

# LDA Journal

VOL. 75, NO. 2

SUMMER 2016

Journal of the Louisiana Dental Association

**Dentists' Day  
at the Legislature  
2016**



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# LDA Journal

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

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**On the cover:** (Top left, going clockwise) Rep. Nancy Landry and her dad, Dr. Antime Landry; Rep. Jeff Hall, LDA Lobbyist Johnny Koch, and (at that time) LDA President Elect Dr. Robert Barsley; Sen. John Alario, Dr. Gizelle Richard, Dr. Gabrielle Richard, Rodney Wood, and Dr. John Ward; Dr. Kirt Touchstone, Sen. Jim Fannin, Sen. Frances Thompson, and (at that time) LDA President Dr. King Scott; and Dr. Darrell Bourg and Rep. Julie Stokes. For more photos from Dentists' Day at the Legislature, visit pg. 16.

LDA members can view the *Journal*  
online at [www.ladental.org](http://www.ladental.org).



# LDA

## editorial

Dr. David Austin  
Editor, LDA Journal

### Good News, Bad News

Most of you are aware of the tremendous budget shortfall our state is having to deal with due in great part to the dramatic decline of oil and gas revenues Louisiana has become dependent on. Local news media has kept us informed of what was and was not happening in the State Legislature this year – or should I say, how much more we will or will not have to pay in taxes in the upcoming years.

LDA Executive Director Ward Blackwell and Council on Government Affairs Chair Dr. Marty Garrett have included a full legislative report for our readers on pages 4 -5. However I wanted to highlight a few items. But first of all, I would like to point out that the end of the second special session has sent home legislators who spent 19 weeks in Baton Rouge! The longest stretch in the history of the Louisiana Legislature.

Now during the regular session, SB 476 was passed which is good news. This bill includes insurance coverage for TMD, which is a phenomenal story on its own. NODA member Dr. Terry Billings began the process and managed to procure Dean Henry Gremillion to assist. As you know Dr. Gremillion is a heavy-weight in TMD function and dysfunction. Dr. Gremillion also asked Chris Vidrine with the LSU Health Science Center and Dr. Billings asked the LDA (and the LDA's lobbying team) to assist in lobbying efforts. Even though we were not able to get the Office of Group Benefits and small groups and/or individuals to participate, this is a huge step and hopefully will enable us to be able to one day amend the law to include all plans.

This is exactly what organized dentistry is about – working together to accomplish something phenomenal for our profession that we as individuals would be unable to do.

In the not so good news department – the end of the first special session brought about changes in tax law that directly impacts our sales tax exemption. Amendments that were passed in the final moments of the first special session has dentistry joining a long list of business, industry, health care and non-profit interests in having their state tax exemptions temporarily suspended. Basically, everything but agriculture and items protected in the state constitution became open season for taxation.

So beginning April 1, 2016, (my birthday no less) supplies that had previously been tax-exempt are subject to 5% of state sales tax for a three-month period – through

July 1, 2016. And for two years after that, those items will then be subject to a 3% sales tax. On the plus side, those items will continue to be exempt from all local taxes.

The changes in tax law affect state sales taxes that dentists have previously not had to pay, but will be paying in varying amounts for a very limited period of time. Dentists are NOT required to COLLECT sales taxes, and that has not changed.

So we're supposed to regain the supply exemption in two years. I hope that is true but you and I know that politicians seem to conveniently forget promises made. I'm sure we will once again have to band together and fight to make sure we regain this exemption. I am thankful to be a member of an organization that looks out for me and my profession – promote, advocate, protect.

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# LDA wealth management

Chad Olivier, CFP®

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

## Four Steps for Business Success

Own<sup>O</sup>ning my small business for 14 years has taught me a lot about discipline, hard work, patience, and achievement. Running a successful business is rewarding, yet extremely challenging at the same time. Business owners face some of the same struggles across any industry. Whether a dental practice, financial planning firm, manufacturing company, or any other company, there are key ingredients that the most successful businesses have and that any business owner should incorporate. Let's look at four steps for business success: Find your "Why," set Wildly Important Goals, develop efficient systems, and execute.

**Step 1:** Find your "Why." Simon Sinek, bestselling author of *Start With Why*, says, "People don't buy what you do, they buy why you do it." Start with why you do what you do. This is the purpose, cause, or belief of the business. A couple of years ago I re-examined why I was in business. I discovered that I enjoy contributing to our clients' families and helping them with their goals. That's why I started The Olivier Group and that's why we come to work each day. Successful businesses that have longevity have a great vision of why they are in business. If you can express that to your patients or clients, then they will be inspired to work with your company. This also applies to your employees. Ensure that they believe what you believe, so they can help work towards your vision. Create your business plan around this vision.

**Step 2:** Set Wildly Important Goals. When planning set 10-year, five-year, three-year, and one-year goals. Start with the 10-year goals and five-year goals. Then break it down to what the company needs to do on a three-year basis and then one-year basis. Break down the one-year goals even further to a quarterly basis and then to a weekly basis. Always make sure the goals are specific, measureable, pursuable, and compatible to your long-term goals and aligned with the overall vision for the business. Identify Key Performance Indicators (KPIs), measureable values that can determine if the company is working towards the goals. Tracking KPIs is a way to keep score. Verne Harnish, author of *Scaling Up: How a Few*

*Companies Make It... and Why the Rest Don't* says, "Nothing builds momentum and energy like hitting specific targets." Throughout this process communication with your partners and staff is key. One of the most successful business leaders of our time, John D. Rockefeller, built his oil empire by establishing priorities and having a daily meeting with his key executives. Keep your employees aligned with your goals.


**Step 3:** Develop efficient systems. Once you have the goals and KPIs in place it is time to establish a system for each goal. Goals are worthless unless there are efficient processes in place to pursue them. The systems are all of the daily tasks that can get you to your goals. Create an environment where the employees are always looking to improve and streamline the systems.

**Step 4:** Execute the plan. When you have your systems in place meet on a consistent basis, make sure there is an employee assigned to each task, and hold each employee accountable. Verne Harnish lists the three most powerful tools a leader has in getting team performance: peer pressure, collective intelligence, and clear communication. By meeting with your team at least weekly and holding them accountable you will have constant execution of your plan, getting you closer to your goals. Don't forget to reward your team when a goal is accomplished.

Running a profitable business is hard work. Spend your time wisely and master these 4 steps to effectively and efficiently grow your company to success.

*The opinions voiced in this material are for general information only and are not intended to provide specific advice or recommendations for any individual. 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](http://www.oliviergroup.com).*

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## executive director and council on government affairs

*Dr. Marty Garrett, Chair, Council on Government Affairs and  
Ward Blackwell, M.J., Executive Director, LDA*

### Louisiana's Regular Legislative Session Comes to an End

Louisiana legislators who were unable to come to an agreement on the state's construction budget during the 2016 regular session came back into session 30 minutes after the regular session ended to begin another special session to focus on taxes and stave off more budget cuts.

As usual, the last few days of the session involved rapid changes, plenty of intrigue and most all lawmakers were unhappy about SOMETHING in the budget. Other than budget woes plaguing our state, as well as higher education and health care, the LDA itself had a successful legislative session. Special thanks to those LDA members who responded to our calls-to-action or requests to contact their legislators over the phone or in their offices.

Here's a recap of the major issues:

**Reduction in Security to Appeal LSBSD decisions (HB934)** – this reform worked out between the LSBSD and LDA removes a significant hurdle for dentists wishing to appeal an LSBSD decision in district court. The bill has been signed by the governor and is effective 8-1-16.

**Limits on Recoupment for Clerical Errors on Medicaid Claims (HB 1157)** – Thanks to a law the LDA helped pass two years ago, if the only discrepancy found on a claim in a RAC (Recovery Audit Contractor) audit is purely clerical, recoupment is limited to any overpayment above what WOULD have been paid had the claim been filed without the clerical error. The LDA introduced this bill this year to ensure a similar provision applies for SURS (Survey Utilization Review System) audits. The bill has been signed by the governor and is effective 8-1-16.

**LSBD Relocation (SB 471)** – the LDA supports the LSBSD remaining in the New Orleans area, but has gone along with this bill that delays until

January 1, 2018, the statutory requirement for the board to move to Baton Rouge. LDA accepted this bill based on assurance from the author that he will repeal the move requirement entirely next year. The bill has been signed by the governor and is effective 1-1-18.

**Insurance Coverage for TMD (SB 476)** – PASSED thanks to the efforts of Dr. Terry Billings, Dean Henry Gremillion, Chris Vidrine and LDA contract lobbyists Johnny Koch, Cary Koch and Scott Kirkpatrick! This bill requires large group health insurance plans to provide coverage for TMD in the same manner as for any other bone/joint disorder. (Note: had the mandate also applied to Office of Group Benefits, small groups and/or individuals, the State would have been required to pick up the cost. The bill could not have passed in that form given the State's fiscal situation.) The bill has been signed by the governor, but since most plans have already filed rates for 2017 that would not have included actuarial projections for this new benefit, the effective date is not till 1-1-18.

**Medicaid Transformation Plan (HCR 108)** – This resolution would create a task force that would make recommendations to DHH on how best to design an improved system for Medicaid that will optimize the delivery of care following the Medicaid expansion. LDA will be able to appoint one member of the task force. The bill has been signed by the governor and is effective 6-6-16.

LDA'S LOBBYING TEAM ALSO WORKED AGAINST:

**Medicaid Co-Pays (multiple bills)** – It seems like a great idea: charge Medicaid patients a small co-pay each time they receive care and reduce the amount paid out to providers by the same amount. The State saves money and the increased patient accountability may improve patient behavior in this notoriously difficult to manage population. The only

problem is that federal law would make it impossible for providers to actually collect the co-pay. So, co-pays are in essence provider rate cuts. None of these bills made it out of committee.

**Medicaid Provider Fees (multiple bills)** – Another effort to save the State some money. The fees charged would be used to draw down additional federal matching dollars, which could then be used to help fill the Medicaid budget hole. Some of the money would be used to increase provider reimbursements too. Unfortunately, the increase would likely not be enough to offset the fee. And, there were many issues of how to apply the fee for provider types (like dentists) that don't universally accept Medicaid. None of these bills made it out of committee.

**Prohibition on Balance Billing by Out-of-Network Providers in ERs OR In-Network facilities (multiple bills)** – This is an issue that comes up

every year. And like every year previously, none of these bills went anywhere.

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

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



*Governor John Bel Edwards has signed SB476 (TMD bill). Also in attendance were LDA Executive Director Ward Blackwell, Senator Danny Martiny, and LSUSD Dean Henry Gremillion. Ensuring that insurance coverage is the same for ALL musculoskeletal disorders was LONG overdue. The law shall apply to new policies, plans, certificates, and contracts issued on or after January 1, 2018. Existing policies, plans, certificates, and contracts not exempted from the mandate shall include the coverage required by this law on renewal thereof, but in no case later than January 1, 2019.*

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## Here's to the HEROES among us!

*These generous sponsors and donors have made a financial contribution to the Louisiana Mission of Mercy program as of 6/14/16. Thank you for your support!*

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# LDA Foundation

# Fishing Rodeo

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*Two-day fishing entry fee includes an official rodeo t-shirt, dinner on Friday, and Awards Seafood Fest on Saturday. No refunds after pre-registration deadline of June 30, 2016. Fishing shirts with embroidered logos will be available for pre-order until June 27, 2016. Additional t-shirts may also be pre-ordered before June 27, 2016. To see a complete list of rules, visit the LDA website, [www.ladental.org](http://www.ladental.org), or call 800-388-6642. Proceeds from the Fishing Rodeo will benefit the LDA Foundation to support the 2016 LaMOM service event, as well as dental education, research, and community outreach.*

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Number of tickets for additional guests attending Sat. night Seafood Fest ONLY: \_\_\_\_\_ @ \$29 each \$ \_\_\_\_\_

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# LDA president

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

## Report as Presented to the LDA House of Delegates

*Per the request of a number of members, the following is an abridged version of the Report of the President-Elect as presented to the LDA House of Delegates on April 16. Dr. Barsley is currently LDA president.*

I wish to thank all of you for the trust and honor you have granted me by allowing me to serve as the LDA president for the upcoming year. I wish to thank the delegates, the LDA Board of Directors and officers, and the LDA staff for the time and sacrifices that they have made for our profession. I have worked with three executive directors and can truly say that Ward is by far the best. Congratulations on your upcoming 20th anniversary with us. I also must thank the LSU School of Dentistry (and particularly my Deans Jack Rayson, Eric Hovland, and Henry Gremillion) for my education and the opportunity not only to become a part of this profession, but also in my particular case to afford me the freedom to serve dentistry and to assist the profession, my students, and the people of the State of Louisiana. I thank my parents – who are no longer with us – who encouraged me to learn and to play fairly, who were so disappointed when I elected to leave my private practice, but were also happy that I chose to teach instead at LSU. Most of all I wish to thank my wife, Gwen, for accepting the sacrifices necessitated by my duties as a teacher and as an active member of organized dentistry. I also recognize my daughter, Emily, who could not join us today because she is taking her freshmen neuro final at LSU Med in Shreveport – I couldn't talk her into dentistry.

In preparation for today, I decided to look back in history through the pages of the *LDA Journal* to become familiar with the issues faced by dentists 50 years ago and 39 years ago when I graduated from LSU. Several things were immediately striking - every journal was in harsh black and white except for a garishly colored cover, more than half of the pages were populated by ads for dental labs and for denture teeth, and all the dental material was male oriented – no references to female dentists. In 1966, the year I entered high school in Ponchatoula, the lead article discussed the benefits of using the newly introduced Water Pik®. Loyola was the only dental school in Louisiana and had just decided to add a two-year degreed option to its dental hygiene program. L.H. Bowden, a name we are

familiar with from the annual Bowden Conference in January each year, was installed as the LDA president. He would pass away quite unexpectedly in December 1966 at the age of 50. Allen Copping was the newly installed president of NODA.

The brand new ADA building in Chicago had achieved 84% occupancy. The LDA was rewriting its bylaws, the state board was requiring residents at Charity Hospital to acquire restricted dental licenses, and the annual “fee survey” was underway. There was a proposal to look into enacting “specialty practice” boards in Louisiana and the idea of relocating the LDA office to Baton Rouge from the greater New Orleans area was suggested. The LSU School of Dentistry was not mentioned because it was not in existence – not until 1967 would Dr. E.E. Jeansonne be named its Founding Dean upon its organization. Finally, an ad for the NODC at the Roosevelt Hotel offered room rates of \$16 to \$19 for a double – there was no mention of a registration fee. The LDA meeting was separate from the NODC.

In the spring of 1977 I graduated in a class known for its “seconds” – we were the second 100 person class to be admitted to LSU, the second class to complete all of our education in the then-new school of dentistry building, and the second class to discover that merely graduating from Loyola or LSU coupled with Louisiana residency did not confer an automatic license to practice in the state. The lead article in the spring journal was written by Dr. Israel Finger and it discussed how to choose the correct articulator. The next meeting of the NODC would feature speakers on four-handed dentistry. Dr. Mark Price accepted the gavel as LDA president from Dr. P.M. Breaud, who as usual left him with “unresolved old problems.”

A national publication cited research showing the dentists had the highest suicide rate of all professionals. President Jimmy Carter was proposing legislation that would create a national health insurance system and would replace Medicaid with children's health plan that would include dental coverage for all. The Federal Trade Commission was investigating the ADA – remember the fee surveys.

The ADA annual budget was under \$19,000,000. Many dental schools in the country were increasing their curricula from 3 to 4 years of classwork and clinic, with no hint that a mere decade later nearly a dozen schools would close their doors for good. The first Sears® dental practice opened in a suburb of Los Angeles. In Louisiana, a denturism bill was in the legislature, and the 30th NODC was planned for September with 4,000 registrants expected (1,500 dentists) who would hear from newsman David Brinkley and visit the King Tut exhibit at the New Orleans Museum of Art in City Park.

So, the more things change, the more they stay the same. Virtually every topic I mentioned might still be considered an “unresolved issue” that I (and you) inherit for the upcoming year. No doubt I’ll pass several, hopefully not all of my problems, on to my successor. Maybe we can finally put the suicide quote to bed for good. Today we are faced with challenges including declining membership percentages, declining attendance at meetings, the perception by many younger dentists that organized dentistry no longer has the relevance to them that it did to those closer to my age, governance issues concerning the state board of dentistry, and government issues at the national, state, and even local levels. We are experiencing disruptions in practice patterns and in access to care and distribution of dental professionals across our state. The cost

of dental education and the cost of entering into a dental practice have contributed to what I have long referred to as the commoditization of the profession – perhaps best expressed by the continuing increase in multi-location practices and so-called corporate practices.

A dentist must provide a dental hospital to accommodate a dental practice in what remains virtually a cottage industry. In 1977 I could just about fully equip a two chair practice for the cost of many of today’s digital x-ray systems. Layer on top of that the problems faced by dental schools – financial (especially in Louisiana), every increasing knowledge and skill base to pass on to our students, and difficulty in providing the “perfect” patient for learning – with licensure issues (the proprietary nature of some states’ licensing methods and clinical exams) as well as an overall lack of portability for today’s more mobile generation. Today’s Louisiana dentists also must face the dilemma of dental affordability – when a quarter of the population simply cannot afford to pay for needed routine care (and the state cannot afford to provide it for them) and some 70% of our children are dependent upon government programs to underwrite their oral health care.

And lastly, as I address you before the House as a part of the LDA/NODC meeting – the very future of dental meetings themselves, especially the mid-sized meeting such as ours – is in question. The web and connectivity which has

*Continued on page 12*

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*Author of **What Medical School Did Not Teach You About Financial Planning***



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Continued from page 11

improved so much of our lives has also drastically altered the structure of these meetings - threatening their economic pillars – the provision of continuing education and the exhibit hall.

As I take the reins of our organization at this afternoon's Board of Directors meeting, I wish to leave you with these thoughts. I will continue the programs began by and fostered by Dr. King Scott, although likely with fewer emails and no PowerPoint presentations. I will lead your Board toward resolving those issues placed before us, many of which I mentioned above. I will work to make our Louisiana Mission of Mercy a success. I will continue to work through our Task Force to strengthen the bond between the LDA and the Louisiana State Board of Dentistry, and I will push for outstanding strategic planning at the session in June for our Board, leadership and staff.

As president, I will be concluding 13 years on the Board as an officer (speaker of the LDA HOD and secretary/treasurer), as well as 15 years as an ADA Delegate which all began many years ago as a NODA/NODC committee member and as an LDA Delegate just like you. In fact, many of you will over the years stand before this House as I do now, accepting the mantle of leadership and secretly hoping like I am that you can fulfill it.

But for me, it almost didn't happen. In the late 70s as a newly hatched member of the 6th District (now the Greater

Baton Rouge) Dental Association (there was no Northlake component back then – Slidell belonged to NODA and most of the Florida parishes belonged to the 6th District), I attended a meeting whose topic was four-handed dentistry, what would essentially become the EDDAs of today. The social hour which preceded the business discussion was likely at fault for the degeneration of the heated discussion that followed. I left the meeting disgusted and depressed by what I had experienced and I did not renew my tripartite membership the next year. Only when I began my time as a full-time faculty member did I come to see, appreciate, and pay for the value offered by organized dentistry. In many ways I owe that decision to those who came before me and took the time to mentor me – especially Jack Cassingham, Lou Grush, Ronnie Barrett, Charles Boozer, Frank Abadie, Frank Herbert, Ben Leggett, Ernie Potts, and Harry Leveque.

I can now look forward to stepping aside in a year or so recognizing that just as my mentors prepared me, that you are prepared to accept increasing leadership roles – new members and mid-career members. I now become the chief spokesman for the LDA – not to proclaim my opinions and positions, but to give voice to yours – the Delegates of this House, the LDA directors, and the component officers. You set the priorities and your Board, officers, and staff will carry them out through our mission to Promote, Advocate, Protect.

## Welcome to the LDA

LOUISIANA DENTAL ASSOCIATION

*New Members of the LDA from March 12 to June 28, 2016*



### **Acadiana District Dental Association**

Dr. Jacob Fleig  
Dr. Katherine Hubbard

### **Bayou District Dental Association**

Dr. Jeffrey Reynolds

### **Greater Baton Rouge Dental Association**

Dr. Adriane White

### **New Orleans Dental Association**

Dr. Shira Glazer  
Dr. Jeffrey James  
Dr. Faye Mascarenhas  
Dr. Chelesa Phillips

### **Northlake Dental Association**

Dr. Morgan Habetz

### **Northwest Louisiana Dental Association**

Dr. Anna Hastings



# LDA

## ladpac

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

### Support of LADPAC Helps LDA Reach Legislative Goals

Thanks to everyone who joined LADPAC this year. The raffle was a great success and I want to thank everyone who purchased raffle tickets. Our winners were \$500 to Dr. James Graf from Bossier City, \$250 to Dr. Bill Hall from Shreveport, and \$100 to Dr. Tim Perry from Monroe. Thank you all for your support of the LDA's legislative priorities. If you read

the article by Dr. Marty Garrett and Ward Blackwell on pages 4-5, you know that we had a successful legislative session. I hope everyone has a safe and terrific summer. Please support LADPAC by joining and purchasing raffle tickets, and by all means, contact your legislators and thank them for their support of the LDA.

### Senior Reception for LSUSD 2016 Grads

Hosted by LDA



Dr. Johnnie Hunt and Chris Chico, manager, membership outreach, with the American Dental Association.



LSU School of Dentistry Class of 2016 attendees to the LDA's Senior Reception.



Kelsey Klein with 2016 grads Drs. Cole Riley and Gabrielle Richard and 2015 LSUSD grad Dr. Brent Benoit.



Mat Conine and 2016 LSUSD grads Drs. Noelle Davis, Amanda Sandifer and Alyssa Bratford.



# LDA feature

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

## Identity Theft – as Certain as Death and Taxes?

Best Card is the credit card processor for thousands of dental offices and in the past six months, we have received a notable increase in calls from our merchants relating to suspected fraud and embezzlement. It CAN happen to ANYONE.

The Identity Theft Resource Center (ITRC) is a US non-profit group founded to assist victims and to educate the public on the prevention, detection and mitigation identity theft. The below statements and graph produced by the ITRC should be enough to make you sit up and take notice:

- “We recognized 2014 as the year of the credit card breach; 2015 must be similarly recognized but as the year of the Social Security Number breach. The concerning trend here is that remediation of a compromised SSN remains a more arduous task for victims when compared to remediation of an individual credit card number,” said Eva Velasquez, President and CEO, ITRC. “The opportunities for thieves who possess Social Security Numbers are significantly greater and pose more consumer risk, not to mention more difficulty for the individual consumer when it comes to deployment of risk minimization techniques,” Velasquez added. “I am convinced that 2016 will see more massive public and private sector takedowns, hacks, and exposure of sensitive personal information like we have witnessed in years past,” said Adam Levin, Chairman and Founder of IDT911. “I wouldn’t be surprised if a major political party, PAC or presidential campaign suffers a major compromise. Malvertising and ransomware attacks will reach a fever pitch. Medical data and business information like intellectual property will be prime targets, with cyber thieves looking for opportunistic financial gain based on black market value, corporate extortion and cyber terrorism.”
- In 2015, the business sector topped the ITRC 2015 Breach List with nearly 40 percent of the breaches publicly reported in 2015. In second place was the Health/Medical sector with 35.5 percent of the total overall breaches. “The below numbers are by no means the whole story, as breaches have become the third certainty in life. Many breaches fly under the radar because many businesses aim to avoid the financial dislocation, liability, and loss of goodwill that comes

with disclosure and notification,” said Levin. In 2015, Hacking incidents reached a nine-year high of 37.9%, followed by Employee Error/Negligence 14.9%, Accidental Email/Internet Exposure 13.7%, Insider Theft 10.6%, Physical Theft 10.5% and Subcontractor/3 party 9% with Data on the Move last with 7.3%.

### Identity Theft, Embezzlement and YOU

Fraud can be lucrative, so you have to accept that it is a possibility. At Best Card alone we have recently intercepted two very professional attempts to perpetrate identity fraud against doctors. We have also uncovered several likely embezzlement instances in dental offices on our program. Here are three instances we have seen in the last year...

**Example 1** – We received two requests to open merchant accounts for business which were registered with the Secretary of State; each provided voided check with an active routing/account number, and each had a dentist listed as the signer/owner on the merchant account. While the accounts to be opened were not for dental offices, many of our dentists own other businesses so it was not completely unusual. Due to suspicion on our part, we asked for a copy of the drivers’ licenses. After “googling” the doctors whose signature were on the applications, we found the pictures did not look anything like the doctors on the drivers licenses. This prompted us to call each of the doctors on these two different merchant accounts (we are not their processor) and while we have the actual home address, social security number and picture ID of these Drs., only one of the two was aware that their identity had been stolen. If these two merchant accounts had gotten setup, it would not have been too long before we caught on. Generally, these types of scammers process as many stolen cards as they can, quickly spend or wire the money elsewhere before the chargebacks come in, and the bank and merchant account gets shut down. However, it can be very costly in the short window before it is discovered.

**Example 2** – Dental practices for whom we are the processor have called us stating that they received a call from someone (not a patient of the dental practice) who says they have a charge on their statement with the dental practice’s name on it and they are going to do a chargeback on the transaction. At our request, they have faxed a copy of their credit card statement showing a charge with the dental practice name on the statement. Do not disregard such a call



if you get it! While there will likely be no financial impact to your practice if the chargeback occurs (it isn't your real merchant account they ran the transaction on), identity theft can have significant impact on your credit! These are virtually impossible to trace back to find out where the merchant account was setup. It requires the person who received the fraudulent charge to allow you to be on the phone with their credit card company and try to find out where the "fraudulent" merchant account is coming from. Naturally, this person will be suspicious of you and often will not cooperate.

**Example 3** – We have noticed a dramatic increase in cases of suspected embezzlement in dental offices. For your protection, we will not divulge too many details here. However, we can provide very good information on the detection and prevention of embezzlement with a handful of tips on proper office procedure to minimize your risk. We would be pleased to send this along; you can call us at 877.739.3952 x34 and provide a personal email if you would like a copy (email should not be one that staff has access to).

"The potential for embezzlement and theft is a problem no business is immune to. And research shows that smaller businesses are more likely to experience problems than larger ones. For dental practice owners, it's not just being small that increases risk. The typical dental office management structure is inherently vulnerable to fraud, according to dental-practice fraud expert David Harris."

[http://www.dental-tribune.com/articles/news/usa/7236\\_interview\\_most\\_dental\\_practices\\_will\\_encounter\\_fraud.html](http://www.dental-tribune.com/articles/news/usa/7236_interview_most_dental_practices_will_encounter_fraud.html)

### **Precautions You Can Take**

**Passwords:** Immediately change ALL passwords when staff leave your employment and if a third party (IT, dental software provider, a merchant processor if using an online system) logs into your computer from offsite – monitor their activity while they are logged in and change relevant passwords after logging out of areas they have been granted access to.

**Reconcile:** Supervise day-sheet reconciliations of payments received (check or credit cards or cash) and make sure they match bank statements. Monitor any audit/change records in your dental software on a periodic basis. Track specific transactions occasionally and inquire why changes are made. Monitor refunds very closely (maybe even require a password that only you, the dentist knows). Best Card sends notices to our merchants when returns are run on a credit card for which there was no initial charge. Do not ignore such notices.

**Protect patient record information** (date of birth/ insurance information) and do not store unencrypted credit card numbers anywhere on your computer (PCI allows hard copy provided it is kept locked up). All of our online systems for credit cards can store a token/authorization code to be used if you need to run a new sale on same credit card. Staff should not be able to see entire credit card # of patient's card-EVER. In our experience, an EMV "chip" reading terminal with an analog line is safest. According to research, health record



## **BEST CARD, LLC**

information can be sold on the black market at a rate of \$50 per partial health record and only \$1 for stolen credit card information. Remember Anthem Blue Cross & Blue Shield?

**Educate staff about computer safety.** Never open suspicious email or click on related links. If this does happen, immediately run virus scan software and contact your IT person. If using an online system/Ethernet connectivity for accepting credit cards, PCI (payment card industry) requires that you run quarterly "network vulnerability scans. Offices may choose to run them more often and I would recommend you do so if you suspect any network intrusion possibility. You might be shocked to know that approximately 50% of our dental practices fail their first scan!

**Protect personal information.** Take precautions to not allow staff access to your personal information (date of birth, social security number, tax ID #, articles of incorporation, bylaws, bank routing/account number information, etc.).

With all the public breaches of late, it would be wise to use the services of a company that will monitor your accounts (it may even be free if you have received a letter notifying you that a company you have an affiliation with has been breached). Best Card offers a \$50,000 PCI Breach policy but these policies tend to cover forensic audit costs, not the fines or cost of the breach itself. You might find it prudent to consider purchasing a Cyber Breach Security policy from your insurance provider. Protecting yourself and your business from the consequences of fraud is 90% preparation and 10% diligence; taking small steps now can prevent massive issues in the future.

*Jennifer Nieto is president of RJ Card Processing Inc. (d/b/a Best Card). Formerly, Jennifer was the director of finance for the Colorado Dental Association and an FDIC Bank Examiner/CPA. Best Card is currently endorsed by more than 20 medical and dental associations or their affiliates because they offer great expertise and pricing in the credit card industry with average dental practice savings of 22% (\$1,480 annual savings) over prior processors. You are welcome to send a recent credit card processing statement to them at [CompareRates@BestCardTeam.com](mailto:CompareRates@BestCardTeam.com) or fax to 866.717.7247 and they will return a complimentary cost analysis of your fees as well as selling EMV equipment to own for as low as \$159 (\$259-\$100 member discount offer).*

# Dentists' Day at the Legislature



Dentists' Day at the Legislature attendees visiting the Capitol.



Dr. Scott Kogler leaving a note for his legislator.



LSU School of Dentistry students, faculty and staff visiting the Capitol.



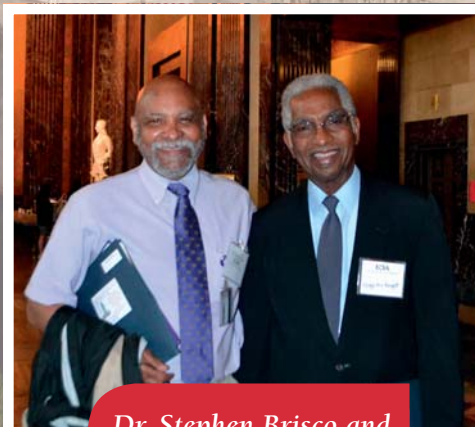
Rep. Blake Miguez and Dr. Lance Savoie.



Dr. Ike House and Rep. Dodie Horton.



Dr. Marty Garrett, Dr. Rickey Martin, and LSUSD Student Jeffrey Kerst.



Dr. Stephen Brisco and Dr. Hugh McKnight.



Dr. Don Donaldson and Rep. Thomas Willmott.



# LDA feature



*Stormy Blair  
Vice President, Brown & Brown Association Services Professionals  
(endorsed insurance agency of the LDA)*

## So, You Think Your Dental Practice is Protected! Think Again!

Every dentist knows the importance of obtaining malpractice insurance and the benefit of participating in the LA Patient's Compensation Fund. And, dentists purchase property insurance to protect their office and equipment from damage from events such as storms or fires. Taking care of these insurance needs make many dentists feel fairly confident that their risks are well protected. However, there are several additional areas of risk that dental practices face every day that may be easily and affordably protected.

Here are a few overlooked areas of risk to consider:

- **Vicarious Liability – Corporate/Entity Policy**
  - Employers may be held responsible for the negligence of other dentists (employees, associates, independent contractors).
  - Protection is available through an entity policy with premiums as little as 10% to 20% of your malpractice premium.
- **Off-Premises Utility Interruption**
  - Provides reimbursement for loss of revenue due to business interruption from loss of utilities when there is no damage to your building.
  - Many property carriers do not provide this or will only provide this upon request at an additional charge.
  - More claims get paid under this coverage part than when there is actually damage to the building.
- **Workers Compensation**
  - Not all policies are equal. You should seek a carrier that provides the broadest protection available for a dental practice. For example, ask if your policy covers “source testing” for needle sticks.

- **Cyber Liability/Data Breach/HIPAA**
  - Dental offices are targets for hackers/theft.
  - Dental offices are held to high standards of confidentiality and penalties are high.
  - Coverage provided in property policies is inadequate.
  - Stand-alone policy had the broadest coverage; includes first and third part protections and the premium can be as low as about \$450 per dentist.
- **Personal Umbrella/Excess Liability**
  - Dentists are professionals with high net worth and substantial exposures.
  - The group excess liability policy for dentists provides broader coverage including uninsured/underinsured motorist coverage.
  - The liability limits provided by automobile and homeowners policies are not adequate to protect assets.
  - Premiums are available beginning as low as \$250 for \$1,000,000 for Fortress insureds.

Review your insurance portfolio today to identify and address gaps in protection you may have! If you would like to go over your portfolio with one of the Brown & Brown representatives, call our office at 1-888-503-5547 or (985) 674-3880. We are locally operated out of Mandeville, La.

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# capir LDA

Dr. Tim Fagan, M.S.  
District 12 ADA CAPIR Representative

## Action for Dental Health - Dentists Making a Difference:

### *A Contemporary Plan for Disease Prevention and Treatment*

(Note: The American Dental Association (ADA) Council on Access, Prevention and Interprofessional Relations (CAPIR) is a primary ADA agency dedicated to broadening the scope of oral health care within the health care system, promoting preventive dentistry as a cornerstone of oral health care and advancing the delivery of oral health care to the public. CAPIR recommends policy, develops resources and formulates programs in the areas of: access to oral health services; community health activities; community water fluoridation and other preventive health activities; and health care facilities and interprofessional affairs.)

The phrase “access to dental care” has become a cultural cue, which represents political and professional forces of our time. While the dental profession has traditionally focused on individual patients and procedures, the rest of the world has shifted its focus to populations. In response to the multiple variables affecting the oral health of the public in these times, the ADA in 2013 developed the Action for Dental Health: Dentists Making a Difference (ADH), which is a suite of initiatives to help address the challenges of dental prevention and treatment.

These initiatives are designed to provide care now, strengthen the safety net, and promote prevention strategies. While continuing to advocate for the necessary political considerations to promote oral health (only 2% of most state budgets are allotted for oral health programs), the ADA has taken a national stance of action. Waiting around only costs us time: lost in worker productivity, missed days of school, and escalating hospital ER costs from misguided patients with dental pain.

The ADH initiatives are a blend of strategies, collaborative protocols and common sense. They involve not only educational programs, but concerted efforts to quell short term urgencies with long range disease management.

The Action for Dental Health initiatives are:

- Promote Contracting Between Federally Qualified Health Centers (FQHCs) and Private Practice Dentists
- Expand Give Kids a Smile and Mission of Mercy Events

- Emergency Room (ER) Referral Programs- shepherd dental pain patients out of the ER and into dental offices
- Educate more Community Dental Health Coordinators
- Reduce Administrative Burdens of Medicaid Participation
- Improve Medical-Dental Collaboration
- Expand Community Water Fluoridation
- Promote Oral Health in Long-Term Care Settings

These initiatives have been prioritized to the top four areas of CAPIR focus and I will highlight these in the next issues of the *LDA Journal* or you can read about these on the LDA website. The four top areas are: Hospital-ER Referral Programs, Community Water Fluoridation, The Business Case for Medicaid Participation and Community Dental Health Coordinator.

This issue's topic is The Business Case for Medicaid Participation. According to data collected by the Health Policy Institute, traditional dental insurance is not showing a strong growth pattern. It is Medicaid coverage that is growing and presenting new business considerations by dentists.

The ADA is working to educate its members on Medicaid program compliance in various ways. “Maintaining Your Sanity and Practice Viability as a Medicaid Provider: Embracing Program Integrity” is a new online free CE program available via ADAceonline.org. CAPIR also has Medicaid “boot camps” around the country at regional dental meetings where the Medicaid Provider Advisory Committee is providing an informative array of tactics to help Medicaid participation be as efficient as possible.

As your District CAPIR member, I would be happy to answer any questions about the Action for Dental Health initiatives. If you have one of these initiatives currently ongoing in your area of the District, please let me know! You can reach me at okiedent@sbcglobal.net or (580) 233-0043.

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Delcambre, Louisiana Practice to  
Dr. Michael Young

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ORTHODONTIST



# AWARDS

## Distinguished Service Award

The Distinguished Service Award is the highest honor bestowed by the LDA and is presented annually to individual members who have exemplified the highest standards of professional conduct in dentistry and have made extraordinary contributions in organized dentistry and their community.

## New Dentist Award

The New Dentist Award is presented annually to one LDA member who has been in practice for less than 10 years, and who has distinguished himself/herself by giving his/her time and talents for the betterment of mankind. Such contributions include civic involvement, public service and unselfish devotion to the dental profession.

## Humanitarian Award

The LDA Humanitarian Award recognizes dentists who have distinguished themselves through outstanding dental service activities in the USA or abroad.

*The LDA presents three different awards for outstanding service and volunteerism during our annual House of Delegates. The applications are available at any time on the LDA website at [www.ladental.org](http://www.ladental.org) and click on "About Us" and then, "Awards." Forms should be postmarked or emailed in to the LDA by Nov. 1, 2016. Requirements for the awards and past recipients can also be found on this link. Consider nominating your friends and peers for their outstanding service to the dental profession!*

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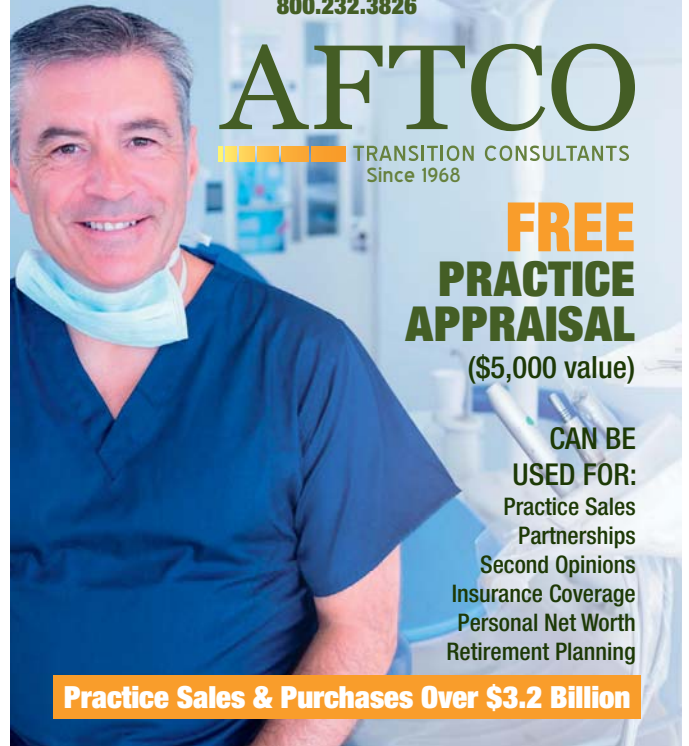
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# LDA

## louisiana dental services, inc.

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

### Through YOUR Usage of Endorsed Companies, LDS Continues to Support LDA Initiatives

As usual, the first few quarters of the year are very busy for Louisiana Dental Services, and for that matter, the Louisiana Dental Association as a whole.

In March, LDS, the LDA, and Brown & Brown Association Services Professionals, one of our endorsed companies, co-hosted a dinner at the Bourbon View Restaurant for the LSU School of Dentistry's senior class. An emphasis was made on the role of the dental association in all practices and the students were encouraged to join and participate in the benefits of membership. Later in March, LDS participated in a Lunch n' Learn for the senior students that featured Stormy Blair of Brown and Brown. The main topic was the future insurance needs of the new dentist and Stormy did a great job of outlining a program to satisfy those needs.

In April, the New Orleans Dental Conference and the LDA Annual Session took place in the New Orleans Convention Center. Eleven of our endorsed companies took the opportunity to rent a booth in the Exhibit Hall. In just a morning stroll, an LDA dentist could have obtained excellent information on transitioning a practice from ADS South, LLC, and check on insurance coverage for the practice from Brown & Brown and personally speak with Bill Passolt, president of Fortress Insurance Co., providers of practice liability insurance. Campus Federal Credit Union was there to offer advice on practice and equipment financing. CareCredit (patient treatment financing), BestCard (credit card processing), Solutionreach (patient messaging and communication), and Medical Waste Management all work hand in hand to assure the practice runs smoothly and had booths at the conference in order to meet you, our member. Another fun opportunity was to assure a place on the web, an LDA member could have had CGI Communications shoot a video of the practitioner that would appear on the practice's website. And, Prosites also had a booth, offering members an unbelievable deal on setting up a website. Last, but not least, the iMedicor booth could have provided secure e-mail service that is HIPAA compliant.



This last service was very timely, in that the ADA News carried an article that week on the new emphasis being placed on HIPAA compliance in the dental practice where a patient's personal information has to be secure. Failure to comply, whether willful or accidental, can bring a hefty eye-opening, wallet emptying fine. For \$22.50 a month, and an hour on the phone, iMedicor will make sure those x-rays and notes you send to your friendly endodontist don't land the practice in hot water.

The LDA Summer Education Conference will be held Wednesday through Saturday, July 27-30, 2016 at the Sandestin Golf and Beach Resort in Destin, Florida. This is an opportunity for a summer family vacation and a chance to earn up to 16 hours of C.E. credit. The conference is partially sponsored by LDS and several of its endorsed companies, Brown and Brown of LA, Campus Federal Credit Union, Fortress and Solutionreach, among other companies. Fortress speaker, Richard Small, will present the Sat., July 30 course "Improving Patient Safety: An Analysis of Dental Risks and Liability." **Attendance of this course qualifies the participant for a 10% premium credit for three years for Fortress insureds.**



At the LDA Senior Reception for 2016 LSUSD graduates, Stormy Blair with Brown & Brown and Dr. Mike Maginnis present Dr. Garrett Keever with \$50 as a cash drawing winner.



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# 2016 New Orleans Dental Conference and LDA Annual Session



1st Row, from left: Attendees had a TA-DAH moment during Judy Kay Mausolf's lecture!;  
 Dr. Gordon Christensen;  
 Dr. John Svirsky and his own lecture's TA-DAH moment.  
 2nd Row: Darius Hall and Tristan Hall from Bayou State Crown and Bridge Lab;  
 Elizabeth Jackson with ProSites web development;  
 Alana Sullivan with Best Card credit card processing.  
 3rd Row, from left: Dr. Stew Gegenheimer and Dr. Jeffry Leeson;  
 Margie Stafford, Dr. James Stafford, Dr. Eliot Guerin, Vickie Otten, Dr. Richard Bona,  
 and Dr. Jim Otten.



April 14-16, 2016



1st Row, from left: Dr. Pope Oden, Dr. Farrell Fruge, and Dr. Stephen Hooper; Dr. King Scott, Kari Scott, Karleen Gremillion, and Dean Henry Gremillion (Welcome Reception, LDA President's Party, and LSUSD Alumni Reception); Passing a good time at the Welcome Reception, LDA President's Party, and LSUSD Alumni Reception.

2nd Row: Chef Chris Montero (of Napoleon House); Julie Duhe and Jantesha Gibson; Dr. Linda Cao (a \$300 cash drawing winner) and Chairman of the Exhibit Hall Dr. Keith Kyler.

3rd Row, from left: LDA Past Presidents' Breakfast (top row, l to r): Drs. Nelson Daly, Mike Nolan, David Kestel, Steve Ortego, Gary Roberts, Ray Cohlma (from Oklahoma, 12th District Trustee to the ADA), Jeff Hooton, and Ed Hebert; and (bottom row, l to r) Drs. Marty Garrett, Mark Chaney, Bill Hadlock, Chip Simon, and Charlie Foy; Dr. Gwen Corbett providing the Report of the Committee on Rules and Order; Speaker of the House Dr. Steve Ortego and LDA President (at that time) Dr. King Scott.

4th Row, from left: LDA House of Delegates; Dr. Lane Eddleman and Dr. Darrell Bourg at the microphone.

## *Distinguished Service Award*

The Distinguished Service Award is the highest honor bestowed by the LDA and is presented annually to individual members who have exemplified the highest standards of professional conduct in dentistry and have made extraordinary contributions in organized dentistry and their community.



*Dr. Randolph D. Green (right) with Dr. Mark Chaney.*



*Dr. John W. Portwood, Jr. (right) with Dr. C.J. Richard.*



*Dr. Dennis R. Preau (right) with Dr. Charlie Foy.*



*Dr. Thomas H. Price (right) with Dr. Danny Weaver.*

## *Humanitarian Award*

The LDA Humanitarian Award recognizes dentists who have distinguished themselves through outstanding dental service activities in the USA or abroad.



*Dr. Jeff Hooton (right) with Dr. Charlie Foy.*

## *New Dentist Award*

The New Dentist Award is one LDA member who has been in practice for less than 10 years, and who has distinguished himself/herself by giving his/her time and talents for the betterment of mankind. Such contributions include civic involvement, public service and unselfish devotion to the dental profession.



*Dr. Caesar Sweidan (right) with Dr. Catherine Hebert.*

Awards were given out April 16 at the LDA House of Delegates.

For more information on award recipients or to download a nomination form for the 2017 awards, due Nov. 1, 2016, visit [www.ladental.org](http://www.ladental.org)

# 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 many 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.*

*I recommend Fortress professional liability coverage. Great customer service. My agent is always available and helpful. The coverage is very complete and the prices are competitive.*



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**Brown & Brown Association Services Professionals is Proudly Endorsed by the LDA**



\*The language contained in each policy of insurance establishes the specific terms and conditions of insurance, and will supersede any statements contained herein.



# LDHA Louisiana dental hygienists' association

Tracy Jordan, R.D.H.  
President, LDHA

## LDHA Activities for 2016

LDHA Annual Session was Friday, March 11 at the Wyndham Garden Inn in Lafayette. Despite all the bad weather that day, LDHA had great participation. Louisiana has some amazing hygienists. Hygienists show up for Annual Session ready to learn, network, and find out about new products.

Each hygienist takes away their jewels of knowledge that they have gained over the weekend and return to their respective practice to share this knowledge with their doctor and staff members. They also apply their new knowledge to their patients' needs, providing them with the best possible care with all the new information that has been gained over the enriching weekend. Please encourage your hygienists to attend Annual Session because it will be a great benefit to your practice due to the wonderful continuing education opportunities, vendors and networking with peers. I personally enjoy the speakers and getting to network with other hygienists. Annual session is a wonderful opportunity to make new friends and gain more knowledge.

LDHA is actively planning the 2017 Session and looking forward to the next year of educators and vendors. Annual Session 2017 will be in the New Orleans Area. LDHA will also be having a fall session in Alexandria. LDHA will be providing two, one day sessions in 2017 that help to revitalize the love for dental hygiene and better patient care. Dentists and assistants are welcome at LDHA Annual Session if anyone is in need of additional opportunities for in-state continuing education courses.

During the legislative session, LDHA leaders and Louisiana dental hygienists headed to the Capitol on Thursday, April 7 for Lobby Day. Dental Hygienists were recognized in the House by Representatives by Rep. Frank Hoffman, chairman of House Health and Welfare and also in the Senate by Senator Blade Morrish. Both resolutions that were introduced recognized the dental hygienists of Louisiana for their tireless efforts in promoting good dental health for citizens of the State. All the hygienists were also given a wonderful tour of our beautiful State Capitol. Thank you to Jane Burgin (LDHA lobbyist) and Suzanne Farrar (LDHA legislative chair) for organizing Lobby Day at the Capitol.

Upcoming events that LDHA will be participating in are 2016 Oral Cancer Walk/Run on Saturday October 8, 2016.

The walk/run will be held at the Pennington Biomedical Research Center in Baton Rouge. The Baton Rouge Event Coordinator is Jessica Smith. Her contact email is Jessica.ocf.la@gmail.com. Besides the walk/run, oral cancer screenings will be held for the public.

Also, LDHA is making plans to participate in the Louisiana Mission of Mercy, September 29-Oct. 1, 2016, in New Orleans. If you are not familiar with this event or need to register to volunteer, visit [www.lamissionofmercy.org](http://www.lamissionofmercy.org).

I have been a hygienist for 29 years and have truly enjoyed my time serving on the LDHA board. This is a great group of volunteers who help to make dental hygiene better for everyone in the State of Louisiana. LDHA is working to provide better dental health care to our citizens. We are also continually working to increase dental hygienists involvement in our tripartite membership, ADHA, LDHA and local components. There are many opportunities to volunteer in our state organization. Please encourage your hygienist to become involved in their professional organizations the same way you value your LDA membership. It will be a great benefit to your practice and the health care of your patients.



Pictured left to right at Lobby Day at the Capitol are Amber Keiko, Gen Benoit, Shandi Landry, Tracy Jordan, Kim Bourgeois, Deirdre Howard, Suzanne Farrar and Jane Burgin.

# LDA Summer Education Conference

**Sandestin Golf and Beach Resort, Destin, Florida**  
**Wednesday - Saturday, July 27 - 30, 2016**



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- **Dr. Jacob Duke**, "Ways to Make Implant and Restorative Dentistry Easier and More Profitable (From an Oral Surgeon's Perspective)"
- **Richard Small**, "Improving Patient Safety: An Analysis of Dental Risks and Liability"

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# LDA

## lsu school of dentistry

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

### Historic Event

Since arriving at the LSU School of Dentistry (LSUSD) in 2008, I have consistently heard conversations about the new building that was intended to replace the square footage lost due to Hurricane Katrina. To be honest, many thought it would never materialize, but as you may already know—after 10 long years—FEMA approved the funding and construction began on campus this spring.

If you haven't been at the school in a while, please be cautious of the equipment, debris and construction personnel alongside the administration and clinical buildings. Although it's been somewhat of an inconvenience for employees and students, the new state-of-the-art Advanced Clinical Care and Research Building will elevate our school to new levels.

Funded entirely by FEMA to replace the space lost in the basements and first floor of the clinic building, the new \$62 million building will house the school's clinical and basic science research facilities, a new faculty practice representing all disciplines, and the mechanical and electrical equipment for operation of all buildings. It will be connected to the existing buildings via the second- and third-floor breezeway.

Faculty practice and clinical research are vitally important to our mission of education, research and patient care. Faculty practice is important for faculty recruitment and retention. Clinical research/trials, funded by corporations, foundations, and public (state and federal) sources, complement

educational efforts of the school while providing a valuable service to patients who wish to receive cutting-edge dental treatment. Both help to offset budget challenges.

The disparities between private practitioners and dentists in academia are significant. In 2009, data from both the American Dental Association and the American Dental Education Association reflect that private practice general dentists earn conservatively approximately \$90,000 more than an associate professor in a dental school. The gap between specialists and their academic counterparts is far greater, nearly double. Due to current economic realities, it is not possible for most dental schools to significantly raise faculty salaries. Financial incentives to narrow salary discrepancies, such as encouraging outside lecturing opportunities and research, can help. However, one of the more significant ways to address the issue is to offer clinical faculty a superior





facility in which to participate in a private practice. For the past 10 years, our faculty practice has been housed in a small, five-chair clinic on the second floor of the administration building that was designed as a student advanced practice. This new facility will greatly expand the opportunity for both current and future faculty members to treat private patients in a premiere facility.

To initiate clinical research, we have enlisted the support of a consultant, Mathilde (Tilly) Peters, D.M.D., Ph.D., F.A.D.M., F.I.C.D. Funded through an endowed private fund, Dr. Peters is laying the groundwork for a clinical research program at LSUSD that is aligned with scientific, ethical, and regulatory standards. She has already received funding from 3M Oral Care (Germany) to set-up the first clinical trial with the Department of Pediatric Dentistry. The research will investigate a new transitional glass ionomer material for permanent posterior teeth. Dr. Peters, professor emeritus of cariology, restorative sciences, and endodontics at the University of

Michigan School of Dentistry, has had a distinguished career in academics, clinical practice, and research. The groundwork she lays today will be instrumental once the new clinical research facility is completed.

As we enter into this historic time for the LSU School of Dentistry, please accept my warmest appreciation for your support over the years. The dental community has served a key role in helping our message to be heard by legislators. We are proud of all of the improvements underway this year and our door is always open for anyone who wishes a tour of the facilities to view the exciting transformation. If you can't make it to campus, you can view the construction or an animated walkthrough of the new building on our website at [www.lsusd.lsuhs.edu](http://www.lsusd.lsuhs.edu). In the lower left-hand column of our home page, click on the "construction progress" link. Completion is projected in two years.



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# LDA louisiana state board of dentistry

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

## ADEX as the Universal Cure for Dental Portability and Consistency

The Louisiana State Board of Dentistry recently received a letter that was written jointly on behalf of the American Dental Association and the American Dental Education Association. That letter, which was sent to many state dental boards around the country, urged the Dental Board to accept all licensing exams, regardless of the testing agency giving the test and regardless of the content of the test. Failure to do so, according to the letter, is highly arbitrary and restricts mobility of dentists.

The Louisiana State Board of Dentistry does not agree with the assertions made in that letter. The Board is fully in favor of mobility of dentists and believes this should be accomplished via a national examination. The Board believes that we are moving in the direction of a national examination with the institution of the ADEX examination, which was developed in an effort to make a national examination and which is now accepted in 45 of the 54 jurisdictions (41 states plus Puerto Rico, Washington D.C, the Virgin Islands and Jamaica). The Board accepts the results of the ADEX examination, regardless of where the ADEX examination was given and regardless of which testing agency has given the examination.

I believe that a little bit of history is in order at this point. When I took the dental licensing examination, just about every state had its own test, and in order to move to a different state, a dentist was required to take the licensing examination for that state. This made it very difficult for a dentist to move from one state to another. In order to facilitate portability, in the 1990s and 2000s boards began to form regional testing agencies. This would allow a dentist who took the licensing examination given by a regional testing agency to become licensed in any or all of the states that were affiliated with the regional testing agency by taking just one examination.

Due to this consolidation, by 2003, the number of licensure examinations in the United States had declined significantly. The U.S. had only 16 different dental and dental hygiene licensure examinations administered by four regional and 12 independent testing agencies. In order to attempt to achieve further uniformity and portability, the testing agencies got together and created a group of representatives from the four regional testing agencies and 12 independent States to work on the development of an exam in a collaborative effort to produce what was hoped to be a uniform national dental clinical licensure examination administered throughout the



country by regional and independent testing agencies. The examination which was developed is the ADEX examination.

ADEX is an agency that comes up with a format for a dental licensing examination. It does not administer the examination itself. The ADEX test is administered by the testing agencies. There are currently five testing agencies, down from 16 in 2003 and from over 40 in the 1980s. Louisiana is affiliated with the testing agency CITA, which gives the ADEX test. Although not all of the 5 testing agencies administer the ADEX test, as I mentioned above, the ADEX examination is accepted in over 40 states, and Louisiana accepts the results of the ADEX test, regardless of the testing agency that gave the test.

In addition to getting a Louisiana license through taking the ADEX test, there is an additional avenue for dentists to become licensed in Louisiana. Louisiana allows for licensure by credentials after a dentist has practiced in another state for three years with a clean record, as long as the dentist passed a live patient examination at some point, regardless of which test was passed or which agency administered the test.

The Board believes that the letter from the ADA/ADEA, because it was a form letter sent to many states, failed to take into account the actions that the Louisiana Board has taken to allow the portability of dental licenses. By accepting the ADEX examination and by allowing licensure by credentials, the Board has ensured that dental licenses are portable from state to state. Asking Louisiana to accept the results of any dental licensing examination, even if the Board has no affiliation with that examination and no real knowledge of the testing methods, is unreasonable. If the ADA's intent is increased portability, it should encourage the very few states that do not accept ADEX to accept ADEX. It could also encourage the testing agencies that do not administer ADEX to administer ADEX, and not their own proprietary test. ADEX was intended to be a national examination, and the Louisiana Board feels that if anyone is trying to restrict portability, it is the states and/or testing agencies that do not use this national examination. If all states and testing agencies used this national examination, there would be 100% portability.

I would urge the LDA, as a component of the ADA, to have the ADA push for universal acceptance of the ADEX clinical examination, like the universally accepted written national board examination. That is the universal cure for the problem of dental portability and consistency.



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**Spacious Baton Rouge Dental Office Building For Sale.** Great opportunity to own your own practice! This exceptionally well maintained 2,173 SF office has 6 ops and is in a great location in the 70816 area. Available mid-September. Photos and virtual tour available upon request. Please contact Greg Barton at [barton@grandfamilydentalcare.com](mailto:barton@grandfamilydentalcare.com) or call (985) 774-5500.

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**Digital Panoramic X-ray: Bel Cypher Digital Pan (2011) For Sale.** Works fine. New \$14,000. Asking \$12,000. Email [drbruni@bluebonnetdentalcare.com](mailto:drbruni@bluebonnetdentalcare.com).

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**Associate Dentist (Part Time or Full Time) .... Alexandria, Louisiana Area .... New Grads Welcome!** Excellent associate dentist opportunity located in Pineville, LA. This practice proudly provides Affordable Dentures & Implants and related services. The practice opened in 2005. Each year, they treat more than 2,500 denture and extraction patients who travel from Pineville, Alexandria, Boyce, Colfax, Marksville, Woodworth and many other communities in the surrounding area. The ideal candidate will possess good extraction skills and willingness to learn new denture techniques. In addition to a guaranteed income package plus bonus potential, the full time dentist will enjoy a full benefits package which includes a variety of insurance options plus an outstanding 401k plan with a generous match. The practice also provides a paid time off personal days and vacation package, license and DEA reimbursement, annual CE allowance, and professional liability insurance. Please contact Alan Wallace at (252) 520-2234 or email at [alan.wallace@affordablecare.com](mailto:alan.wallace@affordablecare.com).

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**Oral Surgeon needed (Gonzales, LA & Denham Springs, LA):** Louisiana Dental Center, a well-established and fast-growing group dental practice, is seeking an Oral Surgeon for its Gonzales and Denham Springs locations. Please contact Terry Ernst at (985) 893-2240 or fax/email your CV to (985) 893-2629 or [ternst@ladentalcenter.com](mailto:ternst@ladentalcenter.com).

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**Shreveport/Bossier Dentist – Associate Position.** It's not just about the Teeth! We are a growing practice that is locally owned and operated. We do not provide a corporate setting. You are more than a number and so are our patients. If you are interested, join our thriving

practice as we take care of people, hear their stories, and change their lives with exceptional dentistry. If you are committed to integrity, esthetics, and function for every patient, then please email your Resume/CV and a paragraph or two about what you like most about dentistry to [marketing@shreveportbossierdental.com](mailto:marketing@shreveportbossierdental.com). In response, we will send details about your exciting and growing opportunity. [www.shreveportbossierdental.com](http://www.shreveportbossierdental.com).



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**General Dentist Needed (Hammond, LA):** Louisiana Dental Center, a well-established and fast-growing group dental practice, is seeking a General Dentist for its Hammond location. Please contact Terry Ernst at (985) 893-2240 or fax/email your CV to (985) 893-2629 or [ternst@ladentalcenter.com](mailto:ternst@ladentalcenter.com).

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**Full-Time Associate Dentist Job Opportunity in SHREVEPORT, LA:** Seeking a general dentist to come and work in our growing practice. Our three doctor/six hygienist office, A Brighter Smile Dental Care, is thriving and we need help. This opportunity is for an ASSOCIATE DENTIST who wants to treat people. We will handle the marketing, new patient generating and management hassles. You will be busy with patient care and making an excellent income at once.

We offer great income potential and great working conditions. Our 4,200 square foot facility is comprised of 13 fully equipped operatories with the latest state-of-the-art equipment. Each operatory features fiber-optic hand pieces, nitrous-oxide, digital radiography, intra-oral cameras, and a computer terminal with video capture and cosmetic imaging capabilities. Other hi-tech equipment includes our E4D same day crown machine, Itero Element, and I-cat 3-D cone beam x-ray machine. We also have every hygienist in our office administer injections for our dental procedures which enables the doctors to perform more productive procedures.

If this opportunity interests you, please submit your resume to [ABSDentalCareers@gmail.com](mailto:ABSDentalCareers@gmail.com). We can also be reached at (318) 936-0828. If you have anyone who you think would be interested, we will do all the follow up. Simply send an e-mail with your name, e-mail address, prospective doctor's name, and their telephone number to [ABSDentalCareers@gmail.com](mailto:ABSDentalCareers@gmail.com). If you are the first to refer someone who we hire, we will gladly pay you a \$1,000 finder's fee.

Prairieville office looking for part-time associate leading to full time within 6 months once second office is completed. Production based pay in an office with a trained staff and proven systems in place. Associate will be taking over almost all work that owner has been performing. This will be a great position for someone who is well versed in molar root canals, extractions, and all phases of dentistry. Mentoring available for dental implants if desired. If interested, contact Jeremy at [moderndentalcarela@yahoo.com](mailto:moderndentalcarela@yahoo.com).

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New office in Livingston parish in booming area looking for associate dentist to be the primary provider. Staff already trained and proven systems are in place. Great opportunity to do well for someone who enjoys all phases of dentistry. Dentist must be able to perform molar root canals and extractions. Mentoring is available from owner dentist. If interested, contact Jeremy at [moderndentalcarela@yahoo.com](mailto:moderndentalcarela@yahoo.com).

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**Dental C.E. August 27:** Lectures on antibiotics used in exodontia, dental taxes, surgical extraction techniques, 21st Century marketing using social media, proper technique for elevating flaps, 8 hours AGD accepted C.E. Lecturers are Tommy Murph, Gayle Fletcher, Jonathan VanHorn, and Leonard Tau. Website: [www.weteachextractions.com](http://www.weteachextractions.com). Email: [drtommymurph@yahoo.com](mailto:drtommymurph@yahoo.com). Phone: (843) 488-4357. Tuition: \$649. Location: Holiday Inn DFW Airport.

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**General Dentist needed for busy, established practice in Mobile - new grads welcome!** Seeking compassionate doctor to provide evidence-based dentistry in our modern chartless/digital office. Full schedule. Well-trained, exceptional staff. Competitive compensation and potential sign-on BONUS for the right candidate. Full benefits include: Healthcare, Vision/Dental, STD/LTD, FSA, Life Insurance, 401k and more. Hours = M-Th, 8-5; Fri., 8-1. Send resumes to: [JRoseDMD@yahoo.com](mailto:JRoseDMD@yahoo.com).

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**OMS Opportunity in Baton Rouge & Lafayette -** OMS needed 2-3 days per month in brand new offices. Compensation is a daily guarantee or a % of production, whichever is greater. Call Ed at (949) 842-7936 or [looname@pacden.com](mailto:looname@pacden.com).

# Upcoming CE Courses During 2016

For registration or the most up-to-date list of CE courses go: [www.LSUHealthNewOrleansCDE.org](http://www.LSUHealthNewOrleansCDE.org)  
or call 504-941-8193 Questions? Email [info@LSUCDE.org](mailto:info@LSUCDE.org)

## Continuing Dental Education

2016 DATES & CITY	COURSE NAME, SPEAKER(S) & LOCATION	FOR...	FEES	HRS – C or NC, L and/or P
June 17 Shreveport	Successful Single Visit Endodontics for Both Vital and Non-Vital Teeth – a course for dentists, endodontists, and the entire dental team w/ Garry Bey, DDS – at Sam's Town Hotel & Casino, Shreveport	Dentist Hygienist Assistant	\$325 \$205 \$115	7 C, L
June 17-19 Baton Rouge	Expanded Duty Dental Assistant (EDDA) w/ A. Klasser, EDDA, L. C. Hernandez, EDDA, CDA & S. Renfrow, EDDA – Location TBA in Baton Rouge area	Assistant	\$650	24 C, (12L/12P)
June 24 New Orleans	Maximized Adhesive Dentistry: Level II, The Anterior Course w/ Bruce J. LeBlanc, DDS et al. A limited-attendance course – <b>SOLD OUT</b> . Please call (504) 941-8193 to be placed on the waiting list. – at LSU Health New Orleans School of Dentistry	Dentist	\$895	7 C, (2L/5P)
July 8 New Orleans	Let's Talk About Infection Control! – a course for the entire dental team w/ John A. Molinari, PhD – at LSU Health New Orleans School of Dentistry	Dentist Hygienist Assistant	\$325 \$205 \$115	7 C, L
July 8 Video Conference to Your Desktop or Laptop	Let's Talk About Infection Control! Via Video Conference – a course for the entire dental team – Streaming LIVE from New Orleans at LSU School of Dentistry to your desktop or laptop. This is limited attendance. REGISTER EARLY! w/ John A. Molinari, PhD – at your home or office on your desktop or laptop	Dentist Hygienist Assistant	\$325 \$205 \$115	7 C, L
Aug. 12-14 New Orleans	Expanded Duty Dental Assistant (EDDA) w/ N. Weiss, RDH, CDA, EFDA, D. Williams, CDA, EDDA, and B. Meyers, EDDA – at LSU Health New Orleans School of Dentistry	Assistant	\$650	24 C, (12L/12P)
Aug. 26-27 New Orleans	Soft and Hard Tissue Regeneration for Optimal Implant Esthetics – 1.5 Days – "hands-on" course for general dentists, periodontists, and other interested dental specialists w/ Lewis Cummings, DDS, MS – at LSU Health New Orleans School of Dentistry. A limited-attendance course – REGISTER NOW!	Dentist	\$1,595	12 C, (2SA/6L/4P)
Sept. 9 New Orleans	The 10 <sup>th</sup> Annual Clifton O. Dummett, Jr. Memorial Lecture on Dentistry for the Pediatric Patient (Friday Only) w/ Dennis J. McTigue, DDS, MS – at LSU Health New Orleans School of Dentistry	Dentist Hygienist, Assistant, or Lab Tech	\$399 ■ \$145 ■	8 C, L
Sept. 9-10 New Orleans	The 10 <sup>th</sup> Annual Clifton O. Dummett, Jr. Memorial Lecture & Workshop on Dentistry for the Pediatric Patient w/ Dennis J. McTigue, DDS, MS and Ashok Kumar, DDS, MS – at LSU Health New Orleans School of Dentistry	Dentist Hygienist, Assistant, or Lab Tech	\$785 ■ \$285 ■	11.5 C (8 L/3.5P)
Sept. 16-18 Baton Rouge	Expanded Duty Dental Assistant (EDDA) w/ A. Klasser, EDDA, L. C. Hernandez, EDDA, CDA & S. Renfrow, EDDA – Location TBA in Baton Rouge area	Assistant	\$650 ★	24 C, (12L/12P)
Sept. 23 New Orleans	Alumni Day 2016 at LSU School of Dentistry w/ Laura Wittnauer, DDS and Joan Forrest, CEO, The Dawson Academy. Concurrent Morning & Afternoon Clinical Topics & Speakers TBA - Watch our website for an announcement – at LSU Health New Orleans School of Dentistry	Dentist Hygienist Assistant	\$269 ■ \$169 ■ \$109 ■	6 L (3 C/3 NC)
Oct. 8 New Orleans	Digital & Conventional Radiology for the Dental Assistant w/ Dr. Kavas A. Thunthy – at LSU Health New Orleans School of Dentistry	Assistant	\$300 ★	7 C, (3.5L/3.5P)
Nov. 4-6 Lafayette	Expanded Duty Dental Assistant (EDDA) w/ K. Coco, EDDA, L. Hoyer, EDDA, and T. Rogers, EDDA – at National EMS Academy in Lafayette	Assistant	\$650 ★	24 C, (12L/12P)
Nov. 18-20 New Orleans	Expanded Duty Dental Assistant (EDDA) w/ N. Weiss, RDH, CDA, EFDA, D. Williams, CDA, EDDA, and B. Meyers, EDDA – at LSU Health New Orleans School of Dentistry	Assistant	\$650 ★	24 C, (12L/12P)
Dec. 2 New Orleans	"LAST CHANCE" in New Orleans: A Sound Recession Proof Restorative/Hygiene Practice: Integrating the Team and Creating the "Value" – A course for the entire dental team w/ Lou Graham, DDS – at LSU Health New Orleans School of Dentistry	Dentist Hygienist Assistant	\$325 ■ \$205 ■ \$115 ■	7 C, L
Dec. 2 Video Conference to your Desktop or Laptop	"LAST CHANCE" New Orleans via Video Conference: A Sound Recession Proof Restorative/Hygiene Practice: Integrating the Team and Creating the "Value" – a course for the entire dental team. Streaming LIVE from New Orleans at LSU School of Dentistry to your desktop or laptop. w/ Lou Graham, DDS. This is limited attendance. REGISTER EARLY! – at your home or office on your desktop or laptop	Dentist Hygienist Assistant	\$325 ■ \$205 ■ \$115 ■	7 C, L

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

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

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

# LDA

## c.e. and lda events calendar

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

email [scott.hannaman@gmail.com](mailto:scott.hannaman@gmail.com).

<b>DATE:</b>	July 15-16, 2016
<b>EVENT:</b>	LDA Foundation Fishing Rodeo
<b>LOCATION:</b>	Sand Dollar Marina, Grand Isle, La.
<b>DESIGNED FOR:</b>	All
<b>REGISTRATION:</b>	<a href="http://www.ladental.org">www.ladental.org</a> or call (800) 388-6642.
<b>DATE:</b>	July 27-30, 2016
<b>EVENT:</b>	LDA Summer Education Conference
<b>LOCATION:</b>	Sandestin Golf and Beach Resort, Destin, FL
<b>PROVIDER:</b>	Louisiana Dental Association (AGD PACE Recognized Provider)
<b>SPEAKERS:</b>	Details on speakers will be posted on <a href="http://www.ladental.org">www.ladental.org</a> .
<b>DESIGNED FOR:</b>	All
<b>REGISTRATION:</b>	<a href="http://www.ladental.org">www.ladental.org</a> or call (800) 388-6642.

<b>DATE:</b>	September 9, 2016 8:30 a.m.-4:30 p.m.
<b>TOPIC:</b>	"10 Top Management Tools for a Successful Practice"
<b>SPEAKER:</b>	Lois Banta
<b>PROVIDER:</b>	Southwest District Dental Association
<b>LOCATION:</b>	Lake Charles- L'Auberge Casino Resort, 3202 Nelson Rd., Lake Charles, LA 70601
<b>DESIGNED FOR:</b>	All
<b>CREDIT HOURS:</b>	7 Practice Management Lecture
<b>FEES &amp; REGISTRATION:</b>	Southwest Member \$155; ADA Member \$205; Non ADA Member \$355; Aux \$75; Hygenist \$99. Contact Dr. Scott Hannaman, D.D.S. at (337) 474-4892 or

<b>DATE:</b>	September 10, 2016 8:00 a.m.-12:00 p.m.
<b>TOPIC:</b>	"Successful Implant Restorations: Avoiding Failures & Complications"
<b>SPEAKER:</b>	Dr. Baldwin Marchack
<b>PROVIDER:</b>	Paulette Binion Louisiana Society of Oral & Maxillofacial Surgeons (AGD PACE Recognized Provider)
<b>LOCATION:</b>	Baton Rouge - L'Auberge Casino Hotel, 777 L'Auberge Ave., Baton Rouge, LA
<b>DESIGNED FOR:</b>	All
<b>CREDIT HOURS:</b>	4 Clinical Hours, lecture
<b>FEES &amp; REGISTRATION:</b>	\$100; contact Paulette Binion at <a href="mailto:paulettebinion@gmail.com">paulettebinion@gmail.com</a>

<b>DATE:</b>	September 16-18, 2016
<b>TOPIC:</b>	"ESTOP & WESTOP Combined meeting 2016" Diagnosis of Oral Pathology. THIS COURSE IS FOR ESTOP & WESTOP MEMBERS ONLY.
<b>SPEAKERS:</b>	Kitrina Cordell, DDS, MS, Molly Rosebush, DDS, MS, and Darren Cox, DDS, MBA;
<b>PROVIDER:</b>	LSU HEALTH - NEW ORLEANS
<b>LOCATION:</b>	The Ritz-Carlton New Orleans, 1st Floor (The Courtyard Iberville is behind the Ritz-Carlton), 921 Canal St., New Orleans, LA 70112
<b>CREDIT HOURS:</b>	Lecture, 6 hours, Course #58-16, AGD #739 (Diagnosis of Oral Pathology) 6 hours clinical CDE credit total (3 hours lecture Saturday, 3 hours lecture Sunday)
<b>FEES:</b>	\$265 (Dentist), \$149 (Resident)



**REGISTRATION:** Through LSU Dental School  
(504) 941-8193,  
fax: (504) 941-8403,  
mail: 1100 Florida Avenue,  
Box 142-B, New Orleans, LA  
70119-2799

**DATE:** October 14, 2016 8:30 a.m.-  
4:30 p.m.

**TOPIC:** "Technology in your Dental  
Practice – A Review of  
Current Products and a Look  
in to the Future"

**SPEAKER:** Dr. Paul Feuerstein, DMD  
**PROVIDER:** Continuing Dental Education  
of Baton Rouge

**LOCATION:** Baton Rouge, LA – BREC  
Little Theatre Park,  
7800 Independence Blvd.

**CREDIT HOURS:** 7 Clinical Hours

**FEES & REGISTRATION:** No charge for Members;  
\$290 for Non-Members;  
Contact Dr. Scott M. Pecue  
at 225-293-3966, info@  
scottpecuedds.com, www.  
CDEOFBR.com

**DATE:** October 20-24, 2016

**EVENT:** ADA Annual Session

**LOCATION:** Denver, Colorado

**FEES & REGISTRATION:** [http://www.ada.org/en/  
meeting/registration](http://www.ada.org/en/meeting/registration)

**DATE:** December 9, 2016  
**EVENT:** LDA Last Chance Seminar  
**LOCATION:** Renaissance Hotel,  
Baton Rouge, LA  
**PROVIDER:** Louisiana Dental Association  
(AGD PACE Recognized  
Provider)  
**DESIGNED FOR:** All  
**REGISTRATION:** Registration details will be  
posted on [www.ladental.org](http://www.ladental.org)  
when available.

**DATE:** February 25-27, 2017  
**EVENT:** Winter C.E. and Ski Over  
Mardi Gras Holiday  
**LOCATION:** Park City/Canyons, Utah  
**PROVIDER:** Louisiana Dental Association  
(AGD PACE Recognized  
Provider)

**DESIGNED FOR:** All  
**REGISTRATION:** Registration details will be  
posted on [www.ladental.org](http://www.ladental.org)  
when available.

**DATE:** April 6-8, 2017  
**EVENT:** New Orleans Dental  
Conference/LDA Annual  
Session

**LOCATION:** New Orleans Morial  
Convention Center

**PROVIDER:** New Orleans Dental  
Association (ADA CERP  
Recognized Provider)

**DESIGNED FOR:** All  
**REGISTRATION:** Registration details will be  
posted on [www.nodc.org](http://www.nodc.org)  
when available.

**DATE:** May 3-6, 2017  
**EVENT:** 10th National Conference on  
Health Disparities

**LOCATION:** JW Marriott, 614 Canal St.,  
New Orleans, LA

**REGISTRATION:** Contact M. Monique  
Hill, [hillmo@musc.edu](mailto:hillmo@musc.edu)  
or Dr. David E. Rivers,  
[riversd@musc.edu](mailto:riversd@musc.edu),  
[nationalhealthdisparities.com](http://nationalhealthdisparities.com)

**232 HELP**  
LOUISIANA 211

*Donated Dental Program*

## In the News...

### **232-HELP's Dentist of the Year Award 2016**



*Dr. Kenneth S. LeBlanc was honored at a reception held on Friday, April 29, 2016, for Dentists of the Year for 2016 by 232-HELP's Donated Dental Program. Dr. LeBlanc is pictured here with staff members.*

David N. Austin

## Love Thy Neighbor

Recently I was in the grocery store comparing Ryogurt labels when I ran into my neighbor's daughter. Mrs. Peabody is an elderly widow lady that lives down the street from me. Her daughter began telling me that they had to get a part time sitter for her since her recent hip surgery because she was having a hard time getting around her home.

Her daughter was also lamenting the fact that one of her mother's two cats was old and sick and needed to be taken to the vet and probably put to sleep. I told her I would be happy to take the cat to my vet for her.

The following Friday, I drove up to Mrs. Peabody's house and laying on the front porch was her sick cat. Yep that was him alright, all white, complete with a red collar with his name Gabby printed on it. I didn't remember her telling me about the black-colored spot on top of his head as I gently picked him up. Talk about a mad cat! I had to practically sit on top of him to keep from being attacked as I drove to the vet's office.

That afternoon I went by and collected the little red collar and was on the way back home with a little tear in my eye when I got a call from Mrs. Peabody's daughter. She wanted to tell me that she had decided to take the cat to her vet the day before and was glad that her mother had a nearly identical cat by the name of Tabby with a black spot on his head to keep her company. I nearly ran off the road looking at the T on that little red collar.

I drove directly to the animal shelter and asked the nice lady if they happened to have any solid white cats that needed adopting. I was lucky and was able to adopt one that maybe would pass for Tabby. Before I placed the impostor cat back on her front porch, I happened to have a permanent black Sharpie

and tried to duplicate the black spot on top of his head. Looked pretty good.

Couple months later I found out that Mrs. Peabody was in the hospital suffering from anxiety. Seems that her male cat, Tabby, had a litter of kittens on the kitchen floor.

I decided to go by the hospital and visit her the next day. When I came in her room, she was sitting up in one of those funny hospital wheel chairs and she immediately started crying when she saw me and held her hands up. Poor thing, she couldn't stop crying and shaking her head so I decided to wheel her out of her room and down the elevator to the cafeteria and get us some coffee and just visit and try and cheer her up.

As I brought her cup of coffee and sat down at the table, I lifted my cup and was about to taste it when I noticed something hanging

on the side of her wheelchair. It was a complete roll of toilet paper.

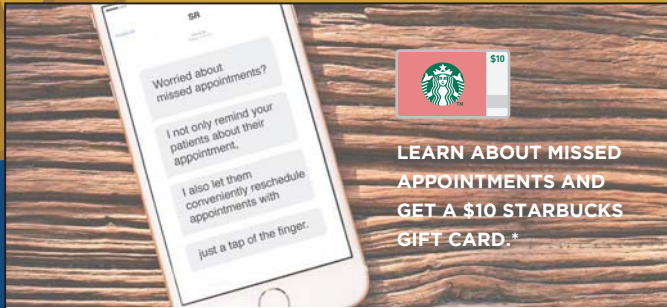
I immediately turned green and of course Mrs. Peabody was still speechless. I managed to spot an aide standing in the hall and offered him \$20 if he would wheel Mrs. Peabody back up to her room on the fifth floor in her potty chair. Thankfully he did but I had to give him \$30.

It's been nearly three years now since Mrs. Peabody has been home. I've been wanting to stop and visit her and maybe laugh about old times but every time I walk close to her house a couple of white cats will run from her back yard and chase me back home snarling at my pants leg.

The only good thing is that whenever those cats are chasing me, Mrs. Peabody is usually standing on her front porch waving her cane at me and laughing at the top of her lungs.

It's great to see her happy again.





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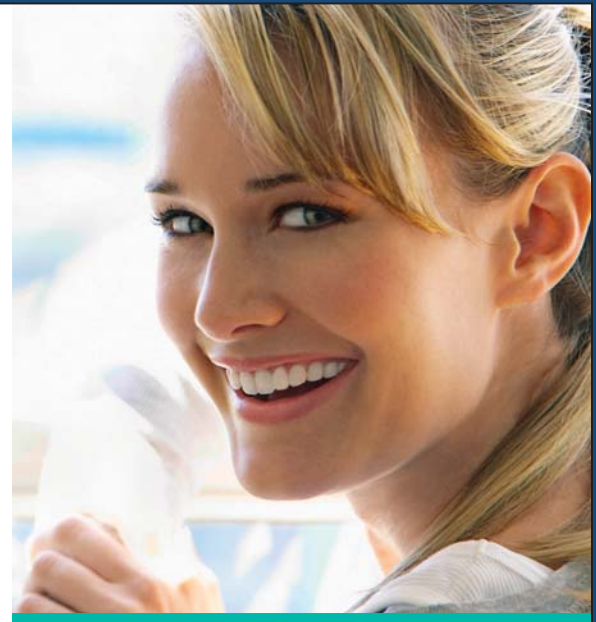
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