

VOL. 77, NO. 3 • FALL 2018

JOURNAL

JOURNAL OF THE LOUISIANA DENTAL ASSOCIATION

LDA
Health Plan Trust

APPLICATION

**Member health plan
enrolling NOW for 2019!**

PARTNERSHIP. INTEGRITY. INNOVATION.

WORKING HARD TO DELIVER THE VERY BEST IN PATIENT EXPERIENCE AND PRACTICE LIFESTYLE.



REVOLUTIONIZE HOW YOUR TEAM AND PATIENTS EXPERIENCE DENTISTRY.



At Patterson Dental, we are proud to connect you with innovative tools and resources so that you can focus on providing expert dental care.



PATTERSON
DENTAL

New Orleans Branch | 107 Mallard St., Suite D | St. Rose, LA 70087
Shreveport Branch | 345 Bert Kouns Ind. Loop | Shreveport, LA 71106

JOURNAL

Volume 77, Number 3, Fall 2018

EDITOR

Dr. David N. Austin

230 Carroll Street, Suite 2
Shreveport, LA 71105
(318) 861-4549
E-mail: daustin1@comcast.net

MANAGING EDITOR

Annette B. Drodody

LDA Headquarters
7833 Office Park Blvd.
Baton Rouge, LA 70809
(800) 388-6642 Toll-free
(225) 926-1986 Local Line
(225) 926-1886 Fax
E-mail: annette@ladental.org
Web site: www.ladental.org

BUSINESS MANAGER

Dr. William M. Hall, Jr.

3100 Woodlawn Avenue
Shreveport, LA 71104
(318) 865-1469
E-mail: dr802@bellsouth.net

EDITORIAL BOARD

Dr. Gary Caskey

Dr. Gary L. Roberts

Dr. Brian D. Basinger

LDA OFFICERS

Dr. Daniel A. Weaver

President
715 W. College St.
Lake Charles, LA 70605
(337) 478-3123

Dr. David Hildebrandt

Past President
1430 Old Spanish Trl., Ste. 10
Slidell, LA 70458
(985) 643-0304

Dr. Kristi Soileau

President-Elect
3634 Coliseum St.
New Orleans, LA 70115
(504) 899-2255

Dr. Steve Morgan

Secretary-Treasurer
219 Grinage St.
Houma, LA 70360
(985) 868-5699

Dr. L. King Scott

Speaker of the House of Delegates
120 Professional Dr.
West Monroe, LA 71291
(318) 325-4600

LDA STAFF

Ward Blackwell

Executive Director

Annette B. Drodody

Assistant Executive Director

Sharon Elliott

Director of Membership
Development

Tisha White

Director of Accounting

Jeanne Parr

Director of Conference Services

Candice Castro

Executive Assistant

A Member Publication of the American Association of Dental Editors

JOURNAL of the Louisiana Dental Association (USPS284620) is published quarterly at 230 Carroll St., Suite 2, Shreveport, LA 71105, in March, June, September and December, and is the official publication of the Louisiana Dental Association. Opinions and statements expressed, however, are those of the writer and not necessarily those of the Association. Original articles published herein become the property of this publication. Subscription price is \$18 per year for members, \$30 per year for non-members and \$65 per year for foreign subscribers. Periodicals postage paid at Baton Rouge, Louisiana, and additional mailing offices.

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

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

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.

Copyright 2018, LDA.

CONTENTS

President	4
Council on Insurance	6
Summer Education Conference	8
Technology Tidbit	10
Louisiana Dental Services (LDS)	12
Satisfaction Guaranteed: U.S. Bank	13
DSA, New Dentist, Humanitarian Awards Apps	14
Wealth Management	16
LDA Online C.E. - Opioid Course	17
Dental Lifeline Network	18
NODC/LDA Annual Session	19
Executive Director	20
Last Chance Seminar	21
Foundation Fishing Rodeo	22
Feature:	25
<i>Should I Elect to Be Taxed as an S Corporation on My Recent Acquisition or Start-Up?</i>	
Louisiana State Board of Dentistry	26
New Members	28
LSU School of Dentistry	30
Find-a-Dentist	33
Classifieds	34
LSU C.E. Calendar	36
LDA C.E. and Events Calendar	37
Last Page	40



On the cover: If you are interested in obtaining a proposal for health insurance through the exclusive health insurance trust offered by the Louisiana Dental Association (LDA), contact Brown & Brown Association Services Professionals at 1-888-503-5547 or at applynow@bb-asp.com. Brown & Brown will answer any questions you have about the health benefit plans and assist you with completing the necessary forms. This is a valuable benefit for many members of the LDA. For more info from the Council on Insurance, check out page 6 of this issue or visit the LDA website at www.ladental.org.

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

It Pays to be a Member of the LDA!



LDA Member	Non-Member of the LDA
LDA will be offering a health insurance plan to our members with lower rates for comparable coverage (subject to medical underwriting), effective Jan. 1, 2019.	Not eligible to apply for coverage.
First-Hand notice for registering for state meeting <u>AND</u> reduced cost - New Orleans Dental Conference and LDA Annual Session registration fee: \$160 (for 2018 meeting). LDA Members Saved \$100!	Non-ADA members pay \$100 more to register at the state meeting - New Orleans Dental Conference and LDA Annual Session early registration fee: \$260 (at 2018 meeting).
Reduced pricing for <u>ALL</u> LDA C.E. meetings and events. LDA Members Save up to \$200 per event!	Higher cost for attending LDA C.E. meetings - non-members pay up to \$200 more per event.
Endorsed products and services with exclusive discounts: insurance products (a member dentist can save on personal umbrella policies from \$300 to \$3,000 a year), office supplies (automatic discount off many items), merchant credit card fees (average savings of \$2,466 per year) and much more.	Higher cost of doing business with these same companies or to purchase these same products or services. JUST on 5 products that every dentist HAS to purchase for their practice, a non-member pays at least \$6,500 more than a member using an endorsed company.
Discount on classified ads (in LDA Journal and on www.ladental.org). LDA members save \$25, plus per classified ad!	Retail pricing that is almost double the cost members pay.
Exclusive access to easy-to-understand guides to compliance with critical regulations that can potentially save dentists thousands of dollars in fines and penalties. And, it's all just a few clicks away on the LDA website!	Non-members cannot access members-only content on the LDA website and must find and decipher regulations on their own – and suffer the consequences if they don't fully comply.
FREE peer review dispute resolution process.	Available at a fee equal to member dues <u>OR</u> may cost dentist hundreds or thousands of dollars in lost revenue or legal fees.
ADA Contract Analysis offered FREE (must go through LDA).	Not available and may cost dentist hundreds or thousands of dollars in lost revenue or legal fees.

Stay tuned for more reasons why “It Pays to be a Member of the LDA.”



Put Your Money to Work.



12 Month Certificate

2.20% APY* (\$500 to open)

30 Month “Bump and Jump” Certificate

2.45% APY* (\$1,000 to open)

CAMPUS  **FEDERAL**®

campusfederal.org | 888.769.8841

*Membership eligibility requirements apply. Certificate accounts are subject to SUBSTANTIAL PENALTY for early withdrawal. Early withdrawal may affect APY. If minimum balance is not kept, service charges may affect APY. APY denotes Annual Percentage Yield. APY is accurate as of 8/21/18. Fees could reduce earnings. Bump and Jump Certificate, certain limitations apply, please view the Truth-in-Savings disclosure.



PARAGON is proud to be a part of another successful dental transition in your area.

Michael E. Woolbert, D.D.S.

has acquired and merged his practice into the practice of

Paul C. Heilman, D.D.S.

Shreveport, Louisiana

Your local PARAGON dental transition consultant

Bob Huston

To start your relationship with PARAGON

Call: 866.898.1867 Email: info@paragon.us.com paragon.us.com

PARAGON
DENTAL PRACTICE TRANSITIONS



LDA president

*Dr. Daniel Weaver
President, Louisiana Dental Association*

It All Began with Dr. Corley, a Conversation, and a Car Ride

How did I get involved in the LDA?

Well, my story is probably similar to many others. Fresh out of dental school, I began attending my local study club. In the Southwest District, the district is small and the study club is large. It's very difficult to discern where one ends and the other begins. Very early on someone, and I don't remember who, said we need officers in the study club. So, I guess my first position in organized dentistry was secretary/treasurer of the Calcasieu Parish Dental Society.

"Your LDA membership is an insurance policy for your profession."

So then at a study club meeting, Dr. Rich Corley asks me a question, "What are you doing tomorrow?" Brilliant phrasing to ask someone to do something if you know they don't want to do it. I've used it numerous times - probably on some of you reading this article. "Nothing," I answer—negating 99.99% of all possible excuses that get me out of an LDS Board of Directors meeting that he was asking me to attend. I didn't even know what LDS was at the time, but no one said no to Dr. Corley.

On the drive to Baton Rouge, he explains Louisiana Dental Service to me. It's brilliant. The endorsed companies get more business, the LDA members save money on products, and it injects capital into the LDA which keeps member dues low—win, win, win! That was the first time I remember being interested in organized dentistry. Dr. Corley had started LDS, and I realized that the right leadership can make a positive difference for the entire profession. That was about 18 years ago. I've held numerous positions in organized dentistry since, but it all began with Dr. Corley, a conversation, and a car ride.

Why should a non-member of the LDA join?

I could recite the usual member benefits which are countless, but I'm not going to do that. I'm going to be blunt. Here is the cold hard truth. Why should a non-member join the LDA? Because non-members are hurting dentistry. In addition to hurting dentistry, they are also hurting themselves, their businesses, and their families. They aren't doing it on purpose yet they are doing it, nonetheless. The ADA/LDA protect dentistry from all the outside interests that want to pick it apart and destroy the way we practice and earn a living for our families. Your LDA membership is an insurance policy for your profession.



Dr. Danny Weaver (left) and Dr. Rich Corley catching up at the 2017 New Orleans Dental Conference and LDA Annual Session.

This is when all the non-members say "well they are going to do that whether I'm a member or not." Well I say advocacy depends on money and market share (percentage of members). Non-members deplete both. Just ask the defunct American Medical Association if market share is important.

Organized dentistry's market share is currently on the decline and has been for several years. A recent factor is the movement of dentistry toward the corporate model. The corporate model makes perfect sense to me—helps new dentists with high student debt, practice in groups to reduce overhead, less stress for employee dentists. I get it—have no problem with it. What I do have a problem with is when the employee dentists aren't association members. Non-members hurt the profession! Individual non-member dentists need to understand this. Dental corporations need to understand this. Corporate dentistry should pay their employees' association dues. It's good for the profession and it's good for their bottom line. The ADA/LDA are constantly trying to increase membership by adding member benefits with concrete monetary value. All that stuff is extra. I say be a member to protect the profession you love, protect your livelihood, protect your family.

Save Time, Increase Production
and Optimize Your Patient Flow

Patient Safety • Patient Focused • Patient Comfort



Lake Area Anesthesia

I N C O R P O R A T E D

LOUISIANA'S
DENTAL
ANESTHESIA
SPECIALISTS

Put Your Patients at Ease

by offering

SAFE & PERSONALIZED Care
with no out of pocket expense for
equipment or additional staff.

We've got you covered!

Servicing all Fields of Dentistry:

-  Pediatrics
-  General Dentistry
-  Periodontics
-  Oral & Maxillofacial
Surgery
-  Prosthodontics

“
I've used Lake Area Anesthesia for
over 4 years now, and the thing I'm
most impressed with is their constant
focus on patient safety. Imagine
doing 4 quads of perio scaling and 8
fillings with no local. One visit - happy
patient, happy dentist!
”

Danny Weaver, DDS
Lake Charles, LA



Call Today to discover how
Anesthesia may benefit your practice.



1-800-685-7046
www.LakeAreaAnesthesia.com



Dr. Lane Eddleman
Chair, LDA Health Plan Trust

Date Set for Much Anticipated Rebirth of Health Plan for Members

It's coming soon. No, really! It's going to start soon!

After countless setbacks and delays, eligible LDA members will be able to obtain health coverage from the LDA Health Plan Trust (LDAHPT) effective January 1, 2019. The LDA's exclusively endorsed agency, Brown & Brown Association Services Professionals, will begin accepting applications by early October and should begin issuing quotes in November. But the bottom line is that this long-awaited new spin on what had been a highly valued member benefit will be satisfying many members' needs for health benefits the moment we ring in the New Year.

No doubt, many of you have some questions. I'll use the rest of my space in this issue to try to answer a few:

1. Why did it take so long to create a new LDA members' health insurance plan?

Due to the Affordable Care Act, the only viable option available to the LDA was to create our own association health plan – a self-insured plan called a Multiple Employer Welfare Arrangement (MEWA). MEWAs are often more capital-intensive to start and considered more risky to operate than other types of insurance plans. LDA had to first pass legislation to make it easier for an association like LDA to form a viable MEWA. We also engaged consultants, actuaries and lawyers, negotiated contracts and assembled mountains of documentation need to apply to LDI for a license. This was all totally unique in this state, and there were LOTS of unanticipated delays.

2. Wouldn't the new rules issued in response to President Trump's executive order to expand opportunities for Association Health Plans (AHPs) enable LDA to create a plan like it once had?

The new rules passed by the Departments of Labor (DOL) do expand opportunities to create AHPs, mainly by loosening the qualifications for an association to be eligible to form an AHP. However, AHPs that operate under the new rules will be subject to some requirements of the ACA and HIPAA that don't apply to AHPs right now. Those requirements would actually make it harder for a smaller, start-up AHP like LDAHPT to offer competitive premiums. Fortunately, DOL gives AHPs the option to operate under the new rules or under old DOL guidance.

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

LDAHPT will offer several plans with benefits comparable to the plans most LDA members are likely using for coverage at this time. These include high deductible, HSA-eligible plans plus some lower deductible co-pay plans.

4. Will LDAHPT plans include group and individual coverage options?

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

5. Will I save money by switching to LDAHPT?

LDAHPT's actuary is currently testing rates to ensure the plan will be on sound financial footing while still offering coverage comparable to what is available from major carriers (e.g., Blue Cross) for significantly less in premium than many LDA members currently pay. It is important to note that one of the major differences between a self-insured plan like LDAHPT and other plans is that the underwriting is more extensive and covers more criteria. So, rates for an LDAHPT plan will likely range from significantly lower than comparable plans to somewhat higher, depending upon the underwriting of each application. Put another way, the LDAHPT plan should be a great solution for some LDA members but not all LDA members – at least not at this time. But, we do expect a successful LDAHPT will become an affordable option for an ever-increasing number of members.

For more information or to apply for coverage, contact LDA's endorsed insurance agency, Brown & Brown Association Services Professionals, at 888-503-5547.

And finally, my heartfelt thanks to Drs. Keith Kyler and Emily Little-Cassis, my fellow LDAHPT trustees, whose selfless commitment helped make this possible!



Powerful Practice Protection Designed by Dentists.

DDSGuard™ Insurance from Fortress

Delivering excellent patient care often means offering advanced procedures, and that increases liability exposure. DDSGuard professional liability insurance is designed to protect dentists with advanced skills and broad patient needs, like Drs. Elizabeth and Jeff Eggert. Fortress is owned by dentists and has a depth of clinical expertise unmatched in the industry. Protect your practice with DDSGuard.

Elizabeth Eggert, DDS
Jeffrey Eggert, DDS

Practice Profile:
General Dentistry
Pediatric Dentistry
Cosmetic Dentistry
TMJ Therapy
Sleep Apnea
Periodontics



Endorsed by the Louisiana Dental Association

For more information contact Fortress Agent **Stormy Blair 888-503-5547**
Brown & Brown Association Services Professionals www.bbgulfstates.com

*The language contained in each policy of insurance establishes the specific terms and conditions of insurance, and will supersede any statements contained herein.
© 2018 Fortress Insurance Company. All rights reserved. DDSGuard™ is a registered trademark of Fortress Insurance Company.



LDA summer education conference

Jeanne Parr McFall
Director of Conference Services, LDA

All Friends, Fun, and Sun This Year

The 2018 Summer Conference brought absolutely perfect beach weather, friendly faces, and 16 clinical C.E. hours! This year's Summer Conference held at the Hilton Pensacola Beach Gulf Front offered a conference FULL of excellent clinical courses by Dr. Dan Pompa, Dr. Henry Gremillion, and Dr. Liz Kidder.

Along with the top-notch C.E., LDA held two family-friendly events during the conference. Thursday afternoon families gathered on the beach to watch and play beach volleyball. There was definitely a bit of competition going around! Tristan Hall with Bayou State Crown & Bridge Lab was there to break the tension with giveaways for all along with ice chests full of beer and water. He also provided the volleyball champs with Bluetooth speakers.

Friday evening we ended our day with delicious boiled shrimp under the stars with family, friends, and co-workers thanks to our wonderful beach boil sponsors Brown & Brown Association Services Professionals and Blackburn Dental Lab.

Next year's conference, June 19-22, 2019, we will be back to the Sandestin Golf & Beach Resort. Don't forget the LDA also offers a discounted room rate for you and your

family so you can stay comfortably and affordably! Rates and speakers are already listed on our website at www.ladental.org/summerconference. We look forward to seeing you in 2019!



After having three daughters, Dr. Eddie Hebert and Gay Hebert finally have some boys in the family! The Hebert clan at this year's beach boil: Anders Hannaman, Dr. Eddie, Kristen Hannaman, Bethany Tramonte, Cruz Tramonte, Gay Hebert, and Jenna Hebert.

THANK YOU TO OUR SPONSORS!

Premier Events Partners



Sustaining Events Partners



Diamond Sponsor



Gold Sponsor

Louisiana Dental Services, Inc. (LDS)

Silver Sponsor

US Dental Transitions



Dr. Peyton Cunningham and daughter, Alexandra, are all smiles on their family beach vacation.



Dr. Joshua Jones and wife, Wendy, looking festive at the Hawaiian themed beach boil!



Katherine Tom and Aubrey Britsch are buried by Dr. Ronald Britsch trying to give them a "mermaid tail."



Drs. John Ward and Glenn Kidder catching up before heading out to the beach.



Although mom, Dr. Liz Kidder, was the star of the show Saturday morning with her sleep disorder lecture, when baby Samuel arrived in the lecture room, all eyes were on him: Dr. Dustin Kidder, Dr. Glenn Kidder holding Sam Kidder, and Dr. Liz Kidder.



The Ruebsamen family is all smiles even after some close volleyball games! Pictured left to right: Tammy Fernandez, Beth Ruebsamen, Dr. Kris Ruebsamen, and children Mason and Anna Kate.



Wonderful LDA members and guests are enjoying their time together at the 2018 Summer Conference: Dr. David Melancon (Shirley), Dr. Lamar Waguespack (Angele), Dr. Scott Taylor (Patsy), and (back row) Dr. James Stafford (Margie).



Dr. Wallace Serpas, daughter Sophia, and son Scout take a quick breather from volleyball.



Our winning crew is, left to right, Morgan Sceroler, Caitlyn Albin, Blair Fontenot, Dan Romance (Tax Saving Professionals), and Dr. Sammy Tom with daughter Madelyn. Special thanks to Bayou State Crown & Bridge Lab for sponsoring this fun event!





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

6 Mistakes Dental Practices Are Making With Pay-Per-Click Advertising

Pay-per-click (PPC) advertising can quickly attract more potential dental patients to your website. Tools like Google AdWords and Bing Ads help dentists appear on the top of search results, but they only pay when a searcher clicks the ad (instead of paying each time the ad is shown).

However, PPC can quickly become ineffective when not executed correctly – and if common mistakes are made, dental practices risk spending a lot of money without attracting new patients like they had hoped.

Below are the top costly and common mistakes to avoid when it comes to dental pay-per-click ads:

Mistake #1: Wasting precious ad copy real estate. PPC ads have character limits which forces the message to be brief.

Teeth Whitening Special | \$99 Teeth Whitening
Ad www.realbocaratondentist.com

Special Teeth Whitening Promotion. Only \$99.

Therefore, instead of repeating the same exact message in the headline (blue text) and description (gray text), have the copy compliment and build off one another to provide more information.

Teeth Whitening Special | Boca Raton Dentist
Ad www.realbocaratondentist.com

Prepare Your Smile for Wedding Season. Get Whiter Teeth In Just One Session!

Mistake #2: Misspellings [Sic]. Misspelling ad copy can signal carelessness to potential patients (even if it's not true!) which may skew them away from your practice. Grammarly.com is a helpful tool to check all of your communications, including ad copy.

Mistake #3: Bidding on keywords for services you don't offer. Targeting every single dental keyword can be tempting, but it won't be an effective use of your budget because those visitors are not likely to convert into patients. Instead, prioritize targeting keywords for services that you do offer and create the most revenue for your practice (i.e. veneers, replacing amalgam fillings with composite ones, etc.).

Mistake #4: Sending visitors to your homepage or contact page. While this may seem like a good idea, it may actually hurt your conversion rate (the number of people who click your ad, and then ultimately contact your practice). Why? Visitors need

to get the information they initially searched for, immediately. If they click an ad about teeth whitening, but land on a contact page with no information about that service, they won't be pleased. Instead, send visitors to a page that correlates with the PPC ads you are running.

Mistake #5: Failing to split-test your ad text. Part of improving your ROI on PPC campaigns requires ad copy testing. By testing your ads, you can learn which set(s) of ad copy resonates most with searchers and you can continually improve your ads. For example, you can test if showing a price in ad copy is more effective than not:

Test A

Teeth Whitening Special | Boca Raton Dentist
Ad www.realbocaratondentist.com

Prepare Your Smile for Wedding Season. Get Whiter Teeth In Just One Session!

Test B

\$99 Teeth Whitening | Boca Raton Dentist
Ad www.realbocaratondentist.com

Prepare Your Smile for Wedding Season. Get Whiter Teeth In Just One Session!

By testing the headlines only ("teeth whitening special" vs. "\$99 teeth whitening") you will be able to track the difference in results directly back to the change of headline. (If you change more than one part of the ad, it would be hard to pinpoint the exact reason one ad outperformed the other.) After a period of time, you'll see that one of the ads outperforms the other – from there, use the winning headline and try testing something different (like the description).

Mistake #6: Not using negative keywords. Negative keywords are keywords that you do not want your ads to appear, such as "free cleanings." By setting negative keywords, you limit unwanted clicks and traffic which saves money and helps you maximize your budget.

By using ad copy real estate wisely, checking spelling and grammar, monitoring keywords, testing, and creating landing pages are all ways to get more from your PPC budget, improve your return on investment, and win new patients quickly online.

To learn how ProSites can help you attract qualified search traffic quickly, visit www.ProSites.com or call (888) 932-3644.

ag **Dental**
CPAs & Advisors
beyond accounting.

Contact us for a consultation to learn more about what AG Dental CPAs & Advisors can do for you and your practice.

(225) 767-1020

www.AGDentalCPAs.com
(A Division of Apple Guerin Company)

You Benefit From Our Expertise at Every Stage of Your Dental Career.

At AG Dental CPAs and Advisors, we are a firm of experienced Certified Public Accountants and Business Advisors with a passion for service. Our team specializes in providing personal attention, accurate data, and proven strategies for success. Our intense focus on the unique needs of dentists and dental practices makes AG Dental CPAs and Advisors a financial partner you can trust.

- Practice Management
- Startup Services/Consulting
- Bookkeeping
- Tax Preparation
- Tax Minimization Techniques
- Retirement Planning



6421 Perkins Rd • Bldg A, Suite 1B • Baton Rouge, LA 70808



LDA Louisiana dental services, inc.

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

LDA Members Can Save \$6,500 a Year or More on Products You Have to Purchase

A-h-h-h, the doldrums of summer are over and everyone seems to be back in town. This might be a good time to start fresh this month and save money by getting quotes from one or two more of the LDA/LDS endorsed companies! LDS is here to help our LDA members by providing value and savings! Visit the LDA website at www.ladental.org/LDS for a complete listing of endorsed products and services.

Did you know that on ONLY 5 products that every dentist HAS to purchase in their practice, a non-member typically pays at least \$6,500 more than a member who is using an endorsed company. If you visit the website, you'll see that we currently endorse 27 companies total who have all pledged to provide a discount for their service or product...and the discount is only available to LDA members.

For instance, if you want to save some money by reducing the cost of your Fortress Professional Liability Policy, go to the online web site at www.dds4dds.com and complete the short risk management course that qualifies you for a 10% premium credit for three years. If you have done this in the past, you can repeat the discount every three years. Look on the face page of your policy under "Policy Discounts at Issuance" (item IV) for the expiration date of your discount. If N/A is listed, your discount has expired and it's time to repeat the risk management course. Fortress will also be offering this course at the 2019 LDA Summer Conference in Florida should you want to take it in person. (For more info visit www.ladental.org/summerconference.)



Student debt has met its match.

SoFi.

Sign up for student loan benefits to save thousands.

LDA members receive a 0.25% Rate Discount through SoFi.com/LDA

If you recently received a new credit card from Bank of America and noticed that it no longer carried the LDA logo, it wasn't a mistake, BoA decided to discontinue their affinity program. For a lot of us, the program dated back to the early 1980s. To fill that looming void in your wallet, switch to U.S. Bank, a credit card endorsed by both the LDA and the ADA...details are on the LDA's website and check out the "Satisfaction Guaranteed" info on the following page.

Did you know that Student Loan Debt is second only to mortgage debt? That's a startling fact and it hits home to many of our younger members. At our last LDS Board meeting we approved an endorsement of SoFi, one of the leading companies in the field of student loan refinancing. For LDA members and their families, SoFi is offering a .25% interest deduction. Details are at the LDA website or at SoFi.com/LDA. You can also find an ad for them on the inside back cover of this issue.

For those of you who enjoy great savings on office products when shopping at Office Depot, you'll be glad to know

that the company has greatly expanded its business services and is making these services available to our members at a significant discount. We have executed our new contract and will be announcing more great savings from Office Depot to LDA members in the next couple months!

Lastly, I emphasize the need to identify yourself as a member of the LDA when dealing with any of our vendors. This is a simple suggestion that you should pass on to your staff that order goods and services for the office. Who doesn't want to save money on the products and services they already purchase!

SATISFACTION GUARANTEED

ADA Visa Cardholders Can Earn 2x Points on Great-West Financial

Association members using the ADA Preferred Rewards Visa from U.S. Bank when making their ADA member's insurance plan premium payments to Great-West Financial will receive double rewards points.



"It's a convenient way for participants in any one of the seven ADA Members Insurance Plans to pay their insurance bill and earn up to 5,000 points each year, equivalent to \$2,500 in eligible net purchases," said Gina Goodreau, director of specialty insurance markets at

Great-West Financial. The ADA member's group insurance portfolio of plans underwritten by Great-West Financial includes life, disability, office overhead expense, hospital indemnity with extended care rider and critical illness.

The ADA Preferred Rewards Visa, the only card endorsed by ADA Member Advantage and the Louisiana Dental Association was updated last year with additional

member benefits, including the removal of foreign transaction fees and additional opportunities to earn extra reward points.

ADA members already receive double bonus points on purchases made with the Louisiana Dental Association (such as dues payments and event registrations) and select ADA Member Advantage companies including Lands' End, HealthFirst, Whirlpool, Lenovo, and CyraCom. Visit www.ladental.org/LDS for more info on these companies. Members also earn five times bonus points on all purchases made with the ADA, such as the CDT code book, registration for ADA 2018 – America's Dental Meeting in Honolulu and ADA continuing education courses.



Reward points are redeemable for gift cards, merchandise, cash back in the form of a statement credit and travel. When redeemed on over 150 airlines with no blackout dates, 25,000 points can buy a ticket valued up to \$450.

For more information on the ADA Preferred Rewards Visa card, visit adavisa.com or call 1-888-327-2265 ext. 39495. For information on the ADA members Group Insurance Plans through Great-West Financial, visit insurance.ada.org or call 1-866-607-5330.

ADS Lovelace and Associates Practice Transitions Simplified

PRACTICES FOR SALE

Kinder, LA • Lafayette • Lake Charles
Monroe • New Orleans
Periodontal - South Louisiana

ASSOCIATE POSITIONS AVAILABLE

Alexandria • Amite • Baton Rouge
Lake Charles (2) • Lutch
Maringouin • Monroe
New Orleans • Oakdale

Congratulations!



Dr. Jeremy Moore for transitioning his Watson, LA practice to Dr. Darrell Bourg

ADS LOVELACE AND ASSOCIATES, INC.
(225) 927-8015
LovelaceAndAssociates.com

Endorsed by **ILDA** **ADS** **DENTAL TRANSITIONS™**
VALUATIONS | SALES | CONSULTING
All ADS companies are independently owned & operated.

2019 LDA Distinguished Service Award

2019 LDA New Dentist Award

OFFICIAL CALL FOR NOMINATIONS

Please photocopy, legibly complete, and forward this form together with any supporting documents or exhibits to the LDA, 7833 Office Park Blvd., Baton Rouge, LA 70809. **All forms must be postmarked by November 1, 2018.** Please use additional pages if necessary. Please write clearly. If you have questions, contact the LDA office at (800) 388-6642, Dr. Mark Chaney, Chairman of the DSA Committee, at (504) 861-2523, or Dr. Ross Quartano, Chairman of the Council on the New Dentist, at (985) 327-6501.

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

Nominee's Name _____ **Date of Birth** _____

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

Address _____

Phone _____ **Cell** _____ **ADA#** _____

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

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

General description of nominee's dental practice: _____

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

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

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

Other information you deem significant about the nominee. _____

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

2019 LDA Humanitarian Award

OFFICIAL CALL FOR NOMINATIONS

Please photocopy, legibly complete, and forward this form together with any supporting documents or exhibits to the LDA, 7833 Office Park Blvd., Baton Rouge, LA 70809. **All forms must be postmarked by November 1, 2018.** Please use additional pages if necessary. Please write clearly. If you have questions, contact the LDA office at (800) 388-6642, Dr. Mark Chaney, Chairman of the DSA Committee, at (504) 861-2523. The LDA DSA Committee also oversees the LDA Humanitarian Award.

Nominee's Name _____ Date of Birth _____

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

Address _____

Phone _____ Cell _____ ADA# _____

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

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

General description of nominee's dental practice: _____

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

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

Other information you deem significant about the nominee. _____

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

For a list of past recipients of the DSA, New Dentist or Humanitarian awards or for awards requirements, visit the LDA website at www.ladental.org or call the LDA office at (800) 388-6642.



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

Diversify Inside Diversification

Don't put all your eggs in one basket. Many people are familiar with this phrase and understand that diversifying into various asset classes can be crucial to help pursue long-term financial goals. When you grow your net worth throughout your career and your investment portfolio increases, take a deeper look beyond the basics and diversify inside diversification. It may sound strange, but it is an important step to take.

First, we will start with the basics of diversification and asset allocation. There are three broad asset classes that you should take into consideration when constructing your investment portfolio: Fixed Income, Equities, and Alternative Investments. How you choose to distribute your investments among the various asset classes depends on your goals, risk tolerance, and expected rate of return. Keep in mind that asset allocation does not guarantee against loss, but is a method used to manage risk. Once you create a target allocation to use as a guideline for the investments, you have the foundation for your portfolio. For example, you may choose a portfolio which is made up of 35% fixed income, 50% equities, and 15% alternative investments. Now it is time to take it a step further and diversify within each asset class.

1. **Fixed Income:** This asset class includes fixed-principal investments, bonds, and debt-secured investments. Diversifying inside this asset class might include a mix of Certificates of Deposit (CDs), municipal and corporate bonds, and fixed annuities. These investments can be used with different strategies, such as overall return or pure interest with return of capital. The overall return strategy can use exchange-traded funds (ETFs) and money managers that buy and sell the investments as yields move up and down the yield curve with more emphasis on overall return in the portfolio. The pure interest and return of capital strategy has investments that receive interest plus the return of principal at a specific date in the future. This strategy can use interest rate laddering investments that mature at different times with staggering yields. So as interest rates go up, you take advantage of higher rates and receive consistent income.
2. **Equities:** One way to invest with equities while having a more diversified portfolio is through mutual funds, ETFs, and money managers. Then use those investments to diversify into different types of companies like larger, more stable companies that offer dividends, along with the mid-sized and smaller sized companies. Look even further into the different industries, like companies in the financial, energy, consumer products, and technology

sectors. During various times of the market cycle each one of these industries will perform differently.


3. **Alternative Investments:** When you look at alternative investments think of investments that are not the normal stock or bond, such as precious metals, real estate, and commodities. You can diversify inside of this category by looking at the different types of metals and real estate, especially apartments, consumer retail, and office buildings, and using manage futures based on global rates, oil prices, and commodities.

Research has shown that it is through the careful selection of various asset classes rather than the individual investments themselves that people prosper financially. According to a study by Gary Brinson, Brian Singer, and Gilbert Beebower, "Determinants of Portfolio Performance II," 91.5% of a portfolio's returns are attributable to asset allocation while 8.5% are determined by security selection and market timing. With any investment, including the ones mentioned above, make sure you understand the cost and risk involved. Keep a good balance in your investment portfolio by staying diligent and diversifying inside diversification.

There is no guarantee that a diversified portfolio will enhance overall returns or outperform a non-diversified portfolio. Diversification does not protect against market risk. Certificates of Deposit are FDIC insured and offer a fixed rate of return. Brokered CDs sold prior to maturity in the secondary market may result in loss of principal due to fluctuations in the interest rate or lack of liquidity. Brokered CDs are registered with the Depository Trust Corp. ("DTC"). Brokered CDs with step-down and/or call provisions may be less favorable than traditional CDs without these features. Investing in mutual funds, exchange-traded funds, and stocks involves risk, including possible loss of principal. Alternative investments may not be suitable for all investors and should be considered as an investment for the risk capital portion of the investor's portfolio. The strategies employed in the management of alternative investments may accelerate the velocity of potential losses. Bonds are subject to market and interest rate risk if sold prior to maturity. Bond values will decline as interest rates rise and bonds are subject to availability and change in price.

*The opinions voiced in this material are for general information only and are not intended to provide specific advice or recommendations for any individual. To determine which investment(s) may be appropriate for you, consult your financial advisor prior to investing. No strategy assures success or guarantees against loss. Chad Olivier is author of *The Resourceful Dentist: A Guide to Financial Success* and owner of the firm The Olivier Group, LLC in Baton Rouge, La. If you have any questions about this article or future topic suggestions, please call (888) 465-2112 or visit us on the web at www.oliviergroup.com.*

Securities offered through LPL Financial, Member FINRA/SIPC.

CFP®, Certified Financial Planner™ and  are certification marks owned by Certified Financial Planner Board of Standards Inc.



ONLINE C.E.

3 hour Opioid Course

The Louisiana Dental Association is now offering the state mandated opioid awareness and abuse course online!

SIGN UP TODAY!

WWW.LADENTAL.ORG/ONLINECE

CREATING FINANCIAL LEGACIES FOR MEDICAL PROFESSIONALS SINCE 1996

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



CHAD OLIVIER, CFP®


CERTIFIED FINANCIAL PLANNER™
Private Wealth Advisor

The Olivier Group, LLC
Innovative Wealth Management

**EXCLUSIVE BOOK OFFER
FOR LDA MEMBERS**

www.oliviergroup.com/p/LDA

Securities offered through LPL Financial. Member FINRA/SIPC

CFP®, Certified Financial Planner™ and  are certification marks owned by Certified Financial Planner Board of Standards Inc.

Dental Lifeline Network • Louisiana

August 2018



Dental Lifeline
Network • Louisiana

More than Dentistry. Life.®

Louisiana
Donated Dental Services (DDS)

PO Box 82464
Baton Rouge, LA 70884
225.926.8062
Toll Free: 800.946.6016
Fax: 303.534.5290
www.DentalLifeline.org

Board of Directors:

Frank Martello, DDS
President

Charlie Foy, DDS
Vice President

Mohammed Zadeh, DDS
Secretary/Treasurer

David J. Hildebrandt, DDS
Past President

Steve Brisco, DDS
Jerry B. Clark, CDT
Timothy Delcambre, DDS
William Hall, DDS
Jennifer K. L. Hew
Laurie Moeller, DDS
L. Stephen Ortego, DDS



Dr. Molly Burns
(Covington), volunteer
since 2008, with her DDS
patient.

Dental Lifeline Network • Louisiana appreciates the Louisiana Dental Association and its partnership in jointly developing a Donated Dental Services (DDS) program in 1987, to help people with disabilities or who are elderly or medically fragile and have no other access to dental care. The Louisiana DDS program is similar to programs developed by DLN in 43 other states. Last year, DLN volunteers provided over \$26 million in donated treatment nationwide.

Since inception, Louisiana dentists and labs have donated over \$10.7 million worth of comprehensive treatment for 5,237 vulnerable people. Thank you!

Donated Dental Services (DDS) Program Totals	
Fiscal Year 2017-18 (7/1/17-6/30/18)	
Donated Treatment Value ¹	\$288,552
Donated Lab Value	\$17,541
Average Value of Treatment ²	\$4,387
Patients Served	128
Patients on Wait-list	165
Participating Dentists	351
Participating Labs in LA	73
Participating Labs outside LA	5

¹Donated treatment value includes donated lab value.

²Average value is based on patients that have completed comprehensive treatment; does not include active patients, or patients who continue to receive ongoing care from their DDS volunteer.

*More people could be helped through DDS with additional financial resources to support the coordination of the program. While volunteers generously donate their services, funding is necessary to support their efforts by providing program coordination, oversight and covering program costs such as the coordinator's salary and benefits, office and administrative expenses. **Please consider contributing financially or recommending DLN for private grants in Louisiana.***

The DDS program restores the oral health and often transforms the lives of the patients we serve, like 61-year-old Paul who lives alone in New Orleans. Paul was in a horrible accident and suffered third degree burns and injured his back. The accident left him permanently disabled and he could no longer work as a ship welder. In addition, he had poor oral health; many of his teeth were decayed, and his gums were painful and bled. Paul lives in subsidized housing and survives on food stamps and a small Social Security benefit that just covers his monthly bills. He could not afford the dental care he needed. Fortunately, Paul learned about the DDS program and was linked with a team of DDS volunteers, including a general dentist and a lab, who agreed to help. **Thanks to these volunteers, Paul received thousands in donated care that restored his oral health and his smile!** He wrote to express his gratitude for this generous gift.

"This program is really good. I was able to get dental treatment that was very needed. This program is very helpful and Dr. D. was nice and kind as well. We got along very well."

For more information about Dental Lifeline Network go to: DentalLifeline.org. To volunteer or contribute go to the website and click on "Volunteer" or "Donate."

An Educational Mix for our 66th!



*****NEW DATE*****

**May 9-11, 2019
Hyatt Regency Hotel,
New Orleans, LA**

www.nodc.org

*History is in the making for our 66th year!
KNOCK OUT your mandatory C.E. requirements
in one economical convention!*

*The New Orleans Dental Conference & LDA Annual Session
has become one of the most economical sources of continuing
dental education to be found. As of Sept. 4, we have booked the
following incredible speakers/courses:*

Dr. Harold Crossley

1. Clues to Your Patients' Health: What's In Their Bag of Pills?
2. Pharmaceutical and Street Drug Abuse and The Dental Implications

Carol Jahn, RDH

1. The Dental Hygienist's Role in Risk-Based Periodontal Therapy
2. That's Not What I Learned in School

Dr. Cameron Kuehne

1. Dental Sleep Medicine for the General Dentist – The Basics
2. Dental Sleep Medicine for the General Dentist – Beyond the Basics

Joy Millis, CSP

1. Treatment Acceptance....Involving the Entire Team!
2. LOST PATIENTS Discovered and Recovered

Dr. Brian Novy

1. The Plaque Monologues
2. Offensive Dentistry

Dr. Jeffrey Okeson

1. Understanding Temporomandibular Disorders: The Facts and Fantasies
2. The Clinical Management of TMD





LDA

executive director

Ward Blackwell, M.J.
Executive Director, LDA

Fixing Dental Insurance

Not long ago, we received a letter at the LDA office from a member informing us that he did not intend to renew his membership. The reason he gave was that he saw “no signs of the associations doing anything about the increasing problems the insurance companies are causing private practice non-plan dentists.”

As any of you who regularly read the *LDA Journal* probably recall, 2017-18 LDA President Dr. David Hildebrandt devoted much of his article in the fall 2017 issue to urging LDA members to share with the LDA documentation of issues they are having with dental insurance companies. His intent was to use that information to try to get the Department of Insurance (LDI) and/or legislators to begin addressing some of the most egregious issues.

That led to the successful passage in the 2018 regular legislative session of two LDA bills aimed squarely at improving the way dental insurance companies do business. A third bill passed that addressed claims processing for government-sponsored dental benefits (Medicaid).

My point in this article isn't to refute the assertion of that (now) non-member. Frankly, I understand his frustration. I'm sure it seems to many Louisiana dentists that dental insurance companies find a new way every week to delay, deny, reduce or recoup payment. Pretty much all of it would appear to be technically legal. But, that makes it no less frustrating for the dentist. And, it makes it that much harder to do anything about it, as changing laws NEVER happens swiftly. So, even as the LDA is trying to tackle such issues and is having some success, it's not hard to understand members being frustrated.

Where am I going with this, you ask?

A really important thing was enclosed with that dentist's complaint letter: *documentation from an insurance company that illustrated one of the problems he's had.*

As noted above, Dr. Hildebrandt's article last year included a call for members to send us documentation of the problems they've had with dental insurance companies. We started a file here at the LDA at that time for everything members would send us. How thick would you think that file is now? Two inches? Three? Six?

Would you believe the file is less than an inch thick? And, at least a third of *that* came from Dr. Hildebrandt.

Now, the LDA did get phone calls following Dr. Hildebrandt's article – more than enough to confirm that dental insurance issues are a priority for many members.

But, if I want LDI to take action enforcing a regulation or supporting new legislation, I need to be able to point out in writing specific examples of the problem we want fixed. When LDI and legislators want LDA lobbyists to quantify the problem for them to show that it is widespread and not isolated incidents, they ask for documentation. When insurance companies suggest to those same regulators and legislators that the problem is overblown or just due to misunderstanding on the part of dentists, documentation allows the LDA to refute those claims.

There are really only three sources for such documentation: the dental insurer, the dental patient and the dentist. And there's just no realistic scenario in which LDA is going to get it from the first two. So, LDA's ability to address dental insurance issues relies squarely on our members' willingness to provide us the documentation that will allow us to advocate successfully on their behalf. The more examples of an issue that we have, the better we can frame that issue and lobby for specific action to address it.

Of course, we always remind members to redact Personal Health Information (PHI) when sending such documentation to us. We're not encouraging HIPAA violations.

But we are intent on advocating for you. In recent years, the LDA has successfully passed legislation reducing the hassle of getting credentialed in a new location, expanding the freedom of choice law and (this year) prohibiting insurers from denying a claim for which a prior authorization was issued (effective 1/1/19). But, we know there's still much work to be done.

I actually appreciate what that now non-member dentist did. I hope more of you will follow suit and send us examples of problems with dental insurers – though not while dropping your membership, of course!

But most of all, I hope the result of this plea is that the LDA has the tools to effectively tackle some of those issues for all of you. And perhaps the next time that non-member sends us documentation of a problem, he will also be rejoining the LDA because he'll have confidence we'll take that information and act on it.



Practice Care is Our Priority

At Henry Schein Dental, our mission is to improve the lives of those we touch by focusing on practice care, so dental professionals can focus on patient care.

Practice care is a combination of efficient solutions and integrated technologies designed to help you operate a productive practice, attain your business goals, and assist in the delivery of quality patient care.

HENRY SCHEIN®
DENTAL

Rely on Us™

21399 Marion Lane, Ste. D, Mandeville, LA 70471
985-871-0001
www.henryscheindental.com

2018 LAST CHANCE SEMINAR

Friday,
December 7, 2018



Baton Rouge
Marriott

Earn Up to 7 Clinical Hours

Opioid Abuse & Awareness Course*

(with Dr. Dov Glazer)

AND

Restorative Dentistry Course

(with Dr. Jeff Brucia)

www.ladental.org/lastchance

*Note: This course satisfies the 3 hour state mandated opioid management requirement.



LDA

Ida foundation

Jeanne Parr McFall
Director of Conference Services, LDA

Fishing Rodeo Raises Nearly \$15,000

The 2018 LDA Foundation Fishing Rodeo was exactly what we set out for it to be: a success! With 109 registrants, 11 sponsors, support from companies across Louisiana, and the most beautiful fishing weather possible, the LDA Foundation was able to raise nearly \$15,000 to help support dental outreach programs such as Mission of Mercy, as well as grants for access-to-care programs.

As we continue to grow this beloved LDA Foundation event, we plan to make some AWESOME changes that will not go unnoticed in 2019. We thank you for your support of such a worthy cause and hope to see you, Boudreaux and all your friends July 18-20, 2019, at the Sand Dollar Marina in Grand Isle, La. Mark Your Calendar!



Dr. Doug Ber showing off his red snapper.

THANK YOU TO OUR SPONSORS!

Premier Events Partners



Sustaining Events Partners



Species Sponsor



Platinum Sponsor

K.B. Kaufmann & Co.

Gold Sponsor

Henry Schein Dental



Nathan (left) and Philip Savoie are very proud of their fish! Nathan's fish won 2nd place for the 15 and under category this year.



Tristan Hall (left) with Bayou State Crown & Bridge Lab, Dr. Donald St. Angelo, and Dr. Clint Sandefer try their luck at making the perfect stringer for the leader board.

	1st	2nd	3rd
Redfish	Dale Spiers Brown & Brown 5.0 lbs	Dr. Kenny Wilkinson Baton Rouge 4.8 lbs	Dr. Kenny Wilkinson Baton Rouge 4.6 lbs
Redfish Stringer	Domonic Bedo Brown & Brown 21.0 lbs		
Speckled Trout	Dr. Lance Savoie Acadiana 3.14 lbs	Dr. Kenny Wilkinson Baton Rouge 2.6 lbs	Tracy Henderson Baton Rouge 2.6 lbs
Cobia	Winston Doussan Baton Rouge 29.8 lbs	David Gautreaux Baton Rouge 26.8 lbs	David Gautreaux Baton Rouge 26.6 lbs
Mangrove Snapper	Alex DeGenova NODA 8.2 lbs	Gerry DeGenova NODA 7.12 lbs	Dr. Doug Ber Bayou 6.2 lbs
Red Snapper	Dr. Nick Rauber Baton Rouge 18.2 lbs	Dr. Nick Rauber Baton Rouge 17.0 lbs	Artic Sutherland BR 15.14 lbs
Trout Stringer	Dr. Lance Savoie Acadiana 13.4 lbs		
Grouper	Matt Aicklen (warsaw) Baton Rouge 70.4 lbs	Dr. Nick Rauber (warsaw) Baton Rouge 32.14 lbs	Dr. Nick Rauber (yellowedge) Baton Rouge 29.10 lbs
Yellowfin	Abram Glaser Baton Rouge 87.8 lbs	Artie Sutherland Baton Rouge 77.14 lbs	Abram Glaser Baton Rouge 70.2 lbs
Mahi Mahi	Joseph McDavid Baton Rouge 9.14 lbs		
Kids (15 & under)	Payton Blair (redfish) Brown & Brown 4.10 lbs	Nathan Savoie (sheepshead) Acadiana 4.2 lbs	Jacob Weaver (sheepshead) Southwest 4.0 lbs



Dr. Ann Cook and husband Smokey Cook didn't make it on the leader board this year, but they had a great time catching this beauty!



Dr. Ryan Perry had a boat full of friends AND giant fish! WOW!



Dr. Stephanie and Danny Weaver, with son Jacob Weaver and friend Dr. Lance Savoie, all cooling off after a long day of fishing.



Dr. Glenn Kidder, Valerie Gastinel, Dr. Philip Gastinel, and Dr. David Hildebrandt enjoy the Saturday night Seafood Fest before the big awards ceremony.

LSUSD Freshman Orientation



LDA President-Elect Dr. Kristi Soileau (right) and Membership Chair Dr. Reid Owens (left) represented the LDA at the LSU School of Dentistry Freshman Orientation. Dr. Owens presented a video, "ADA Highlights of 2017," to the students and explained the importance of supporting organized dentistry and the reason all dentists should support the ADA and LDA political action committees.



Robert P. Apple, CPA
Apple Guerin Company, LLC and AG Dental CPAs & Advisors (an LDA Events Partner)

Should I Elect to Be Taxed as an S Corporation on My Recent Acquisition or Start-Up?

There are many important business decisions to be made in the first few months of a practice acquisition or start-up. A common one revolves around the IRS election to be taxed as an S Corporation. The election's main benefit to a company is that company profits are not subject to self-employment tax as they would be under a partnership or single member LLC structure. Most mature practices eventually make the S election with the IRS and operate this way for the rest of their economic life; however, the initial timing of this election is very important.

There are a few disadvantages to making this election too early in the practice life cycle.

- 1. Self-employed losses:** A very common situation in practice transitions is a 1099 associate becoming an owner of a practice. Prior to buying the practice, the associate likely had significant self-employment tax from 1099 earnings. Losses generated from a partnership or single-member LLC are self-employment losses, which offset self-employment taxes from any outside self-employed income. As an example, an associate with \$100,000 of 1099 earnings purchases a practice on October 1. The up-front costs, depreciation, and other expenditures make it unlikely the new practice will show net income in 2018. This loss being generated is expected to be \$30,000. Under a single-member LLC or partnership structure, self-employment tax will only be due on \$70,000 (\$100,000 minus \$30,000), saving the practice owner an estimated \$4,590 in self-employment tax! Had the purchasing doctor elected to be taxed as an S Corporation in 2018 for the new practice, the \$30,000 loss would not have been considered a self-employed loss, effectively costing the owner \$4,590 in additional taxes. Practices normally should not make an S election until reaching certain thresholds of profitability.
- 2. Basis Issues:** Taxpayers can claim losses from

a company they own to the extent they have positive basis in that company. Taxpayers typically get basis in a company in one of 3 ways: making capital contributions, showing taxable income, or signing onto company debt with a personal guarantee. S-Corporation owners do not receive basis consideration for signing onto company debt. Conversely, owners in a partnership or single member LLC attain basis in a company by signing onto company debt with a personal guarantee.

3. Additional Tax Return must be filed:

S-Corporations file a separate tax return unlike a single-member LLC which is included on the member's personal tax return. The filing cost should be considered when doing a cost-benefit analysis.

- 4. Difficulty of adding owners:** S Corporations are not as flexible as partnerships when adding additional owners, nor can income be allocated unevenly between partners as seamlessly. If the addition of more owners is likely in the future, the entity's overall structure should be evaluated and the S election pros and cons weighed out carefully.

Practices should lean on experienced advisors when making major decisions related to their practice and ensure the decisions align with their long-term vision. The S-corporation decision can appear to be a no-brainer, but in reality the timing should be carefully planned or it can actually cost the owner hard earned tax dollars.

Robert P. Apple, CPA, is a partner with AG Dental CPAs & Advisors, an LDA events partner and member of the Academy of Dental CPAs. Should you want more information, visit www.agdentalcpas.com or call (225) 767-1020.



LDA Louisiana state board of dentistry

Dr. Marija LaSalle
President, Louisiana State Board of Dentistry

Our Oath Upon Receiving Our License

More than halfway through my tenure as the Louisiana State Board of Dentistry president, I can say that the past several months have been a time of learning. I have learned that I love my profession even more than I thought, and I have learned that I am honored to serve the public in my role as Board president. I have also cemented my belief that honesty and ethical behavior are truly necessary in all matters, both professional and personal. A dedication to truth and integrity allows us all to practice our profession with the highest standards.

Each of us, when receiving our license, made an oath. That oath emphasized both our privilege of receiving that license, as well as our obligations to our patients.

I realize that my license to practice dentistry in the state of Louisiana is a privilege, granted only to those who adhere to a higher standard of ethics. Accordingly, I pledge to uphold the following:

As a dentist, I will promote health and healing, reduce suffering, and will not act contrary to the well being of my patients.

I will not treat patients beyond their needs nor beyond my capabilities and I will consult colleagues and specialists when indicated for the benefit of my patients.

I will treat every person with respect, concern, and compassion and will maintain confidentiality in dealing with my patients.

As a lifelong student, I will continue to develop my skills and expand my knowledge in an ongoing commitment to my patients.

This oath I take upon my honor.

We should each remember that oath daily. The “higher standard of ethics” means we all must treat our patients—everyone, really—with honesty and compassion at all times. This higher standard of ethics is why I am so proud of being a dentist in Louisiana.

As a Board member, my obligation is to protect the public—as I am sure each and every dentist in Louisiana also desires.



To that end, I remind us all to treat our patients with respect and put honesty first. I have also learned that a great many misunderstandings can easily be resolved with frank discussions both with patients and the general public.

Please also remember that despite your best efforts to care for your patients, they may still make a complaint against you to the Board office. We usually seek the dentist’s response to those complaints, and again honesty, in this case with the Board, is still the best policy. Full disclosure of facts to the Board will generally help resolve the complaint in the fastest time possible. Keeping in mind that over 90% of complaints to the Board are resolved in the dentist’s favor, a speedy resolution is usually to your benefit.

Although the Board’s mission is to protect the public by regulating our profession, that does not mean that the Board is your adversary. Each of us wants Louisiana dentistry to be the best it can be; each of us knows that a dedication to honesty and integrity will ultimately allow our profession to shine.

As in my previous articles, I am sharing with you the complaints the Board has received since the beginning of the year. This information is current through mid-August.

District	Jan	Feb	Mar	Apr	May	June	July	Aug	Total
1. Acadiana			2	1	1	1			5
2. Bayou		2	2						4
3. Central		1	1	2			2		6
4. Northeast					1	3	1	2	7
5. New Orleans	1	5	7	3	3	1	4	3	27
6. Northlake	3		1				2		6
7. Northwest		1	1	2	1	2			7
8. Baton Rouge		1	3	3	4	4	5	2	22
9. Southwest							1		4
Hygienists	1		1				1		3
Total	5	10	21	11	10	11	16	7	91



A disability can happen to any one of us.
That's why we've used the strength of your LDA membership to bring you disability income coverage.

Louisiana Dental Association members can apply for competitive group rates on disability income insurance - with no medical exam.¹

A disability can happen to anyone – but only 48% of American adults indicate they have enough savings to cover three months of living expenses in the event they're not earning any income.² That's why it's so important to help protect your paycheck with disability income insurance – especially since we have competitive group rates.

Applying can be as easy as answering a few medical questions on our One-Step Express application.¹

Members age 44 and under can apply for up to \$6,000 a month of protection. Those age 45 to 54 can apply for up to \$3,000 a month. So don't wait for something to happen – apply now.

Don't miss out on competitive group rates and our simple One-Step Express application process.¹

Log on to https://startprotectingyourfuture.com/ML_61365-site/dis_standard.aspx?logo=lda or call 1-888-474-1959.



¹If answers to medical questions are unfavorable, then full underwriting may be required and coverage is subject to approval of insurer

²Council for Disability Awareness, Disability Statistics, 2018, http://www.disabilitycanhappen.org/chances_disability/disability_stats.asp. Accessed June 8, 2018.

Like most insurance policies, insurance policies offered by MetLife and its affiliates contain certain exclusions, exceptions, waiting periods, reductions, limitations, and terms for keeping them in force. Please contact MetLife or your plan administrator for complete details. Insurance underwritten by Metropolitan Life Insurance Company, New York, NY.

Welcome to the **LDA**

LOUISIANA DENTAL ASSOCIATION

Welcome New LDA Members (February 2018 - August 2018)

Acadiana District Dental Association

Dr. Jacie Daigle
Dr. Melanie Hebert
Dr. Whitney Linville
Dr. Jessica Neu
Dr. Dayton Prudhomme
Dr. Taylor Shank

Bayou District Dental Association

Dr. Blaine Adams

Central Louisiana Dental Association

Dr. Taylor Sylvester

Greater Baton Rouge

Dr. Hollis Clark
Dr. Rebecca Day
Dr. Kaitlyn Hawkins
Dr. Ellyn Marks
Dr. Quoc-Bao Nguyen
Dr. Sabrina O'Shee
Dr. Seth O'Shee
Dr. Sarah Peoples
Dr. Kaleigh Redhead

New Orleans Dental Association

Dr. Cody Brignac
Dr. Bryce Cordell
Dr. Patrick Curran
Dr. Kate Froeba
Dr. Mohammed Ismail
Dr. Hannah Knott
Dr. Michael LeBlanc
Dr. Aimee Ledet
Dr. Staci Love
Dr. Mary Miller
Dr. Danh Nguyen
Dr. Afua Richardson
Dr. Lorena Romano
Dr. Rebecca Stith
Dr. Angel Sylve
Dr. John Bosco Tran
Dr. Mark Wightman

Northeast Louisiana Dental Association

Dr. Jonathan Doucet
Dr. Douglas George
Dr. Jessica Johnston
Dr. Ollibeth Reddix

Northlake Dental Association

Dr. Dimetry Cossich

Northwest Louisiana Dental Association

Dr. Andrew Brouillette
Dr. Dung Ho

Southwest District Dental Association

Dr. Dominic Calato
Dr. Erin Moore
Dr. Austin O'Quinn
Dr. Mark Whatcott
Dr. Vincent Williams




**THANK YOU
TO OUR 2018
PARTNERS!**

Premier Partners



Sustaining Partners





Stay
on schedule
and **free-up**
staff **time.**

ProSites Premier
A Complete Website Solution

- » Branded, semi-custom website with HTTPS security
 - » Patient portal for paperless registration
 - » HIPAA-compliant online forms
- » Call tracking and recording for proven ROI

Start your
FREE trial
today!

Call **(844) 332-4305**

— or visit —

www.ProSites.com/LDA

 **PROSITES**
Website Design and Marketing

Endorsed by:


LOUISIANA DENTAL ASSOCIATION



LDA lsu school of dentistry

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

A Family Affair

The longer we live it becomes increasingly evident that what matters most in life are the relationships we form with others—our family, friends, and colleagues. This year, more than any other, I feel a deep sense of gratitude for all the exceptional individuals with whom I have had the privilege of working with over the past 10 years. The relationships formed with students, alumni, faculty and staff leave an indelible mark that will not be forgotten.

Because it is the school's 50th anniversary, we embarked on numerous projects that otherwise would not have come to fruition. Activities include video productions to celebrate the occasion, a website to archive the school's history, and several special events to celebrate our accomplishments. While these activities were rewarding, the best part was to reconnect with those who have helped us along the way.



(From left) Dr. L. King Scott, president of the LSUSD Alumni Association, with Dean Henry Gremillion and 2016 past-president Dr. Trey Carlton on Alumni Day 2018.

On August 24, over 350 alumni, students and faculty gathered at our annual Alumni Day to celebrate the school's golden anniversary. It was a day to recognize our nearly 6,000 graduates over the last 50 years and to consider what dentistry may look like in the future. Topics included technology and the dental practice, how to care for the increasingly aging population, and

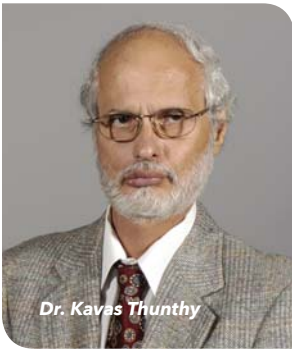
Charter DDS Class Circa 1968



Check out the new LSUSD History Website
Visit www.lsuhs.edu
Click on the 50th Anniversary Logo

what to expect with regard to dental practice models in the coming years. In addition to outside speakers, a few alumni and one of our student leaders spoke about trends in dentistry and the issues facing dental practitioners in the coming years.

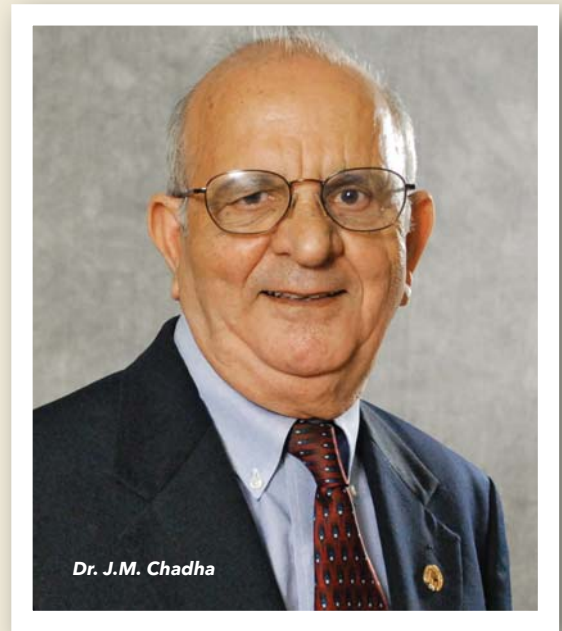
Through video, we also touched on what has been accomplished in recent years and our goals for tomorrow. Alumni and faculty shared why they choose to support our efforts, and Dr. King Scott, president of the LSU School of Dentistry Alumni Association, shared his passion about dentistry, leadership and why he chooses to remain involved in dental education and his community.



One poignant moment was when longtime faculty member Kavas Thunthy, BDS, MS, MEd, was honored with the Shawky Mohamed Distinguished Faculty Award. In over 43 years of service, Dr. Thunthy has taught oral and maxillofacial radiology to more than 4,000 dentists and dental hygienists. He

joined the school as an assistant professor in 1975, was promoted to associate professor in 1978 and to full professor in 1983. The author of a radiology textbook first published in 1988 and still used by LSUSD dental students, he has published 68 manuscripts and lectured in nearly 200 continuing education and scientific presentations. He has served on numerous school committees during his tenure at LSUSD and has been an integral part of improving education for all of our students. Dr. Thunthy, like so many of our faculty members, is the reason that we are able to educate the best dental practitioners to care for our citizens. His contributions and legacy will endure in the hearts and minds of those he has taught throughout his career.

Throughout the day, I reflected on the fact that positive change manifests through community. During this special time, please accept my sincere appreciation for helping us reach our goals. Our accomplishments are not small—a new building, renovated labs, great strides in interprofessional education, a broadening circle of supporters, and a strong foundation for expansion and growth. Alone our accomplishments are limited, but collectively, we can accomplish a great deal. Our success has truly been a family affair. Thank you.



Farewell to a Giant in Louisiana Dental Education – Dr. J.M. Chadha

Dr. Jagdish M. Chadha, past chair and professor emeritus of orthodontics, passed away on July 31, at the age of 86. Respected and loved by his students, he had served as a faculty member at LSUSD for nearly 40 years, from 1970-2008.

Dr. Chadha received many awards during his career, the first of which was the University of Iowa College of Dentistry Instructor of the Year. One of his most notable awards was the American Association of Orthodontics Louise Ada Jarabak Memorial International Teachers and Research Award. When he received the award in 2005, nearly 100% of his alumni traveled to the AAO Annual Meeting in San Francisco to honor his academic career. In 2008, he also received the LSU Health Sciences Center Distinguished Service Award in recognition of outstanding contributions to the advanced education programs at LSUSD.

When he was awarded the LSU School of Dentistry Lifetime Service Award in 2016, Dr. Chadha said how proud he was of his orthodontic alumni. “I believe that the way I treated them, by stimulating their thought processes instead of using ‘drawstring’ techniques, left a lasting impression.” Because of Dr. Chadha's legacy, alumni have funded endowments valued at over \$2 million to benefit the LSUSD Department of Orthodontics.



Show Your Alumni Pride!

LSU School of Dentistry License Plate Auction through December 31

Numbers 1-100 and the year LSUSD accepted its first class - 1968 - are available in the auction.

Visit www.lsusd.lsuhscc.edu and click on the 1968 license plate to register and bid.



AFTCO

TRANSITION CONSULTANTS
Since 1968

We are pleased to announce...

Jade F. Fontenot, D.D.S.
has acquired the practice of
Charles L. Anzalone, D.D.S.
Crowley, Louisiana

Call today for a
FREE MARKET VALUE ANALYSIS
(\$5,000 value)

*We are pleased to have represented
both parties in this transition.*

800.232.3826

| www.AFTCO.net

Practice Sales & Purchases Over \$3.2 Billion

Board of Pharmacy to Address E-Prescribing of Controlled Substances

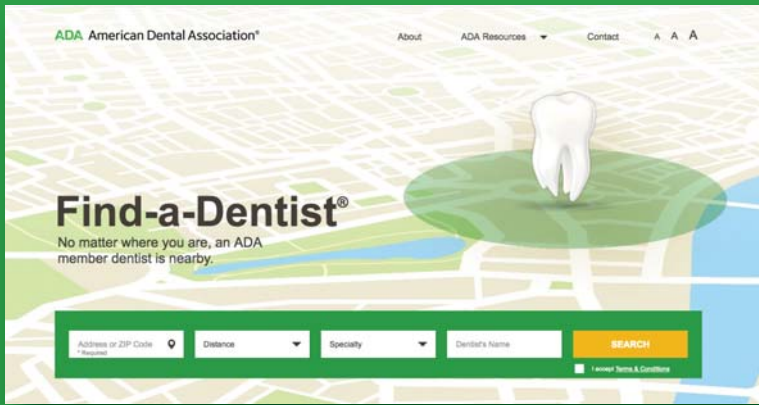
At the July 11, 2018 meeting of the Prescription Monitoring Program (PMP) Advisory Committee, the Louisiana Board of Pharmacy indicated it is working on legislation for introduction in 2019 concerning e-prescribing of controlled substances. LDA will be monitoring closely and sharing concerns with the board that new laws not place unnecessary additional burdens on prescribers.

- More information (and possible draft legislation) to come at the next meeting on 10/10/18.
- The number of both prescriber (provider) and dispenser (pharmacist) record look ups continues to increase. Recent opioid legislation probably explains some of the increase.
- PMP software vendor contract expires 12/1/18. Board staff is working on an RFP that will request that vendors include, among other new features, a prescriber report card that measures (amongst other things) compliance with look up requirements relating to opioid prescribing.

Stay Connected with the LDA

The LDA has a website, that's a given, but are you staying connected via Facebook, Twitter, or the mobile app? For the mobile app, if you are on an Android device, visit your Google Play Store and if you are using an iPhone or iPad, you would go to the App Store. Search "Louisiana Dental Association" and you should be able to download our app onto your device. The "Louisiana Dental Association" app is also available in the Windows Store, the BlackBerry store and the Amazon/Kindle store. For Facebook, search Louisiana Dental Association (@LDA1878) and on Twitter, search LA Dental Assoc. (@LADentalAssoc).





Did You Know?

The ADA has an \$18 million, multi-year social media campaign aimed at getting more patients for YOU, our members.

ADA Find-a-Dentist™, the ADA's online search tool that allows potential patients to easily find an ADA dentist in their area, launched one year ago in April. And based on the numbers, the response has exceeded the Association's goals and expectations.

With more than 3.6 million visits to the site in just its first year of existence, two things are clear: the ADA brand remains easily recognizable by the public and this program makes it easier than ever for potential patients to find an ADA member dentist. One more reason to enjoy your ADA/LDA membership - steering patients directly to you!



“I only have one regret about selling my practice. I should have called Dr. Earl Douglas sooner.”

Sound Advice.

Trust us for all your dental transition needs.

- Appraisals • Brokering • Practice Financing
- Associate Placement • Equity Associateships



Practice Transitions Made Perfect®
All ADS companies are independently owned and operated.

ADSSouth.com



GEORGIA, LOUISIANA
 & TENNESSEE
Earl Douglas, DDS,
MBA, BVAL
 HAILS FROM CUMBERLAND, MD
 (770) 664-1982
 earl@adssouth.com



N. CAROLINA
 & VIRGINIA
James J. Howard, DMD
 FORMER PRESIDENT OF HOWARD
 DENTAL GROUP IN LAVALE, MD
 (910) 523-1430
 jim@adssouth.com



ALABAMA, MISSISSIPPI
 & W. TENNESSEE
Rebecca Kyatt
 (205) 253-9094
 rebecca@adssouth.com



OFFICE MANAGER
Virginia Douglas
 (770) 664-1982
 virginia@adssouth.com

Managing Clinical Director and Associate Dentist Opportunity

Aspen Dental has amazing professional opportunities for a General Dentist in Baton Rouge, Houma, Bossier City, and Kenner, Louisiana. These exciting dental careers offer the prospect to pursue Office Ownership. Every aspect of our organization focuses on the Dentists we employ so they can focus on what's important; our patients. Each location provides our Dentists with a full support staff from Hygienists, Dental Assistants, Office Managers, office staff and Lab Techs. Some of the great perks of working for Aspen Dental are, office ownership, aggressive compensation packages, premium benefits package, relocation assistance, CE Programs, a Student Loan Reimbursement Program and Sign on Bonuses for select locations. Contact Shane Gallegos at (315) 378-9807 or by email Shane.Gallegos@aspdental.com.

KAPS Balance 1100 Surgical Operating

Microscope: 5-step pedestal model with inclinable binocular and both LED and Halogen lighting systems. Several years old but absolutely new and unused. **Was \$20k+ list; sell for \$10k.** Must pick up in Shreveport. Email jbrady008@aol.com or call (318) 797-8451 or (318) 469-5823. See www.kaps-optik.de/en/medical/dentistry.

INTRAORAL X-RAY SENSOR REPAIR/

SALES: Repairs with rapid turnaround. Save thousands over replacement costs. We specialize in Kodak/Carestream, Dexis Platinum, and Gendex sensors. We also buy/sell dental sensors. Call us at (919) 229-0483, www.repairsensor.com.

Fleur de Lis Mobile Dental is seeking a full- or part-time dentist to join us in providing comprehensive dental care to nursing home residents throughout Louisiana. Our mobile dental offices are furnished with state-of-the-art equipment to provide a dental home to a truly

under-served population. Our highly trained staff make working on the unit fun. Excellent compensation with the potential for advancement. Come join our locally owned, growing company. Dentists from any part of the state welcome to apply. Please contact Dr. Sally Daly at sdalybr@gmail.com or Shannon at shannon@fdlmd.com or call (225) 767-5343.

PRACTICE FOR SALE! Long established and profitable solo practice for sale, ideally located in Lake Charles, LA. Real estate optional. Gross collections over \$500,000. 4 operatories; 2,100 s/f. Well managed with well trained, experienced and pleasant staff and great hygiene program. If interested, please contact Isabelle Feerick, (310) 428-7347.

PART-TIME PER DIEM POSITION IN COVINGTON available for licensed general dentist in our community dental office. Chairside assistant available. (985) 893-7445 or ttmarse@northshorefoodbank.org.

Senior Dental Care is looking to hire a dentist to offer care to the geriatric population in Shreveport and surrounding areas.

About the Job:

- Competitive Per-Diem Rate
- All Mileage Reimbursed
- Contract Position
- Part and Full-Time Positions Available
- Visit: <https://mobilecare2ullc.easyapply.co> to apply

Sorodex Cranex D Digital Pan/Ceph For Sale. Mint condition. Asking \$25,000. For more information (504) 919-4992.

Dentist/Ownership Opportunity Seeking dentist to lead our upcoming office in Prairieville. Dentist can start working at our office in Gonzales until Prairieville opening. Competitive per diem offered for 3 months. Malpractice covered. Optional ownership opportunity. lamendoladentistry@yahoo.com

Excellent Opportunity for General Dentists - (Baton Rouge - \$200k+ potential a year): Advantage Dental Care is expanding and seeking Associate Dentists to join our general dentistry practice in Port Allen, across the Mississippi River and five minutes from downtown Baton Rouge. We are also seeking Associate Dentists for our **new 17 operatory practice in Prairieville, with an anticipated opening date of December 2018!**

- Full-time or part-time opportunity available.
- Exceptional income potential, benefits, and working conditions.
- Port Allen practice averaging 140 new patients per month in 2018.
- Our facilities include CEREC Omnicam, Digital x-rays and Panorex, Isolite Systems, soft-tissue Diode and CO2 lasers.
- Thriving, fee for service general practice with no managed care. We handle all marketing and management issues.

Please contact us at rachaeladvantagedental@gmail.com or call (225) 346-1776 for more information. Part-time associate position available in St. Charles Parish. Send resume to kpizz@hotmail.com.

Louisiana Dental Center, a thriving and fast-growing group dental practice with a steady patient base, is seeking an endodontist for its location in Gonzales. Please contact Terry Ernst at (985) 893-2240 or email CV to ternst@ladentalcenter.com.

Orthodontists Needed!

- Guaranteed daily rate up to \$1,500/day
- Monthly bonus potential and comprehensive benefits package
- Sign On bonus and relocation package (varies by markets)
- Student loan repayment program including up to \$1,000/month in loan reimbursement

We are currently hiring for the following markets:

LA
Shreveport/Monroe

Lafayette/Lake Charles
New Orleans
Baton Rouge

MS

Biloxi

Hattiesburg

Please contact: Emily Platto, (770) 508-6810 or eplatto@benevis.com.

ASSOCIATE DENTIST - NEW ORLEANS:

Today's Dental is seeking a motivated general dentist to join our team. The right doctor will be skilled in general dentistry and building relationships with the patients and staff. Schedule will be M-F with compensation as a daily guarantee or percentage of collections, whichever is higher. Full benefits available, malpractice provided. Contact Zac via call/text to (770) 710-3042 or email to zrhinesmith@benevis.com.

Classified Advertising Online









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

For all classified advertising, payment is required in advance and ads will be placed on the LDA website on the next possible business day after payment is received. Make checks payable to the Journal of the Louisiana Dental Association. Placement of a classified ad up to 30 words is \$30 for LDA members and \$55 for non-LDA members. For each additional word, LDA members pay \$0.15 and non-LDA members pay \$0.30. Ads will remain on the LDA website for three months and will appear in one issue of the LDA Journal. A photo with ad is an additional \$50. For more information or to place a classified ad, contact LDA Journal Managing Editor Annette Droddy at (225) 926-1986 or info@ladental.org.

Visit the LDA
website at
www.ladental.org

For registration and latest course updates: www.LSUHealthNewOrleansCDE.org or call 504-941-8193

Questions? Email info@LSUCDE.org. Every effort has been made to present this course listing as accurately as possible from information available on August 13, 2018. Notice of changes will be announced on the website. Check for the most up-to-date list of courses here: www.LSUHealthNewOrleansCDE.org.

Course Date(s) & City	Course Name, Speaker(s) & Location	For	Fees	Hours* C or NC, L and/or P, SA
Sept. 14 New Orleans	The 12 th Annual Clifton O. Dummett, Jr. Memorial Lecture on Dentistry for the Pediatric Patient (Friday Only). Presented by <i>Lance Kisby, DMD, FASDC, FAAPD, MAGD</i> – at <i>LSU School of Dentistry</i> .	Dentist Hygienist, Assistant or Lab Tech	\$409 \$150	7 C, L
Sept. 14 	The 12 th Annual Clifton O. Dummett, Jr. Memorial Lecture on Dentistry for the Pediatric Patient (Friday Only). – take by Interactive, Live Video Conference if you live 150 miles or more outside of New Orleans – Streaming Online from New Orleans at LSU School of Dentistry to your dental office or home desktop or laptop. This video conference course is limited attendance. REGISTER EARLY! Please call (504) 941-8193 to register.			
Sept. 14-15 New Orleans	The 12 th Annual Clifton O. Dummett, Jr. Memorial Lecture & Workshop on Dentistry for the Pediatric Patient (Friday Lecture & Saturday Participation Workshop). Presented by <i>Lance Kisby, DMD, FASDC, FAAPD, MAGD</i> – at <i>LSU School of Dentistry</i>	Dentist Hygienist, Assistant or Lab Tech	\$845 \$290	11 C, (7L/4P)
Sept. 14-15 	The 12 th Annual Clifton O. Dummett, Jr. Memorial Lecture & Participation Workshop on Dentistry for the Pediatric Patient (Friday Lecture & Saturday Participation Workshop). – take by Interactive, Live Video Conference if you live 150 miles or more outside of New Orleans – Streaming Online from New Orleans at LSU School of Dentistry to your dental office or home desktop or laptop. This video conference course is limited attendance. REGISTER EARLY! Please call (504) 941-8193 to register.			
Sept. 14-16 Lafayette	Expanded Duty Dental Assistant (EDDA) – Lafayette. Presented by <i>Karen Coco, EDDA, Loretta Hoyer, EDDA, and Telisa Rogers, EDDA</i>	Assistant	\$650	24 C, (12L/12P)
Sept. 21, 2018 to May 19, 2019 Baton Rouge 	2018-2019 LSU Dental Implant Continuum. Presented by <i>John M. Barksdale, DDS</i> and <i>Rick Ferguson, DMD</i> – at <i>LSU Medical Education & Innovation Center (LSU MEIC)</i> . If you are ready to register, you can register online now, or call (504) 941-8193 to make a tuition deposit and discuss payment terms.	Dentist	\$13,900	A max of 180 C, (L/P)
Sept. 28-29 New Orleans	Moderate Oral Sedation & IV Sedation Review Course (Pediatric Patients Only). Presented by <i>Michael D. Webb, DDS, MEd</i> – at <i>LSU School of Dentistry</i>	Dentist Dental Team Member	\$959 \$249	12 C, L
Oct. 12 New Orleans 	Fabricate Clear Orthodontic Aligners in Your Office for a Fraction of What You are Paying Now. Presented by <i>Reinol Gonzalez, DMD</i> and <i>Rick Ferguson, DMD</i> – at <i>LSU School of Dentistry</i>	Dentist	\$1,495 ■	8 C, (6L/2P)
Oct. 13 New Orleans 	Make Your Own Implant Surgical Guides and Models for \$20 with Free Software. Presented by <i>Rick Ferguson, DMD</i> and <i>Reinol Gonzalez, DMD</i> – at <i>LSU School of Dentistry</i>	Dentist Dental Staff Member	\$995 ■ \$495	8 C, (1.5L/6.5P)
Oct. 12-13 New Orleans 	(COMBO DEAL) Register for Both Fabricate Clear Ortho Aligners & Make Your Own Implant Surgical Guides Together and SAVE!	Dentist	\$2,290 ■	16 C, (7.5L/8.5P)
Oct. 12-14 Baton Rouge	Expanded Duty Dental Assistant (EDDA) – Baton Rouge. Presented by <i>Jenny Rayborn, EDDA, Leslie C. Hernandez, EDDA and Brook Mason, EDDA</i> – at <i>National EMS Academy in BR</i>	Assistant	\$650	24 C, (12L/12P)
Nov. 9-11 New Orleans	Expanded Duty Dental Assistant (EDDA) – New Orleans. Presented by <i>Nancy Weiss, RDH, CDA, EFDA, Dana Williams, CDA, EDDA, and Brianne Mannino, EDDA</i> – at <i>LSU School of Dentistry</i>	Assistant	\$650	24 C, (12L/12P)
Nov. 16-17 New Orleans 	How to Fabricate a New Generation of Hybrid Dentures for Edentulous Patients (1½ days). Presented by <i>Marco Brindis, DDS</i> with <i>Julio Zavala, MCDT</i> – at <i>LSU School of Dentistry</i> ❖ Dentists: if you are bringing your assistant, please call (504) 941-8193 to register; do not register online.	Dentist Dental Assistant	\$1,995 ❖ FREE ♦	10 C, (6L/4P)
Nov. 17 New Orleans	Digital & Conventional Radiology for the Dental Assistant (RAD). Presented by <i>Kavas H. Thunthy, DDS</i> and <i>Dale B. Hernandez, LRT</i> – at <i>LSU School of Dentistry</i>	Assistant	\$300 ★	7 C, (3.5L/3.5P)
December 7 New Orleans	Last Chance in New Orleans: <i>What's New in Esthetic Dentistry?</i> Presented by <i>Marc Geissberger, DDS</i> – at <i>LSU School of Dentistry</i>	Dentist Hygienist Assistant	\$325 ■ \$205 ■ \$115 ■	7 C, L
December 7 	Last Chance in New Orleans: <i>What's New in Esthetic Dentistry?</i> – take by Interactive, Live Video Conference if you live 150 miles or more outside of New Orleans – Streaming Online from New Orleans at LSU School of Dentistry to your dental office or home desktop or laptop. This video conference course is limited attendance. REGISTER EARLY! Please call (504) 941-8193 to register.			

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

 A "Hands-On" course.

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

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

♦ One dental assistant may attend the Friday lectures and observe the Saturday "hands-on" workshop. Dentists: If you are bringing your assistant, please call (504) 941-8193 to register; do not register online.

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, contact the LDA office at (800) 388-6642 or (225) 926-1986. Also check our website for the most up-to-date listings, www.ladental.org.

DATE: October 5, 2018
TIME: 8:30am
LOCATION: Wyndham Garden Shreveport, 1419 E. 70th Street, Shreveport, LA 71105
SPEAKER: Dr. Jeff Rouse
TOPIC: Moving Beyond Sleep Dentistry: Interdisciplinary Resolution Strategies for Our Airway Patients
SPONSOR: ArkLaTex Academy of Dentistry
FEE & REGISTRATION: Staff/Lab Tech of Member Dentist (each): \$45 (Non-refundable 7 days prior to meeting) Non-Member Doctor, Staff or Lab Tech Fee: \$295 (Non-refundable 7 days prior to meeting) Non-Member Doctor's Staff Fee: \$150 for each staff member attending with non-member doctor
CONTACT: Dr. Ronnie Hermes (318) 797-9997 rhermes14@aol.com or Clint Bruyere (903) 753-0337 clint.bruyere.dds@gmail.com

DATE: October 9, 2018
LOCATION: Rotolo's Pizzeria, 1409 E. 70th Street, Shreveport, LA 71105
SPEAKER: Dr. Chris Gardner
TOPIC: Periodontal Potpourri
PROVIDER: Shreveport-Bossier Dental Hygienists' Association
REGISTRATION: <http://www.sbdha.net/continuing-education.html>

DATE: October 11, 2018
TIME: 6 p.m. social; 7-9 p.m. C.E.
LOCATION: New Orleans Hamburger & Seafood, 4141 St. Charles Ave., New Orleans, LA
SPEAKER: Raven S. Jackson

TOPIC: A Review on Pharmacology and the Opioid Crisis for the Dental Hygienist in a Clinical Setting; 2 hours C.E.
SPONSOR: NODHA
FEES & REGISTRATION: RSVP Mandatory one week prior. To reserve your place see http://www.nodha.org/?page_id=356
CONTACT: For questions, email RDH@NODHA.org

DATE: October 12, 2018
TIME: 8 a.m. - 1:00 p.m.
LOCATION: Louisiana AGD, 9069 Siegen Lane, Baton Rouge, LA
SPEAKER: Gerald Cioffi
TOPIC: Current Concepts in Oral Medicine; Clinical hours: 5
SPONSOR: LAGD
FEES & REGISTRATION: Member \$195; Non-member \$245; Hygiene \$95; Staff (contact Brenda Descant)
CONTACT: For questions, email Brenda Descant, LAGD@cox.net

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

DATE: November 15, 2018
TIME: 6 p.m. social; 7-9 p.m. C.E.
LOCATION: Cafe East, 4628 Rye St., Metairie, LA
SPEAKER: Dr. Daniel Harris
TOPIC: Treating patients with TMD
SPONSOR: Waterpik
FEES & REGISTRATION: RSVP Mandatory one week prior. To reserve your place see http://www.nodha.org/?page_id=356
CONTACT: For questions, email RDH@NODHA.org

DATE: November 16, 2018
TIME: 8:30am
LOCATION: Wyndham Garden Shreveport, 1419 E. 70th Street, Shreveport, LA 71105
SPEAKER: Dr. Tim Donley
TOPIC: A New Philosophy on Periodontal Debridement
SPONSOR: ArkLaTex Academy of Dentistry
FEE & REGISTRATION: Staff/Lab Tech of Member Dentist (each): \$45 (Non-refundable 7 days prior to meeting) Non-Member Doctor, Staff or Lab Tech Fee: \$295 (Non-refundable 7 days prior to meeting) Non-Member Doctor's Staff Fee: \$150 for each staff member attending with non-member doctor
CONTACT: Dr. Ronnie Hermes (318) 797-9997 rhermes14@aol.com or Clint Bruyere (903) 753-0337 clint.bruyere.dds@gmail.com

DATE: November 27, 2018
LOCATION: Rotolo's Pizzeria, 1409 E. 70th Street, Shreveport, LA 71105
SPEAKER: Dr. Ghali Ghali (*4th Tuesday of the month)
PROVIDER: Shreveport-Bossier Dental Hygienists' Association
REGISTRATION: <http://www.sbdha.net/continuing-education.html>

DATE: December 6, 2018
TIME: 6 p.m. social; 7-9 p.m. C.E.
LOCATION: N'Tini's, 2891 Hwy 190 Suite D, Mandeville, LA
SPEAKER: Heather Allen, R.D.H., M.S.H.C.M.
TOPIC: Nutrition for the Dental Hygienist in a Clinical Setting - 2 CE
SPONSOR: Young Dental
FEES & REGISTRATION: Register at NODHA.ORG 1 wk prior to each CE-saves \$5 per C.E.

- \$25 for members/ \$40 for potential members
- \$30 for members/\$45 for potential members is late payment
- \$35 for member/\$50 for potential member for "day of" booking/payment. Please arrive no later than 6:45

p.m. **Information Provided Subject to Change**
www.NODHA.org

CONTACT: www.NODHA.org

DATE: December 7, 2018
EVENT: Last Chance Seminar
LOCATION: Marriott, Baton Rouge, La.
SPEAKERS: Dr. Dov Glazer / Dr. Jeff Brucia
TOPIC: Opioid-Free Pain Relief / Restorative Materials & Techniques Simplified 2018
PROVIDER: Louisiana Dental Association
REGISTRATION: www.ladental.org/lastchance or call (800) 388-6642 or (225) 926-1986

DATE: January 11, 2019
EVENT: L. H. Bowden Leadership Development
SPEAKER: Beth Brooks, CAE
TOPIC: Association Leadership Matters
PROVIDER: Louisiana Dental Association
LOCATION: Baton Rouge, La.
REGISTRATION: www.ladental.org/bowden or call (800) 388-6642 or (225) 926-1986

DATE: February 15, 2019
TIME: 8:30am
LOCATION: Wyndham Garden Shreveport, 1419 E. 70th Street, Shreveport, LA 71105
SPEAKER: Dr. Howard Glazer
TOPIC: I Have It - You Need It: Must Have Dental Products
SPONSOR: ArkLaTex Academy of Dentistry
FEE & REGISTRATION: Staff/Lab Tech of Member Dentist (each): \$45 (Non-refundable 7 days prior to meeting) Non-Member Doctor, Staff or Lab Tech Fee: \$295 (Non-refundable 7 days prior to meeting) Non-Member Doctor's Staff Fee: \$150 for each staff member attending with non-member doctor
CONTACT: Dr. Ronnie Hermes (318) 797-9997 rhermes14@aol.com or Clint Bruyere (903) 753-0337 clint.bruyere.dds@gmail.com

DATE: March 2-7, 2019
EVENT: Winter C.E. Cruise
SPEAKER: Kitrina Cordell, DDS, MS
TOPICS: There is a Fungus Among Us / Can You Recognize Skin Cancer in Your Dental Patients? / The A to Zs of Oral Ulcers

PROVIDER: Louisiana Dental Association
LOCATION: 5-day Cruise Abroad the Carnival Glory
REGISTRATION: www.ladental.org/cruise or call (800) 388-6642 or (225) 926-1986

DATE: March 15, 2019
TIME: 8:30am
LOCATION: Wyndham Garden Shreveport, 1419 E. 70th Street, Shreveport, LA 71105

SPEAKER: Dr. Greg Psaltis
TOPIC: Restore Your Confidence in Pediatric Restorative Care

SPONSOR: ArkLaTex Academy of Dentistry
FEE & REGISTRATION: Staff/Lab Tech of Member Dentist (each): \$45 (Non-refundable 7 days prior to meeting) Non-Member Doctor, Staff or Lab Tech Fee: \$295 (Non-refundable 7 days prior to meeting) Non-Member Doctor's Staff Fee: \$150 for each staff member attending with non-member doctor

CONTACT: Dr. Ronnie Hermes (318) 797-9997 rhermes14@aol.com or Clint Bruyere (903) 753-0337 clint.bruyere.dds@gmail.com

DATE: April 5, 2019
EVENT: LDA/CDEBR
LOCATION: The Bluffs, 14233 Sunrise Way, St. Francisville, LA 70775

PROVIDER: Louisiana Dental Association & CDEBR
REGISTRATION: www.ladental.org/HOD or call (800) 388-6642 or (225) 926-1986

DATE: May 9-11, 2019
EVENT: New Orleans Dental Conference/LDA Annual Session
LOCATION: Hyatt Regency Hotel, New Orleans, LA
SPEAKERS: <http://www.nodc.org/conference/speakers-a-course-descriptions>
PROVIDER: Louisiana Dental Association
REGISTRATION: www.nodc.org or call (504) 834-6449

DATE: June 19-22, 2019
EVENT: Summer Education Conference
LOCATION: Sandestin Golf and Beach Resort, FL
SPEAKER: Dr. Julie Goldberg / Dr. Glenn Kidder / Dr. Keith Evans

TOPIC: Dental Risk Management: Root Cause Analysis through Claims Review / Diagnoses and Treatment of TMD / Real World Endo® presents Safety and Simplicity in Root Canal Instrumentation: Myths, Metal and Motion / Real World Endo® presents Instrument safety: Reciprocation vs. Rotation. Which is better?

PROVIDER: Louisiana Dental Association
REGISTRATION: www.ladental.org/summer-conference or call (800) 388-6642 or (225) 926-1986

DATE: July 18-20, 2019
EVENT: LDA Foundation Fishing Rodeo
LOCATION: Sand Dollar Marina, Grand Isle, LA
PROVIDER: Louisiana Dental Association
REGISTRATION: www.ladental.org/fishingrodeo or call (800) 388-6642 or (225) 926-1986

DATE: February 23-25, 2020
EVENT: Winter C.E. with Character
LOCATION: Walt Disney World®, Disney's Yacht & Beach Club Resort
PROVIDER: Louisiana Dental Association
REGISTRATION: www.ladental.org/character or call (800) 388-6642 or (225) 926-1986

David N. Austin

Nostalgia Isn't What It Used To Be

You probably get tired of hearing from some of us old guys who complain about “Where has all the time gone,” or “It sure has gone by fast,” or my personal favorite; “That’s not the way we used to do it.” Been there and done that.

I so distinctly remember rolling my eyes at dental meetings over toward That Table.

You know the Table, or group of Tables where all the geezers, I mean distinguished dentists, sit together. The table where gray is the predominate color. The table where if you acknowledged one of the fellows present, your sentence would end with yes sir (or ma’am) or no sir. And then you would go back to your group of friends and say something like, “When are any of these folks gonna retire?!”

I’m just glad that wrinkles don’t hurt but remember this: It’s easier to get older than it is to get wiser. You can’t be young forever, but by the grace of God, immaturity can last a lifetime.

It is indeed the little things that make life fun. For instance, I actually remembered why I got up and went into a room the other day. I was especially thankful that I did because it happened to be the bathroom.

Trust me about this, that when you get to be of a certain older age, you are pretty much done with sowing those wild oats and are more into prunes and All Bran. Frankly, health food doesn’t interest me much either because I feel like I need all the preservatives I can get.

Not long ago I attended my school reunion and spotted an old girlfriend and went over to sit by her. I playfully reached down and removed her shoe and poured champagne in it to drink out of it like I did back in our college days. I nearly choked to death on a Dr. Sholl’s insert. Thankfully her husband was able to do the Heimlich procedure on me and well, I’m still here.

There are feelings that do change as you get older

for sure. For instance I don’t want any candles on my birthday cakes any more. It’s because I’m scared that a group of campers could show up and form a circle around it and begin to sing “Kumbaya.”

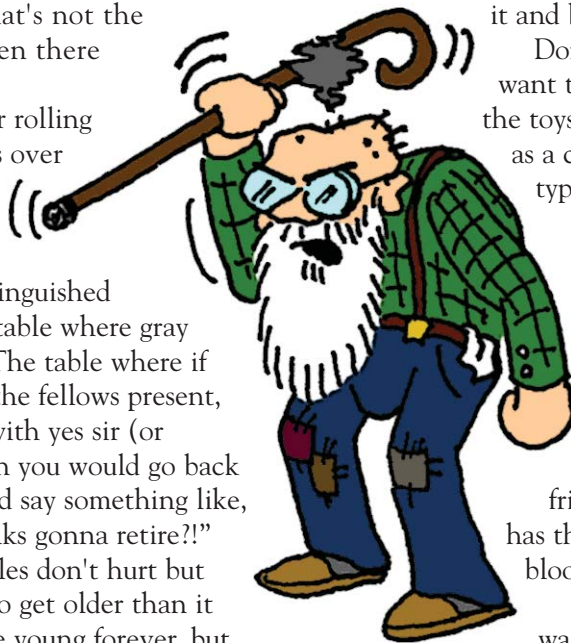
Don’t misunderstand, I like birthdays and don’t want them to stop. I have many fond memories of the toys I would get from those long ago birthdays as a child. In fact, you can still see most of those types of toys today ... in a museum.

Another thing I have noticed is that it takes longer to rest than it did to get tired. Recently I realized that when I walk downstairs, it’s not the steps that are groaning and creaking. I really try not to complain. I don’t want to be ... one of Those People. I try not to bring up all the medications I’m taking when I’m around my friends, but it is fun to one-up them with who has the stronger cholesterol medicine or how many blood pressure tablets we take.

Some things do get a little disconcerting. I was sitting at a park bench the other day feeding the pigeons when a Boy Scout walked up and asked me if I needed any help. I said, no sonny, why? He told me that it was against the law to feed the wild raccoons. I had forgotten my glasses and so thanked him profusely as he helped me cross the street.

There are benefits to being older. We usually recognize music played in elevators and can sing along. We’re not timid about standing close to folks during a conversation ... because we are trying to hear what you’re saying. And holding a baby is just pure joy. I mean their skin is so soft!

For old folks, Happy Hour is a nap. But be careful my friends. My grandmother lived long enough to bury three husbands. And two of them were just napping.





Summer PRICE BREAK

S P E N D \$1000
ON ANY COMBINATION OF DENTAL PRODUCTS*

GET **5% OFF**
YOUR ENTIRE ORDER!
USE COUPON CODE **SPB18**

SALE ENDS SEPT 30!

*EXCLUDES SOLMETEX, VIDASHIELD PRODUCTS


ENDORSED BY
ldsgloves.com
877.484.6149 **LDS**
LOUISIANA DENTAL SERVICES

Stretch Your Dues Dollars!
ASSOCIATION
GLOVES & SUPPLIES®

App orders may earn additional discounts!

iCoreExchange

The *Fastest-Growing* HIPAA-Compliant Email in the United States



Check it out.

iCoreConnect.com/lda
888.810.7706
salesinfo@icoreconnect.com

Endorsed by
LDS
LOUISIANA DENTAL SERVICES

DentistryOnHold
BY SOLUTIONS ON HOLD

Proudly endorsed by the
IDA
LOUISIANA DENTAL ASSOCIATION



Paying too much for stale on hold programs with no ROI? Save money and drastically reduce hang-ups with Dentistry on Hold.

- If you use Facebook, Twitter, and Instagram to promote services and practice news – **gain followers on hold**
- If you have a cleaning, whitening, or cosmetic special – **share it on hold**
- If you have new technology or services at your practice – **highlight them on hold**
- If you have a new doctor or team member – **introduce them home on hold**

Use our quarterly ideas to make updating to seasonal and relevant content simple.

Whether you have a traditional telephone system or VOIP, our team will make you sound great!

Our most popular all-inclusive package includes equipment, script writing, 2 program updates and a holiday program for \$34 per month. Or get 4 to 6 updates per year for \$44 per month.

LDA MEMBERS CAN TRY OUR ALL-INCLUSIVE PACKAGES FOR 3 MONTHS.

**Purchase and multi-location pricing available.

SoFi

Get ready to slash your student debt. Louisiana Dental Association has partnered with SoFi to bring you an exclusive bonus on student loan refinancing. Plus:

- Dentists can save thousands by refinancing
- Special rate discount through SoFi
- No origination fees or prepayment penalties
- Awesome perks and special member events

0.25% Rate Discount¹ when you refinance at **SoFi.com/LDA**

Louisiana Dental borrowers can save thousands by refinancing with SoFi

SAVINGS
Low fixed and variable rates. Additional 0.25% rate discount also available with AutoPay.²

CONVENIENCE
Consolidate all of your loans—federal and private—into one single loan with one bill.

NO HIDDEN FEES. NO CATCH.
No application or origination fees. No pre-payment penalties.

MEMBER BENEFITS
Free perks for SoFi members include career strategy services, networking and member events.

Start your application today at SoFi.com/LDA

Louisiana Dental Association
7833 Office Park Blvd.
Baton Rouge, LA 70809

PRESORTED
STANDARD
U.S. POSTAGE
PAID
BATON ROUGE, LA
PERMIT NO. 1359

ZL24

SHOCKED BY HEALTH INSURANCE RATES?



Find solutions with the

LDA
Health Plan Trust

Spiraling healthcare costs can challenge the profitability of your dental practice. The LDA Health Plan Trust may be your solution.

This exclusive LDA-owned, self-funded health plan better manages the cost of health care for qualified LDA members and their staff.

Visit www.bbulfstates.com/LDAHPT for more details.



Apply Today
1-888-503-5547

or contact Stormy Blair at
bbulfstates.com/LDAHPT | sblair@bb-asp.com