically compromised. Dr. Neupert joined the 232-HELP Donated Dental Program in 1999. Over the past 14 years, Dr. Neupert has donated over \$130,000 in treatment value and 268 hours volunteering to provide oral health care to some of the program's most complicated cases.

A special reception also introduced Ms. Kabrini Rochel, the first recipient of the Donated Dental Internship developed in cooperation with the University of Louisiana at Lafayette College of Nursing and Allied Health Sciences. The internship is given to a qualified pre-dental hygiene student and carries an annual scholarship of \$500. Ms. Rochel, a native of St. Mary Parish, was chosen for the pilot program, which covered the spring 2013 semester. She interacted directly with the patients, reviewing their medical history to develop the crucial patient record. Ms. Rochel said, "The dental hygiene pilot

program at 232-HELP has given me a spectacular opportunity. This experience will help me when applying to dental hygiene school."

This program was founded by Dr. John Hendry and Mrs. Jewell Lowe in 1980 as an extensive volunteer dental program to address the dental care needs of the many special needs children in Acadiana. Today, the 232-HELP Donated Dental Program has over 50 dentists who have contributed in excess of \$2 million dollars of treatment value.



Jim Roy, president of 232-HELP, and Rae Logan, executive director, present Kabrini Rochel (center) with \$250 Scholarship.



Dr. Paul Azar and Dr. John Hendry present Dr. Edwin Neupert (center) with 232-HELP Dentist of the Year Award.

Charitable Dental Care Reporting

As stated before, dentists are often called upon to provide free dental care within their community. It has become very clear that Louisiana legislators are interested in the charitable care provided by dentists. The LDA uses this information in our governmental affairs efforts to illustrate significant impact on Louisiana's access-to-care problem and the large amount of FREE care that Louisiana dentists provide in our state. It is essential that we have factual information so we can explain to legislators how important it is to NOT cut Medicaid rates, NOT cut sales tax exemptions or NOT push additional, unnecessary mandates on dentists, as all these things would reduce dentist's capacity to provide care pro bono.

The form can be downloaded from the LDA website at www.ladental.org, by going to the "Members Only" section and clicking on the "Charitable Dental Care Reporting" link. ONLY

LDA staff will know exactly WHO donated WHAT services. We will NOT publish a list of names, and you do not need to be concerned that you will get additional calls from folks looking for free dentistry.

If you have not been keeping track of this information, select one month and report what charitable dentistry you performed that month. The month for which you choose to report should be typical of the charitable work you do almost any month. From there, we will tabulate figures and develop an approximate number of charitable dollars donated to the community. Instructions on what type of care is considered charitable and how to report your philanthropy can be found on the form that you'll download from the LDA website.

We thank you in advance for your philanthropy and your support for organized dentistry! Call the LDA at (800) 388-6642 or email info@ladental.org if you have any specific questions.

Dental Medicaid Update

The LA Department of Health and Hospitals (DHH) sent out



a press release on Friday, June 21, that reported that dental Medicaid providers would be cut 3% because of budget woes related to DHH. The LDA lobbying team, as well as DAP-PAC and Medicaid Task Force leadership, will be working on this issue. All we know at this time is that DHH plans to file an emergency rule later this summer with a retroactive cut of 3% back to July 1.

Watch for updates on the LDA website at www.ladental.org.

Fun in the Sun with the LDA!

Fishing Rodeo

Benefitting the LDA Foundation
Friday & Saturday, July 12-13, 2013
[Sand Dollar Marina, Grand Isle, LA](http://www.ladental.org)

LDA Summer Education Conference

Wednesday-Saturday, July 24 - 27, 2013
[Tops'l Beach & Racquet Resort, Destin, FL](http://www.ladental.org)

For more info:

Call (800) 388-6642,

Email info@ladental.org

Or visit www.ladental.org



BATON ROUGE ASSOCIATE OPPORTUNITY:

Forward-thinking, rapidly growing group of state-of-the-art dental offices with locations in South Louisiana looking for an experienced dentist to become associate/future partner in our new Baton Rouge location. Doctors Dental is NOT a “dental clinic.” Our practices are 1-2 doctor offices with experienced, well-trained and well compensated staff. We are looking for a long-term relationship with an experienced dentist who has a commitment to high quality dentistry and excellent patient care. Enthusiastic, willing to learn, team player and hardworking should describe you. Full-time (4 days a week) dentist compensation is in the \$200,000-\$400,000 per year range. Continuing education of your choice is paid every year, along with paid malpractice insurance. If you are seeking a long-term associate/partnership relationship, please email your professional resume with a written cover letter explaining why you would be a perfect fit for this position. Email to drdavenport@doctorsdental.com.

BATON ROUGE CAREER OPPORTUNITY: Brand new dental office looking for motivated EDDA dental assistants and patient coordinators to join our growing company - 2-3 years experience is preferred. Open Dental and Dexis knowledge a plus. You must be motivated, energetic and a team player. Training will take place at our Covington practice for a maximum of 2 weeks, prior to opening. Please email resume and cover letter to drdavenport@doctorsdental.com.

FOR SALE: This nearly \$800K revenue practice is located in New Orleans in a beautiful facility. Lots of patients, accepts all types of insurance. This 6 op, with recent equipment, computers, digital xrays, and pano is perfect for the doctor that can produce at least \$65K per month. This large 3,400 square ft. office opens possibilities for entrepreneurial doctor. Contact Clyde Dollens, D.D.S. at (281) 639-4703. Aftco Practice Transitions.

PT Oral Surgery, Locations in Shreveport/Lake Charles/Lafayette: We are currently hiring qualified, energetic oral surgeons for each of the offices listed here offering: Flexible scheduling, Generous compensation, Excellent training, education and advancement opportunities, 100% paid malpractice insurance, No practice management expenses and headaches - we take care of it! Oral surgery or DDS/DMD from a dental education program accredited by the Commission on Dental Accreditation with extended oral surgery experience. Please contact Emily Platto, (770) 508-6810 or eplatto@ncdrllc.com.



Office Spaces Available for Lease: 5150 Hwy. 22, Mandeville, LA, 1,000-2,300 square feet. If interested, please call Hiram Investments, (504) 831-3140 or email info@hiraminvestments.com.

DENTAL ASSOCIATE NEEDED for a large, upscale private practice with 2 locations in Lake Charles, LA. Due to the areas exploding growth and development, the practice is in need of expanding with an additional associate. The associateship has unlimited potential including ownership in the future. Great compensation packages offered! Come be part of the economic expansion in Lake Charles! E-mail resume to infonow.career@gmail.com or call (337) 302-3027 for more information.



Some join for honor, some join for patriotism, but they all join to experience a whole new life. As a dentist in the Air National Guard, you'll be a member of a team of health professionals that keep our members “fit for duty.” Serving part time as a commissioned Air National Guard officer, you'll receive valuable career training, generous benefits, a steady paycheck, and the possibility of an enlistment bonus. Talk to a Louisiana Air National Guard representative today. Call 1-800-TO-GO-ANG or visit GoANG.com/LA.

DENTIST WANTED to come and work in our multi-doctor dental practice in Port Allen, Louisiana, directly across the Mississippi River from Baton Rouge. We are a thriving general practice that offers great income potential and working conditions. For more information, call (225) 937-8028 or email us at advantagedentaldds@yahoo.com.

EXCITING OPPORTUNITIES for dentists to provide children with dental care in Baton Rouge area schools. No evenings or weekends. Apply at www.smileprograms.com.

DENTIST WANTED, GONZALES, LA: New, modern office. Please fax C.V. to (225) 644-4040 or call (225) 644-4000 for more info.

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 email at careers@aftco.net.

Located about 30 minutes from Lafayette, LA. This bread and butter PPO/FFS practice with 1,500 active patients is your dream opportunity if living in Southern Louisiana and raising your family in a small town atmosphere are your goals. Contact: Clyde Dollens, D.D.S., AFTCO Practice Transition, (281) 639-4703.

BUSY GENERAL DENTAL PRACTICE ON MAJOR street of Shreveport, traffic count of 80k/day, 2-3 years old dental equipment, high tech digital and computerized EMR. Potential in 7 figures. Active patient count is over 2,500. Great opportunity to own real estate and practice. Contact mvk009@yahoo.com or (318) 286-6969.



Two Office Spaces Available for Lease: 3701 Williams Blvd., Kenner, LA, 1,200 square feet or 1,438 square feet, available August 1, 2013. If interested, please call Hiram Investments, (504) 831-3140 or email info@hiraminvestments.com.

Classified Advertising Online

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

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

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

Busy dental practice seeking a talented dentist to work in the East Baton Rouge Parish. This person must work well with all types of people and have great communication skills. If interested in this position, please email your curriculum vitae to careers@grandfamilydentalcare.com.

The NAVY is Hiring! Enjoy the camaraderie of the military without leaving your current position. Serve PART TIME in the Reserves. Call (800) 852-7251 or e-mail your curriculum vitae to nola@navymil.

LDA Winter C.E. Heads to Walt Disney World

Mark your calendars and pack your bags because the LDA's heading to Walt Disney World! The winter C.E. destination meeting (held over Mardi Gras) will offer C.E. and special rates for an Orlando vacation. C.E. will be held Sunday, March 2 - Tuesday, March 4, 2014. Special rates will be good before and after the meeting dates. So, start planning now for a NEW location and a tax write off trip to Disney World. More info coming soon on the LDA website and a brochure mailed to members.



COURSE #	DATE, CITY	COURSE NAME, LOCATION & AGD SUBJECT CODE	FOR	FEES	HOURS
05-13	Jun 28 Lafayette	Predictable Endodontics w/Dr. William Nudera at National EMS Academy, Lafayette, LA AGD #070	Dentist All other staff	\$295 ■ \$95 ■	07 L C
11-13	Jun 28-29 New Orleans	Oral (Enteral) Sedation Introduction Course w/Drs. Ben Record, Michael Webb, et al - 16 hrs live class, 4 hrs self-instruction at LSUSD AGD #164	Dentist All other staff	\$1,327 \$399	20 L, C
21-13	Jun 28-29 New Orleans	Oral (Enteral) Sedation Refresher Course w/Drs. Record & Webb - 12 hrs live class, 4 hrs self-instruction - at LSUSD AGD #164	Dentist All other staff	\$995 \$299	16 L, C
21-13-FRI	Jun 28 New Orleans	Adult Only Oral Sedation Refresher Course w/Dr. Ben Record – 8 hrs live class, 4 hrs self-instruction - at LSUSD AGD #164	Dentist All other staff	\$663 \$199	12 L, C
21-13-SAT	Jun 29 New Orleans	Pediatric Only Oral Sedation Refresher Course w/ Dr. Michael Webb - 4 hrs live instruction & 4 hrs self-instruction (at LSUSD) AGD #164	Dentist All other staff	\$332 \$99	8L, C
23-13	Jul 12 New Orleans	Infection Control w/ Drs. John Molinari & Marie Fluent - at LSU Health New Orleans School of Dentistry (Morning lecture, afternoon participation) AGD #148	Dentist RDH or DLT Ass't/Other	\$295 ■ \$175 ■ \$95 ■	7 L/P, C
24-13	Jul 12-14 Gonzales	Expanded Duty Dental Assistant (EDDA) w/ E Schmidt, CDPMA, CDA, EDDA, D Williams, CDA, EDDA, L Hernandez, CDA, EDDA	Assistant	\$540 ★	24 L/P, C
12-13	Jul 19 New Orleans	Zirconia Crowns in Pediatric Dentistry w/Dr. Timothy Wright at LSU Health New Orleans School of Dentistry AGD #430	Dentist All other staff	\$395 \$125	TBA
26-13	Jul 19 Hot Springs, AR	Practice Management w/ Dr. Robert Westerman at National Park Community College AGD #550	Dentist RDH or DLT Ass't/Other	\$295 ■ \$175 ■ \$95 ■	7 L, C
27-13	Jul 26-27 New Orleans	How to Administer Botox® and Dermal Fillers for Facial Esthetics w/Drs. C A Bennett, A D Ehrlich & S B Heckrodt – at LSUSD AGD #780	Dentist	\$2,995	16 L/P, C
31-13	Aug 16-18 New Orleans	Expanded Duty Dental Assistant (EDDA) w/N Weiss, RDH, EFDA, H Frederick, EDDA, D Williams, CDA, EDDA & BJ Triay, CDA, EDDA	Assistant	\$540 ★	12 L, 12 P, C
32-13	Aug 17 New Orleans	Digital & Conventional Radiology for Dental Assistants w/Drs. K Thunthy & JS Hubar, at LSUSD	Assistant	\$200 ★	7 L/P, C
33-13	Aug 23-24 New Orleans	FORENSICS COURSE w/Drs. Robert Barsley, Phil Levine, et al at the Marriott Convention Center Blvd. AGD #780	Open to All	\$399 ■	14L, N/C
33-13-W	Aug 22 New Orleans	LSU's Forensic Dental Identification with Mass Casualty Exercise (for DDSs & RDHs) w/David L. Wells, COL, USAF AGD #780	Dentists, Hygienists	\$599	2L, 5P C
17-13	Sept 6 Gonzales	Dental Business – Coding, Insurance, Practical Office Skills, Etc. w/ E. Schmidt, CDPMA, CDA, EDDA at the Clarion Hotel Conference Center AGD #550	Ofc Mgr, Bus. Ass't, Staff Dentist	\$395 \$495	7 L, NC
34-13	Sept 6 Monroe	LSU DAY IN MONROE: Topics in Pediatric Dentistry for General Practitioners w/ Dr. Priya Ritwik – at the University of Louisiana at Monroe AGD #430	Dentist RDH or DLT Ass't/Other	\$295 ■ \$175 ■ \$95 ■	7 L, C
35-13	Sept 13 New Orleans	FIVE MINUTE TEMPORARIES FOR DENTAL ASSISTANTS w/ B. J. Triay, CDA, EDDA – at LSUSD	Assistants	\$205	07L/P, C
37-13	Sept 20-21 New Orleans	The Dummett Memorial Lecture on Dentistry for the Pediatric Patient – Lecture & Hands-On w/Drs. Joel Berg & Ashok Kumar AGD #430	Dentist	\$775 ■	14 L/P, C
37-13-FRI	Sept 20 New Orleans	The Dummett Memorial Lecture on Dentistry for the Pediatric Patient - Lecture ONLY w/Dr. Joel Berg AGD #430	Dentist All other staff	\$389 ■ \$135 ■	7 L, C

■ - Register 4 weeks before and SAVE – see website for Early Bird savings and deadlines

★ - Call Jocelyn Wagner, EDDA/RAD Coordinator, at 504-941-8198 to see if you qualify for tuition reimbursement through SBET.

State Board Approved Radiographic Certification Tapes

Course Length: approximately 3 hours
15-day rental includes workbook and certificate

\$50 - LDA members

\$85 - non-LDA members

\$20 - (for members) each additional workbook

\$30 - (for non-members) each additional workbook

\$300 deposit (for non-members) for course (refunded upon return of VHS/CD/DVD)

MEDCOM's "Radiographic Techniques and Safety: Introduction to the X-ray and Safety Precautions" is available through the LDA and approved by the Louisiana State Board of Dentistry. It can be used for in-office education of dental assistants, counts for C.E. credit and saves you time and money compared to classroom instruction.

**To order, visit the LDA website at www.ladental.org or
call (800) 388-6642 or (225) 926-1986.**

Southwest Dental Conference

January 30 - February 1, 2014



Kay Bailey Hutchison Convention Center ♦ Dallas, Texas

Sponsored by Dallas County Dental Society

More information coming soon to swdentalconf.org

LDA is a Regional Affiliate of the SWDC.



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. Also check our website for the most up-to-date listings, www.ladental.org.

DATE: July 12-13, 2013
EVENT: LDA Foundation Fishing Rodeo
LOCATION: Sand Dollar Marina, Grand Isle, La.
PROVIDER: LDA benefiting the LDA Foundation
SPONSORS: (As of 6/13/13) Brown & Brown of LA, LLC dba Robert Ellis & Associates (LDA Events Partner); Louisiana Dental Services, Inc. (LDS); Henry Schein Dental; Sand Dollar Marina; Delta Dental; Campus Federal
REGISTRATION: Contact Sherri Jones, LDA director of conference services at (225) 926-1986 or (800) 388-6642 or email to sherri@ladental.org or visit our web page at www.ladental.org.
DETAILS: Fishing rodeo entrants must be registered under the name of an LDA member dentist. Hats and t-shirts available for purchase.
FEE: \$50 Regular; \$25 12 & Under; \$15 Dental Student

DATE: July 24-27, 2013
COURSE TITLE: LDA Summer Education Conference
LOCATION: Tops'l Beach and Racquet Resort, Destin, Fla.
PROVIDER: LDA
SPONSORS: (As of 6/6/13) Brown & Brown of LA, LLC dba Robert Ellis & Associates (LDA Events Partner); Louisiana Dental Services, Inc. (LDS); Real World Endo; Brasseler USA; Colgate; AMD Lasers; BISCO; Blackburn Dental Laboratory; Dux Dental; Garrison Dental Solutions; Ivoclar Vivadent; SS White; Tokuyama
SPEAKERS: Dr. Mike Malone, Dr. Alex Fleury, Annette Wolf, R.D.H.
REGISTRATION: On-line registration at www.ladental.org or contact Sherri Jones, LDA director of conference services, at (225) 926-1986 or (800) 388-6642 or email to sherri@ladental.org.

DATE & TIME: August 16, 2013, 8:00 – 5:00
 (Also available on October 11, 2013)
COURSE TITLE: Dental Office Medical Emergency Simulations© (D.O.M.E.S.©)
SPECIAL NOTE: LIMITED TO 16 PARTICIPANTS
LOCATION: University of South Alabama Health Sciences Building, corner of University Boulevard and North Drive, Mobile, Al.
SPONSOR: LA/MS Dental Society of Anesthesiology (LMDSA) (AGD PACE and ADA CERP Recognized Provider)
REGISTRATION: Contact, Dr. John Roberson at LMDSA (800) 452-6675
DESIGNED FOR: General Dentist and Specialist
INSTRUCTOR: Dr. John Roberson; Mike Jacobs
CREDIT HOURS: 8, Clinical, Participation
FEE: \$1,195.00

DATE: August 30, 2013
COURSE TITLE: Strategies for Implant Supported Anterior Crowns and Fixed Partial Dentures
LOCATION: Baton Rouge, La.
SPONSOR: Louisiana Academy of General Dentist (AGD PACE and ADA CERP Recognized Provider)
REGISTRATION: Contact, Brenda Descant at (800) 277-8356
DESIGNED FOR: All
INSTRUCTOR: Matt Illes, D.D.S.
CREDIT HOURS: 7, Clinical, Lecture
FEE: LA AGD Mbr. - \$245; Non-Mbr. - \$325; Hygienist - \$125; Staff - \$65

DATE & TIME: September 6, 2013, 8:00 – 5:00
 (Also available on November 15, 2013)
COURSE TITLE: Dental Office Sedation Emergency Simulations© (D.O.S.E.S.©)
SPECIAL NOTE: LIMITED TO 16 PARTICIPANTS
LOCATION: University of South Alabama Health Sciences Building, corner of University Boulevard and North Drive, Mobile, Al.
SPONSOR: LA/MS Dental Society of Anesthesiology (LMDSA) (AGD PACE and ADA CERP Recognized Provider)
REGISTRATION: Contact, Dr. John Roberson at LMDSA (800) 452-6675
DESIGNED FOR: General Dentist and Specialist
INSTRUCTOR: Dr. John Roberson; Mike Jacobs
CREDIT HOURS: 8, Clinical, Participation
FEE: \$1,195.00

DATE & TIME: September 13, 2013, 8:30 a.m.
COURSE TITLE: Occlusion
LOCATION: Clarion Hotel, 1419 E. 70th St.,
Shreveport, La., (318) 797-9900
SPONSOR: Ark-La-Tex Academy of Dentistry (AGD
PACE and ADA CERP Recognized Provider)
REGISTRATION: Contact: Dr. Clint Bruyere at (903) 753-0337,
www.arklatexacademy.com
DESIGNED FOR: All
INSTRUCTOR: Dr. LeeAnn Brady
CREDIT HOURS: 7, Lecture
FEE: Non-Mbr. - \$245; Staff/Lab Tech - \$45

DATE: September 21, 2013
COURSE TITLE: X-Ray Function and Safety Course
SPONSOR: University of Monroe - Division of
Continuing Education
LOCATION: Caldwell Hall, Rm 218
TIME: Registration/Breakfast 8:45-9:00 a.m.;
Morning Session 9:00 a.m. - 12:20 p.m.;
Afternoon Session 1:15 p.m. - 4:30 p.m.
REGISTRATION: Contact Laura Washer at (318) 342-1030
or visit www.ce.ulm.edu
INSTRUCTORS: Brett Bennett, B.S.R.T., M.Ed.; Kim
Whorton, R.D.H., M.D.H.; Amanda
Richardson, R.D.H., M.D.H.; Jordan
Williams, R.D.H., B.S.; Linda Foster,
R.D.H., B.S.; Sharon Chaney, R.D.H.,
M.P.S.; Beverly Jarrell, R.D.H., M.Ed.
DESIGNED FOR: Dental Assistants who must complete a
course in Dental X-Ray Function and Safety
within their first six months of employment.
FEES: \$189 per participant
CREDIT HOURS: This one day course is offered to dental
assistants to fulfill the requirements of
the Louisiana State Board of Dentistry for
dental assistants to be allowed to expose
radiographs and patients in dental offices.

DATE & TIME: October 18, 19, 20, 2013
COURSE TITLE: Expanded Duty Dental Assistant Course
SPONSOR: University of Monroe - Division of
Continuing Education
LOCATION: Caldwell Hall, Rm 218
TIME: Registration/Breakfast on Friday, 7:30
a.m.-8:00 a.m.; Breakfast on Saturday and
Sunday, 7:30 a.m.; C.E. begins at 8:00 a.m.
REGISTRATION: Contact Laura Washer at (318) 342-1030
or visit www.ce.ulm.edu
INSTRUCTORS: Mrs. Linda Foster, R.D.H., B.S.; Amanda
Richardson, R.D.H., M.D.H., and faculty;
Sharon Chaney, R.D.H., M.P.S., and faculty;
Beverly Jarrell, R.D.H., B.S., M.Ed., and Jordan
Williams, R.D.H., B.S.; Kim Whorton, R.D.H.,
M.D.H., and faculty; Jordan Williams, R.D.H.,
B.S. and faculty; Dr. Kristi Davis, D.D.S., Dr.
Howard John, D.D.S., Dr. Robert Huffstutter,
D.D.S., and Dr. Jesse Roberts, D.D.S.
DESIGNED FOR: Dental Assistants
FEES: 449 per participant (Includes continental
breakfast each morning.)
CREDIT HOURS: 24 hour course which will partially fulfill the
requirements for the Louisiana State Board
Certificate of Expanded Duty Dental Assistants

DATE: October 31 through November 3, 2013
COURSE TITLE: 154th ADA Annual Session
LOCATION: Ernest N. Morial Convention Center,
New Orleans, La.
SPONSOR: American Dental Association
REGISTRATION: Visit www.ada.org.
DESIGNED FOR: All

DATE: November 1, 2013, 5:00 to 7:00 p.m.
EVENT: LSUHSC School of Dentistry Alumni
Reception at the ADA Conference
LOCATION: Harrah's Hotel, 228 Poydras St., Vieux
Carre' Ballroom – 2nd Floor, New Orleans, La.
*Due to the ADA Conference, Alumni Day
will not be held in 2013.*
REGISTRATION: For more information, please contact
Joanne Courville at (504) 941-8367 or
jcourv@lsuhsc.edu.

DATE: December 13, 2013, 8:30 a.m. – 4:30 p.m.
COURSE TITLE: LDA Last Chance Seminar – Topic TBA
LOCATION: Renaissance Hotel, 7000 Bluebonnet
Blvd, Baton Rouge, La. *For hotel
reservations call the Renaissance Hotel at
1(866)469-5448 – mention the LDA to get
the group room rate of \$134.00 per night.*
PROVIDER: LDA
SPONSORS: (As of 4/24/13) Brown & Brown of
LA, LLC dba Robert Ellis & Associates
(LDA Events Partner); Louisiana Dental
Services, Inc. (LDS); Henry Schein
Dental; GC America, Inc.
SPEAKER: Dr. Todd Snyder
DESIGNED FOR: All
FEES: TBA
REGISTRATION: Contact Sherri Jones, LDA director of
conference services, at (225) 926-1986
or (800) 388-6642 or email to sherri@ladental.org
or visit LDA web page at
www.ladental.org.

DATE: January 10, 2014
EVENT: LDA L.H. Bowden Leadership
Development Conference
TIME: 8:00 a.m. – 1:00 p.m.
SPONSORS: (As of 3/18/13) Brown & Brown of
LA, LLC dba Robert Ellis & Associates
(LDA Events Partner); Louisiana Dental
Services, Inc. (LDS)
LOCATION: Hilton Capitol Center, Baton Rouge

DATE: April 3-5, 2014
COURSE TITLE: New Orleans Dental Conference and
LDA Annual Session
LOCATION: New Orleans, La.
SPONSOR: NODA/LDA (NODA is an ADA CERP
recognized provider)
DESIGNED FOR: All

David N. Austin

Let's Be Friends

I remember just a few short years ago that a patient asked me if I ever twittered. I was taken aback by that, but I answered that I don't much anymore because I had some medication that helped.

When I found out what she was talking about, I'm not sure who was more embarrassed. Come to think of it, I don't believe she has ever returned.

What in the world has happened? In just a short time we have all become more connected with instant messaging, Instagram, Snapchat, Facebook, LinkedIn, smart-phone games like Words with Friends, not to mention email and many other ways to communicate. It's not just a mobile phone anymore.

It was 1987, when I got my first cell phone. It was a large phone that was in a nifty zip-up bag that was semi-permanently mounted in my car. I loved talking on that thing, people would stare at me as I drove by. Problem was, I really didn't have much to say. My wife got tired of me ordering pizzas on the way home from work. Friends started not answering their phones; well at least until they got a bag phone in their car.

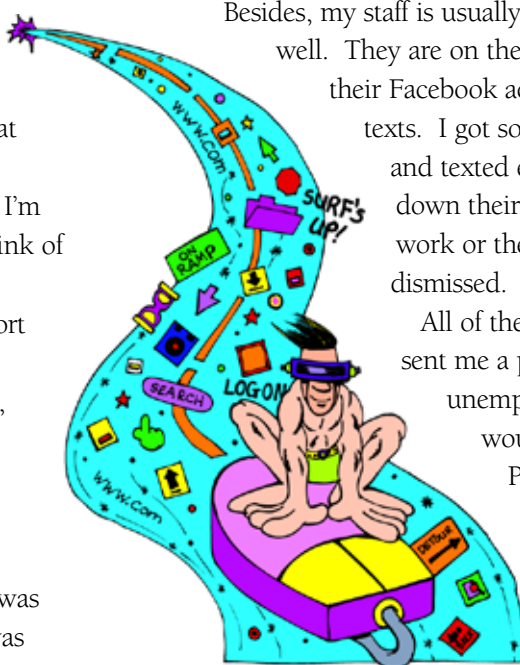
“Hey whatcha doing?”

“Not much. Just driving.”

“Cool!”

My dad decided to climb out of the stoneage a couple of years ago and bought a cell phone. Whenever I try and call him, he never answers. Seems he keeps it turned off to conserve the battery while it's in his pocket. No use leaving him any voicemail either because he doesn't know how to access it.

Lately I've been running behind seeing my patients at the office. I hate to bother them while they are checking their Facebook accounts or reading email, or comparing prices of root canal therapy on the Internet with their phones. I hate to be rude.



Besides, my staff is usually running behind as well. They are on their phones checking their Facebook account or their kids' texts. I got so mad the other day and texted each of them to put down their phones and get to work or they might risk being dismissed.

All of them immediately sent me a pdf file of the unemployment papers I would need to fill out.

Perhaps I was a little too hasty in my response, so I apologized to each of them using Instagram, and then I requested we play Words with Friends.

then I requested we play Words with Friends.

We now take a vacation day whenever the newest iPhone goes on sale so we can all go stand in line to purchase one.

I've come to realize that the world has indeed become an ever more connected place. I'm not sure I want everybody to know what I just tweeted. I want some of my tweets to be private. But, that is the chance you take because in essence your communication becomes part of the public domain.

I do believe our lives are better because we can instantly be found. Just the other day on my way to the office, my wife texted me and told me to be careful because they had just reported on the news that some fool was driving the wrong way on the very highway I was on.

I texted her back and told her the news media was wrong on this one because all the crazy cars were trying to go in the opposite direction of my lane.

Better living through smart hand-held devices! I can't wait to see what the future will bring, can you?

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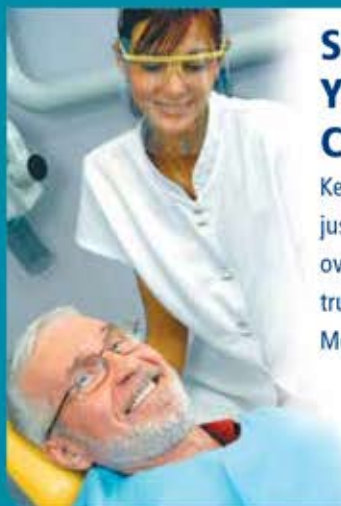
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