

JOURNAL

LDA

JOURNAL OF THE LOUISIANA DENTAL ASSOCIATION



Renew LDA Membership for 2022

Read more about membership renewals on pages 3 and 11.

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Dr. Laura Guidry
LDA Member since 2021

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JOURNAL

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

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Contents

Editorial	2
2022 Membership Renewal	3
President	4
Feature: <i>Dental Task Force at Work for Adults with Intellectual Disabilities</i>	6
Louisiana State Board of Dentistry (LSBD)	8
Executive Director	10
LDA Events 2022	11
LDA Foundation	12
New Orleans Dental Conference & LDA Annual Session	12
In the Spotlight	14
LSU Health New Orleans School of Dentistry	16
Louisiana Dental Services (LDS)	18
Last Chance Seminar	20
LDA Summer Education Conference	21
Feature: <i>The Costly, Psychological Effect of Cybercrime: Four Ways to Beat Cybercriminals at their Own Game</i>	22
Celebrating 50 and 25 Years of Membership	24
Southwest Dental Conference	25
Wealth Management	26
Welcome New LDA Members	28
Opinion: <i>Is Louisiana Ready to Move to Direct Access to Care for Dental Hygienists?</i>	30
Opinion: <i>Addressing Louisiana's Access to Dental Care Problem</i>	32
LDA C.E. Calendar	35
LSU C.E. Calendar	36
Classifieds	37
Last Page	40



On the cover: It is time to renew membership for 2022! To renew, log into your account on ada.org or pay over the phone by calling Colin Zvosec, LDA Director of Membership Development, at (225) 408-3293. When asked about the meaning of membership, Dr. Laura Guidry explained how organized dentistry fosters camaraderie for her and other dentists. For more information on LDA membership, see pages 3 and 11.

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



The Power of One

By Dr. Brian Basinger
Editor, LDA Journal

One. Possibly the most popular number. Who doesn't want their favorite team to be number one? And how many songs have been written about "one?" Apparently, one is the loneliest number, bites the dust, is the only one, in a million, thing leads to another, and a moment in time.

This leads me to the purpose of this article, the one dental school in our state, LSU School of Dentistry (LSUSD). Louisiana is one of only 36 states in the nation that has a dental school. Wow. I didn't know that before. LSUSD is the only school in the country to have all three dental professional degree programs under its one roof - dental, dental hygiene and dental laboratory technology. As a result, three out of every four dentists and hygienists practicing in the state are graduates of the school.

Admittedly biased as a graduate myself, LSUSD is one of the top schools in the country for producing new dentists with excellent clinical dentistry skills. Our patients thank them for this every day. Over the past several years, the school, along with private donors and corporate partners, has invested in the latest digital technology. As a result, the school now boasts one of the finest digital dental laboratories in the country. This hands-on learning with digital scanners, 3D printing, CAD/CAM technology and milling is an invaluable experience for the future dental professionals of tomorrow. Having witnessed some of this on a tour of the school last year, it really is impressive and not anything like the labs of yesteryear that I toiled in while in school.

One year. Approximately one year ago, Dr. Robert Laughlin became the sixth person and second alumnus to be appointed as Dean of LSUSD. Having

served as the head of the Department of Oral and Maxillofacial Surgery, he was named interim Dean in May 2020 after the passing of Dean Gremillion. Successfully navigating the school through the uncharted waters of a pandemic was no easy task. The school experienced minimal operational losses, furloughs or layoffs. And due to the proactive nature of the response of the Dean, faculty and students, they were able to continue the educational process in a safe environment without having to have extended hours, which only one in five dental schools in the country was able to accomplish.

Did you know that the state funds only 13% of the budget for the dental school? \$4.9 million out of the \$39 million annual budget. As a result, the school has operated at a deficit for years, which added up to multi-millions. Somehow, during the pandemic, new sources of income were identified and tapped into, leading to the school operating at a surplus for the first time in a long time. (Maybe our Federal government should take notice!). Despite the challenges of balancing the budget, new programs, clinics and avenues to improve access to care have been added that will help improve the dental health of people across the state of Louisiana.

An emergency dental clinic in New Orleans that fourth-year students man is available to anyone in the community needing care. A graduate residency program and clinic in orofacial pain is being established at LSUSD, continuing a dream of Dean Gremillion. In cooperation with LSUHSC-Shreveport, a GPR residency program began within the last year with plans to expand to other areas of the state within the next five years. This is one way access to care is being addressed, and partnerships have been

established with The Health Enrichment Network, United Cerebral Palsy of New Orleans and a renewed commitment to the Dental Rural Scholars Track program, which helps place dentists in underserved areas.

Lastly, ties to organized dentistry between the school and students are being strengthened. A mentorship program began in May 2021 that pairs up a D4 student with a practicing dentist and may be expanded in the future as more mentor volunteers become available. Also, with some of the COVID-19 restrictions lifting across the region, the LDA is able to have access to the school again for various interactive events with the students. If you are interested in becoming involved with any of these efforts, contact the LDA office, and they will put you in contact with the right people. If you're interested in seeing what's going on at the dental school, call them to set up a tour or attend one of their world-class CE programs to see for yourself some of the exciting things happening.

Still the one. The 1970's song that was used as the theme for the ABC network for years is an appropriate one to describe our state's dental school. Thanks to support from the dental community, leadership from Dr. Laughlin and ever-increasing ties with the LDA, LSUSD is positioned to continue as the top-notch institution it has been.

♪ We're still having fun, and you're still the one! ♪



2022 MEMBERSHIP RENEWALS

"Membership in the LDA has paid for itself over and over, through practice management resources, lobbying efforts, insurance assistance and quality, affordable continuing education."

DR. JEFFREY KERST

LDA MEMBER SINCE 2019

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RECENT SUCCESSES

The LDA is always at work to promote, advocate, and protect the dental profession.



ADVOCACY

Passed adding dentists to insurance external review process and transparency in network leasing bills in the 2021 Legislative Session.



FORENSIC DENTAL TEAM

Obtained \$100,000 to create Louisiana's Mass Disaster Team to have the equipment and training ready in case of emergencies.



LDA FOUNDATION

Distributed approximately \$75,000 in disaster relief grants to 52 dentists with property damage due to Hurricane Ida.



MENTORSHIP PROGRAM

Matched 41 LSUSD students with LDA members during the first year of the LSUSD and LDA mentorship program.



Continuing to Promote, Advocate, and Protect

By Dr. Glen J. Corcoran
President, Louisiana Dental Association

As you are all likely very aware, areas of South Louisiana took a beating from Hurricane Ida and many dentists were adversely affected by the storm. The LDA Foundation immediately went into action.

Our Foundation received over \$71,000 in donations from individual dentists and other state dental associations. This is a prime example of the generosity and power of organized dentistry as these donations started rolling in. Louisiana dentists who were affected by Hurricane Ida were able to apply for damage recovery grants to help cover the astronomical costs associated with hurricane deductibles and to help in the rebuilding process.

DentaQuest also provided a generous corporate contribution to the LDA Foundation. All the funds raised were integral in supporting our members.

The grants may not be huge, but they go a long way in providing support and showing concern from the dental community. So far, the LDA Foundation has given 52 grants to Louisiana dentists related to Hurricane Ida property damage. But, as we all know, the rebuilding of some hard-hit communities will take a while.

In October, your ADA delegates and alternate delegates attended the 162nd ADA Annual Session and the House of Delegates in Las Vegas. At the convention, masks were still required and there were daily COVID-19 checks using the Clear

app. It was great to be together again. It was really nice to see all of our colleagues from the ADA's 12th District, which includes Louisiana, Arkansas, Oklahoma, and Kansas. We served on reference committees and voted on important issues for our profession. The ADA House of Delegates (HOD) consists of 17 Districts representing the entire country. The HOD is the legislative and governing body of the ADA. The HOD speaks for over 163,000 members of the ADA and the dental profession in the United States. Also, we voted for our next leaders of the ADA, including the ADA President-elect and the ADA Second Vice President.

The ADA welcomed its 158th President, Dr. Cesar R. Sabates. I would like to thank the District 12 delegates, staff and our Board of Trustee member, Dr. Terry Fiddler, for a job well done.

In his speech, the outgoing President of the ADA, Dr. Daniel Klemmedson, spoke about how Congress intended to add dental benefits to Medicare Part B. As an association, the ADA has been very involved in this effort. We do not want politicians to dictate what is covered without coming up with the funding to pay for this coverage. The ADA has a plan that would serve both the dentists and the most needy Medicare patients. Ridiculously low reimbursement fees through Medicare will not solve the access-to-care problem for our older citizens. The ADA has worked

hard in this endeavor and has represented us well!

Dr. Daniel Klemmedson also said through the pandemic, we, the Tripartite, worked together to benefit of our profession. We resolved that dentistry is indeed essential healthcare.

Please consider donating to the American Dental Political Action Committee (ADPAC) to support advocacy efforts for the dental profession. Through the financial contributions from member dentists, ADPAC works to elect candidates who understand the importance of dentistry and the link between oral health and overall health. He encouraged dentists and others to understand and actively participate in the government processes that affect access to oral health care. You can simply make a contribution through your LDA dues notice or you can call the LDA directly and a staff member will assist you.

And, in more recent news, the general mask mandate for Louisiana was lifted in late October and so far, our COVID-19 cases have drastically decreased. Hopefully, we will see things continue to get back to normal and that Omicron won't become much of a problem. We are looking forward to the holidays and getting together again with our friends and family. I wish everyone a wonderful and blessed holiday season.



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Congratulations go to Dr. Gil Rew for transitioning his Mansfield, LA practice to Dr. James Lowder, Dr. Richard Moore and Dr. Morgan Van Zandt



Congratulations to Dr. Cody Brignac on his acquisition of Dr. Stuart Guey's practice in Belle Chasse, LA

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Dental Task Force at Work for Adults with Intellectual Disabilities

By Alannie Broussard
Communications and Public Affairs, LDA

For years, Kathy Dwyer and other families have been searching for dental services for loved ones with intellectual/developmental disabilities (I/DD). Dwyer's daughter, Jen, has I/DD that makes it difficult for her to tolerate dental exams and cleanings. As a result, she needs general anesthesia for a basic dental exam. Unfortunately, Medicaid does not cover many dental services for adults. Furthermore, very few dentists are available who are appropriately trained and comfortable working with adults with I/DD.

Dwyer was referred to the Special Needs Dentistry Program at University Hospital, where there was a 5-year waiting list. FIVE YEARS! This was the moment when Dwyer knew she had to do something. She joined the Jefferson Parish Developmental Disabilities Regional Advisory Committee and was appointed to Louisiana's Office for Citizens with Developmental Disabilities (OCDD) State Advisory Committee (SAC). This was when Dwyer met Mary Kay Cowen, who also has a loved one with I/DD. Cowen expressed dental concerns to the regional and state advisory committee, but it was not getting much attention. So, Dwyer made a motion for the SAC to form a Dental Task Force specifically for adults with I/DD who have difficulty with a general dental exam and cleaning.

"I had to do something because it was important for my daughter to have a dental home," Dwyer said. "Oral health is necessary for overall health."

The Dental Task Force began meeting in July 2019. There is representation from a wide range of stakeholders, including parents and siblings of adults with I/DD, dentists, hygienists, Disability Rights Louisiana, Louisiana Dental Association, LSUHSC School of Dentistry, Louisiana Medicaid, Louisiana Office for Citizens with Developmental Disabilities, Arc of Louisiana, Managed Care Organizations, Louisiana Lifeline Network, Special Needs and Parents Support Services and Private Providers for DD Services.

The purpose of the Dental Task Force is to address the needs of adults (18 years and older) with I/DD who need anesthesia or IV sedation for a routine dental exam and cleaning because of aversions they have to probing in their mouth or inability to cooperate throughout the dental exam and cleaning process with the intent of preventing serious health issues while providing medical care cost savings in the state and developing recommended strategies to address these barriers.

The primary barriers identified were the lack of:

1. Insurance coverage for Comprehensive Dental Services, especially if anesthesia is needed
2. Appropriately trained and prepared dental workforce
3. Behavioral and complex medical support needed to receive dental care

Once these barriers were identified, the Dental Task Force identified solutions such as providing comprehensive dental coverage through Medicaid via the state's Developmental Disabilities Home and Community-Based Waiver Services program, but legislation was necessary.

During the 2021 regular session of the Louisiana Legislature, Rep. Rhonda Butler sponsored HB172, now Act 450, and House Concurrent Resolution (HCR) 34. Act 450 provides coverage for Comprehensive Dental Services for adults with I/DD, age 21 and older, who are enrolled in any Medicaid waiver program for individuals with developmental disabilities.

The first year of funding in Act 450 provided for Louisiana Medicaid and the Office for Citizens with Developmental Disabilities (OCDD) to research the appropriate funding mechanism needed to implement comprehensive dental services, which will most likely be via contracts with Managed Care Organizations (MCOs). The Louisiana Department of Health has budgeted for these services to begin July 1, 2022. However, the Executive Budget still needs to go through the legislative process starting in March 2022.

HCR34 requires Louisiana Medicaid to study the funding formula needed to reimburse ICF/DD providers so their adult clients residing in group homes and other ICF/DD facilities can receive

From left to right: Rep. Rhonda Butler, Mary Kay Cowen, Kathy Dwyer and her daughter Jen testifying on HB 172 (Act 450) during the 2021 Legislative Session.



comprehensive dental services. It is anticipated the formula will be the cost per enrollee used when contracting with MCOs.

The OCDD has identified approximately \$100,000 from the federal American Rescue Plan Act of 2021 to train the dental workforce to provide services to adults with I/DD. Thanks to LDA member, Dr. Frank Martello, and the United Cerebral Palsy of Greater New Orleans, the LSU School of Dentistry received a \$100,000 donation from United Cerebral Palsy (UCP) of Greater New Orleans to improve access to dental care for individuals with I/DD.

The Dental Task Force is working on identifying pre/post-doctoral training needs and resources to better prepare the dental workforce in serving the adult I/DD population. There will be clinical education courses offered by the University of PA Online Training Program and the 2022 New Orleans Dental Conference & LDA Annual Session.

Enhanced coursework in special needs dentistry is also in the works to be offered to all pre-doctoral and dental hygiene students at the LSUHSC School of Dentistry. Some of the enhanced coursework we are working on include:

- An Individual, Family, and Caregiver Component
- A Behavioral Supports and Desensitization Component

It is encouraged that all dental professionals take advantage of the special needs dentistry training opportunities available to become better prepared and help us build the capacity of the dental workforce to serve our loved ones for when Medicaid coverage of Comprehensive Dental Services tentatively becomes available July 1, 2022.

LDA Dental Office Resume Postings

There has been an increase in resume submissions from LSUSD students looking for job positions! Having LDA member-only access to resume postings is a great way to directly contact potential employees. Help the LDA by informing colleagues, family, friends or staff members that their resumes or job openings can be posted to the LDA website. Resumes and job positions for temporary employment are also acceptable. Visit www.ladental.org and go to the Members' Only section, then click on "Dental Office Resume and Job Postings."



Licensure Requests are a Lengthy Process: Plan Accordingly

By Dr. Ike House
President, Louisiana State Board of Dentistry

This year has been a relatively quiet year at the board office. So far, we have had slightly more than 80 complaints by the public, with only about 10% being severe enough for a letter of concern, an informal conference or other minor action. No formal hearings have been held nor have been necessary. Again, this is a testament to the great care by the majority of the licensees in our state.

As an update, one of the most significant problems we have faced this year was staff turnover. With the natural disasters and COVID-19 pandemic, some of the board's staff decided to move or change jobs, and some maternity leave was necessary. This is true, I know, for many of our own offices. As we move forward, I would like to ask our state's dentists and hygienists to be patient with requests. Please consider making your needs known as soon as they arise since it might take a little longer than normal for a while.

Also, I would like to speak about an ongoing concern that might be helpful for next year. Although most of us have already received our licenses, this issue could affect you if someone you know is trying to move to Louisiana to be a partner or an associate. It has become common to receive calls from licensees and potential licensees asking for the board to expedite licensure requests. I keep hearing that it takes a really long time and legislative bills continue to be introduced to "correct" this problem in other states. The process in Louisiana has been quick and seamless for many years with the main bottleneck coming in the form of a background check by the state police. Fingerprints must be collected by the police and submitted for investigation, which is not the same as a background check by the dental

school or a job application or to teach Bible class at church, etc. Even incidents that are "expunged" or "removed" from someone's record is noted in the background check by the police. This more thorough check is necessary to fulfill our primary objective of protecting the public when trying to determine if a potential licensee should be issued a license to practice. The process the state police goes through does not always take a long time, but it depends on several factors, including where the fingerprints are taken (it is much faster when prints are taken at state police headquarters in Baton Rouge), how many applications have been made, if there are state holidays during the process, if there have been staffing turnover or shortages at the state police, etc. Occasionally, when something turns up on the background check that was not disclosed or so stated in the application, the chairman of the licensing committee, the entire licensing committee, or even the entire board will have to review the application. Obviously, that can take additional weeks.

In addition to the state police check, also necessary is a complete certified academic transcript, certified results of ADEX licensure, successful passing of the jurisprudence exam, certified results of national board exam(s), fully and completely filling out the application form and submission of payment. This seems academic, but most of the time, when a request is made to hurry up the licensure process for someone's friend, child, potential practice partner or new hire, etc, these basic things have not been completed - even though the person applying affirms unequivocally



that they have been. The instructions and requirements are very clear and there is no attempt by the board or any of the board employees to hold up an application. The best advice to expedite is to follow the instructions, go to Baton Rouge

directly to the state police office to get fingerprints done, and when it is known that an application will be made, complete the process as quickly as possible. If even one item is not complete, it is not possible for the application to be evaluated. Please also keep in mind that there are usually somewhere around 120 applications for licensure in May each year. Although it may seem unnecessary to say, this is a particularly bad time to expect or ask for the licensure process to be expedited. They are handled in the order the full applications are completed, not when first received. If someone wants their application to be at the front of the line, plan accordingly and have all necessary associated requirements and application complete before other applicants have theirs done. Thank you for your understanding.

As we close the pages on 2021, I would like to thank everyone for their support during this year that I have served as president of the board, and I also would like to thank the LDA for making this forum available for communication to the dentists in the state. Please continue to serve the public with honor and integrity. I pray for a peaceful and blessed new year for us all!



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In January 2022, Envolve will be the dental administrator for Wellcare and the newly rebranded Wellcare by Allwell (formerly Allwell).

In January 2022, Envolve Dental will administer the dental benefit for Ambetter, a plan available through the Health Insurance Marketplace. Ambetter offers plans with different premium and supplemental benefit options.

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Reminders for Patients Regarding Insurance External Review Processes for Medicaid and Private Dental Insurance

Annette Droddy
Executive Director, LDA

LDA leadership and staff are eagerly preparing for 2022, looking at our legislative agenda, working with the Conference Committee to plan the New Orleans Dental Conference/LDA Annual Session, and generally hoping we can continue meeting in person and gathering for events. Again, thank you for your trust in the LDA. Thank you for maintaining your membership, even in some of the most difficult times. Our membership continues to grow, and it is because of our combined efforts that we understand what it truly means to be a part of organized dentistry.

In looking back to our 2021 Legislative Session, we have received additional direction from the LA Department of Insurance (LDI) regarding the passage of Act 89 by Sen. Stewart Cathey. This was the LDA's bill adding the review of dental insurance plans under the Health Insurance Issuer External Review Act. Louisiana passed the Health Insurance Issuer External Review Act in 2013, allowing individuals to file claims and appeals for an independent review related to their medical insurance in the event they disagree with the coverage decision. The addition of dental insurance to the law in 2021 applies to an external review or adverse determinations involving individual dental claims in excess of \$250.

According to the LDI, insurers should be providing information on their adverse benefit determination

notice on how a patient can appeal a coverage decision and ultimately have that process end up with the DOI external review process should it come to that. If this information is not provided on the adverse benefit determination notice, patients should be able to call the insurer to get this information. If the carrier claims ignorance of the statute, LDI recommends a complaint, which would start here: <https://www.ldi.la.gov/onlineservices/ConsumerComplaintForm>. If the carrier claims the statute doesn't apply to them or the appeal isn't available, LDI recommends an appeal to the commissioner, which would start here: <http://www.ldi.la.gov/onlineservices/iroconsumerappeals/>.

As a reminder, Louisiana Medicaid coverage already allowed for independent reviews on dental AND medical claims. The LDA filed the bill for dental Medicaid claims independent review in 2018.

The Louisiana Department of Health (LDH) administers the independent review process but does not perform the review of the disputed claims. When a request for independent review is received, LDH determines that the disputed claims are eligible for independent review based on the statutory requirements. If the claims are eligible, LDH will forward the claims to a reviewer that is not a state employee and is independent of both the dental benefits program manager (DBPM) and the provider.

The decision of the independent

reviewer is binding unless either party to the dispute appeals the decision to any court having jurisdiction to review the independent reviewer's decision. There is a \$250 fee associated with an independent review request. If the independent reviewer decides in favor of the provider, the DBPM is responsible for paying the fee. Conversely, if the independent reviewer finds in favor of the DBPM, the provider is responsible for paying the fee.

More information can be found at <https://ldh.la.gov/page/3284>. Remember to send in the Provider Appeal and Reconsideration Form to the DBPM involved (DentaQuest or MCNA) before you ask LDH for an Independent Review. You can access the form on the DBPM website. Independent Review Requests would then be mailed to:

LDH/Program Operations and Compliance

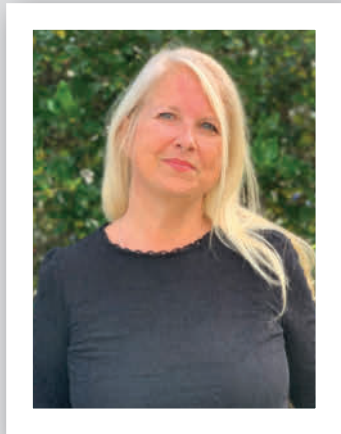
P.O. Box 91283, Bin 32
Baton Rouge, LA 70821-9283
Attn: Dental Benefit Plan
Independent Review

LDA Welcomes Back Tiffany Waddell as New Director of Accounting

TIFFANY WADDELL has rejoined the LDA staff as the director of accounting. She will oversee all accounting efforts for the LDA, such as bookkeeping, preparing budgets, working with the LDA/LDS endorsed companies and more.

Tiffany brings years of experience back to the LDA. Many members may remember her when she first began in 2008. During her time away from the LDA, she worked as the accountant for Moreau Physical Therapy and as the controller for Armstrong Relocation Company.

Tiffany is from Zachary, La., where she raised her two children, Tommy and Haley. The LDA is happy to have Tiffany back on the team!



2022 LDA Membership Renewals

2022 membership renewals have been mailed. To pay online, go to www.ladental.org, Dental Resources, Pay Your Dues. If you have any questions about your dues, or you did not receive your renewal invoice, contact Colin Zvosec at (225) 408-3293 or colin@ladental.org.

I'm Retiring, Do I Still Need to Pay Membership Dues?

To be eligible for ADA and LDA retired status you must be fully retired (not earning any income from the knowledge of dentistry) on or before March 31, 2022, to receive this benefit in 2022. To request a retired affidavit, contact Colin.

SAVE THE DATE

LDA Calendar of Events

Event	Date	Location/Website
L.H. Bowden Leadership Conference	Friday, January 14, 2022	LDA Headquarters www.ladental.org/bowden
LDA Winter C.E. with Character	Sunday, February 27 - Tuesday, March 1, 2022	Disney's The Grand Floridian Resort & Spa Lake Buena Vista, FL www.ladental.org/character
New Orleans Dental Conference/LDA Annual Session	Thursday, April 7 - Saturday, April 9, 2022	Hyatt Regency Hotel New Orleans, LA www.nodc.org
LDA Summer Education Conference	Wednesday, June 8 - Saturday, June 11, 2022	Hilton Pensacola Beach, FL www.ladental.org/summerconference

For more information on LDA events, visit www.ladental.org/events or call Jeanne McFall at (225) 926-1986.



LDA Foundation at Work to Support Dentists During Hurricane Ida

By Dr. Nelson Daly
President, LDA Foundation

Each year, Louisiana suffers from the wrath of natural disasters that push our patients, practices and finances to the limit. This year was no exception when Hurricane Ida hit South Louisiana. I was devastated to hear how many practices had to pause operations because of severe property damage and long-term water and electricity outages.

Fortunately, the LDA Foundation exists and offers Disaster Relief Grants for dentists with property damage to their offices and/or homes. The LDA staff made numerous phone calls to check on LDA members and made sure they knew about the grant application.

The LDA Foundation distributed disaster grant funds to 52 Louisiana dentists impacted by the hurricane. This is remarkable considering the recent impacts of the COVID-19 pandemic.

Additionally, DentaQuest made a considerable corporate donation to assist dentists in need.

Thank you to the individual dentists, state dental associations and corporate sponsors who donated. The LDA worked with Henry Schein Cares to receive donations of toothbrushes, toothpaste and floss for shelters impacted by the storm. It is through organized dentistry and our collective effort that we can

work together for the greater good of our LDA members.

Looking back at the work of the LDA Foundation, I believe this highlights the necessity of why organized dentistry exists. It's all about coming together to help one another in times of need. Whenever you renew your LDA membership for 2022, please remember to check the box next to LDA Foundation to make a monetary contribution. If you already renewed and forgot to donate, you can still do so by calling the LDA office at 225-926-1986 or visiting the LDA website at www.ladental.org/dental-resources/lda-foundation.

Save the Date!

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Business Office Insurance for Dental Practices

By Stormy Blair
 Vice President, Brown & Brown Association Services Professionals (an LDA/LDS endorsed company)

Whether you are a new or long-time practice owner, the world of business insurance can seem complex. Your first instinct may be to look at price when shopping for insurance protection, but this is not always the best approach. There are several factors in addition to the price you should consider when insuring your dental practice.

Typically, commercial property insurance is paired with other types of insurance like general liability and business income protection in a Business Owner's Policy (BOP). But this may not always be the case; particularly in the gulf south states where the risks of hurricanes are greater.

There are multiple factors insurance carriers use for rating purposes, such as geographic location, the age of the building and the type of construction. Then, there are optional coverage options that you may choose to include or exclude, which affects the premium. Be sure that the policies you are comparing include the same lines of coverage, and drill down on the optional coverage parts to tailor a BOP to meet your needs and budget.

Here are a few important coverage parts that greatly affect the premium and how a policy responds in the event of a claim:

1. Replacement cost vs. actual cash value will provide coverage without depreciation for the building and/or equipment that is rebuilt or replaced.

2. Insurance limits in the amount of the total value of the property will meet carrier co-insurance requirements and prevent a co-insurance penalty that could reduce the claim payment.
3. Business income coverage for loss of revenue is not all the same. Look to see what triggers coverage, the waiting period and the limit of insurance.
4. Deductibles can be as low as \$500 and as high as \$10,000 per claim, and there may be a separate wind & hail or named storm deductible.

While the details of a policy are important, it is just as important to choose the right insurance agency and carrier.



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LDA

LSUSD Admissions and Student Services: Meet the Team

Submitted by the LSU School of Dentistry

As with any university or school, education is the core of our mission. We exist first and foremost to train the finest oral health professionals. Based on comments from alumni in Louisiana and around the country, we can confidently state that our students receive an excellent clinical education and are well prepared when they graduate.

Acceptance in our dental programs has become increasingly competitive over the years. If individuals are fairly certain that they wish to apply, it's important that they understand the requirements for acceptance and begin to prepare as early as their freshman year in college.

With the help of student volunteers and key faculty members, up to five work-shops are held annually to prepare prospective students for the application process. The Pre-Dental 101 Workshop, held in January, is the most intensive.

Attending a workshop will prepare potential students for the reality of the application process and the dental school experience. The Pre-Dental 101 Workshop is a great opportunity for pre-dental and pre-hygiene students to tour the dental school, meet faculty and current students, and participate in hands-on workshops. The annual workshop is coordinated by the Pre-Dental Society at LSU and provides exposure to a variety of dental specialties, as well as information on the application process for dental school.

Due to COVID-19, Pre-Dental 101 will be held virtually this year via Zoom. The link to register through Eventbrite will be available closer



*Dr. Toby Cheramie,
Heather Allen, RDH,
MSHCM, and Mindy
Guillotte*

to the event. The dental laboratory technology program, which is not as competitive, holds a separate workshop annually as well.

Once accepted, the Office of Admissions and Student Services is interested in every student and strives to ensure that each one

receives the support needed to be successful. Dr. Toby Cheramie serves as associate dean of admissions & student services, Heather Allen serves director of student services and Mindy Guillotte serves as the department's administrative coordinator.

Questions/Information

504-941-8124 or mguil3@lsuhsc.edu
www.lsusd.lsuhs.edu/futurestudents.html

Pre-Dent 101

Saturday, January 29, 2022
9:00 AM - 1:00 PM (Central Time)
via Zoom - lsupredental.com

COMPETITION REMAINS HIGH

Doctorate of Dental Surgery



Averages

2021 ACCEPTANCE RATE FOR LA RESIDENTS: **35%**

2021 ACCEPTANCE RATE FOR OTHER STATES: **3%**

GPA
3.64

Sci GPA
3.52

DAT
21.6



Bachelor of Science in Dental Hygiene



Averages

2021 ACCEPTANCE RATE FOR LA RESIDENTS: **32%**

ADMISSIONS OPEN HOUSE HELD EVERY FALL

GPA
3.5

30%

Students with a
Bachelor degree





LDS Endorses Laurel Road for Student Loan Refinancing

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



At this point, I am sure all of you are tired of the COVID-19 pandemic and its effect on dental practices. Thinking back, I remember the general sense of relief with the announcement of a polio vaccine. Everyone lined up and received the shots. Later, the second or third dose was delivered as some pink liquid in a small paper cup. There were other vaccinations or inoculations that were required to attend events like Boy Scouts Summer Camp. Everyone complied. The first time that I can remember controversy was over the HepTavax-B vaccine for protection from hepatitis-B.

I know none of this has anything to do with the products and services offered by Louisiana Dental Services (LDS), but I just needed to vent! Pardon me, and now back to our regularly scheduled programming.



The LDA/LDS has a new endorsement, Laurel Road, for LDA members! The endorsement offers student loan refinancing, providing unmatched opportunities to refinance existing federal and private undergraduate and graduate school loans at a 0.25% lower rate than Laurel Road's already low rates.

Join thousands of dentists that have taken control of their student loan debt by refinancing through

Laurel Road. Highlights of the Laurel Road Student Loan Refinance program include:

- **0.25% rate discount** on loans for LDA members*
- **No fees** – no application or origination fees
- **Easy online application process** – check rates in minutes
- **Low-interest rates** – low fixed and variable rates available

Sounds great, right? Visit LaurelRoad.com/ADA or call 855-277-6771 to get your rate and enroll in this offer.

If you are looking for other bargains to save money, check out the complete list of products and services offered exclusively to LDA members at www.ladental.org/LDS. Some of the top companies LDA members have consistently used are Fortress Insurance Company for dental liability insurance, Care Credit for patient treatment financing, Best Card for credit card processing and Medical Waste Management, a locally owned medical waste disposal service.

Another LDA/LDS endorsement is CareCredit. CareCredit is an often-used financing option for patients seeking elective treatment such as veneers, clear aligners or implants. It is a good option for care not covered by insurance or for patients who

do not have insurance benefits to contribute to the cost of care.

For more than 30 years, the CareCredit credit card has been helping patients get the dentistry they need and want. Today, CareCredit is accepted at by more than 115,000 dental teams. There are more than 11 million CareCredit cardholders, and another 156,000 new accounts are approved on average every month.



To get started, call 866-246-9227. Already accept CareCredit? Call 800-859-9975 to reach your practice development team.

Lastly, a special thanks to Tisha White, the outgoing director of accounting, for all her help and support at the LDA and with LDS. Thanks, Tish, and “happy accounting” in your new job!

**The 0.25% ADA member interest rate discount is offered on new student loan refinance applications from active ADA members. The ADA discount is applied to your monthly payment and will be reflected in your billing statement. The discount will end if the ADA notifies Laurel Road that the borrower is no longer a member. This offer cannot be combined with other member or employee discounts.*

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www.ladental.org/LDS



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Registration for the New Orleans Dental Conference and LDA Annual Session is now open!

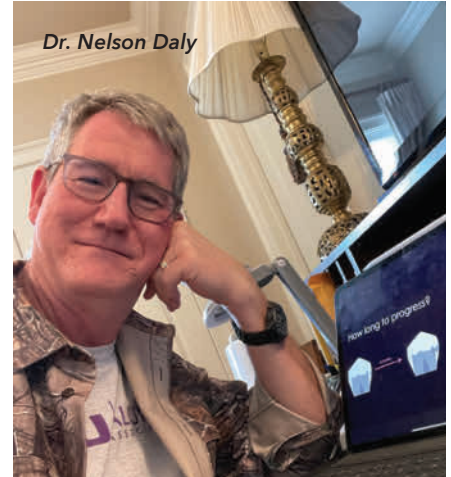
The conference will be April 7-9, 2022, at the Hyatt Regency Hotel. Register by March 7, 2022, to be entered to win a Kerr Endo APEX ID valued at \$850. Register by visiting www.nodc.org.



Last Chance Seminar

By Jeanne McFall
 Director of Conference Services, LDA

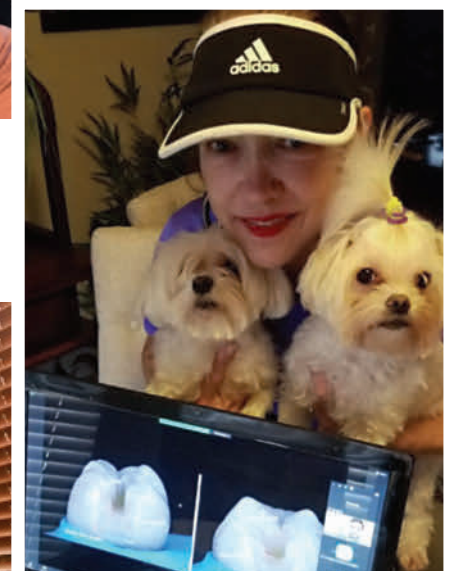
This year, via ZOOM, the Seminar hosted over 120 dentists and hygienists for Dr. Nathaniel Lawson's 7 hour continuing education lecture. He made the 7 hours seem like nothing with his wit and great presentation skills. We look forward to hosting this great event in-person in 2022! Visit www.ladental.org/lastchance for 2022 information coming soon.



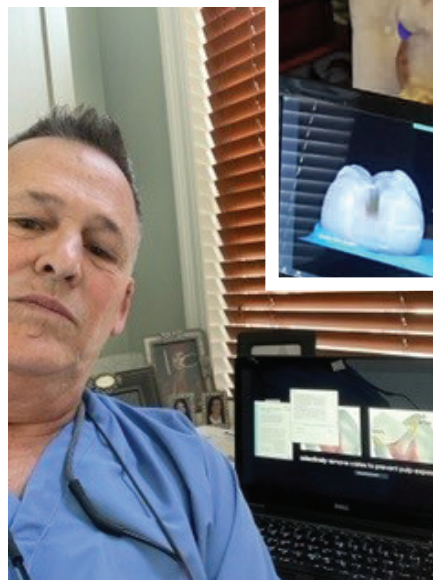
Dr. Nelson Daly



Dr. Carlos Saudi



Above: Dr. Elizabeth Guerrero



Left: Dr. Jeff Griffin

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ADA House of Delegates



LDA members representing us at the ADA HOD in October - Left: Dr. Kristi Soileau serving on Reference Committee C (dental education, science and related matters) at the ADA House of Delegates. **Above:** Louisiana delegates and alternate delegates at the ADA House of Delegates. From left to right: Marco Gargano, Annette Droddy, Dr. Steve Morgan, Dr. Nelson Daly, Dr. Lance Savoie, Dr. King Scott, Dr. Mike Luminais, Dr. Glen Corcoran, Dr. David Hildebrandt, Dr. Stephanie Weaver, Dr. Mark Chaney, Dr. Brian Basinger, Colin Zvosec and Dr. Kristi Soileu.

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The Costly, Psychological Effect of Cybercrime: Four Ways to Beat Cybercriminals at their Own Game

By Robert McDermott

President and CEO, iCoreConnect (LDA/LDS Endorsed Company)



No one likes to be manipulated, yet we are subjected to invasive tactics in our email to get us to click a link, give access to sensitive data or share confidential information. These aren't just spam emails. Cybercriminals are using an email approach called 'social engineering' designed to feel and look familiar to quickly gain your trust.

Dental and medical practices are among the most vulnerable to these attacks. Protected Health Information (PHI) is a high dollar commodity, selling for hundreds of dollars per record. Practices may also be crippled by cybercriminals who hold your data for a high ransom.

Here's how cybercriminals socially engineer their attacks. They tend to gather information about your industry, your business, and even your employees. Once they have enough information, they send out a targeted email campaign, called phishing. The email is just close enough to a real email that the recipient may trust its legitimacy and take a requested action, like opening an attachment or clicking a link.

Let's look at one specific example. In a phishing attempt impersonating Amazon, cybercriminals claim a package was shipped to the wrong address and are requesting a call back to fix the issue. If you take action, those bad actors immediately work to steal money, compromise your data and perhaps cripple your practice operations.

Here are four ways you can quickly determine when email



has been socially engineered to trick you.

1. Can you verify the sender?

Does the name or email address look suspicious?

Notice the sender address on the left is similar to the actual "Amazon.com" address. Whether you've received a questionable email from an apparent colleague or friend, or an attempt like this one, you'll notice that the email address may closely resemble a known company or domain, but something is always amiss. The big differences include a slight altering of name or spelling, spacing or punctuation issues and/or omitting of a few characters.

2. Look for generic greetings, incorrect spelling and poor grammar.

Dear Customer/Sir or Madam, this email is a trick. Well, they may not be that direct, but the "Dear

Customer" or "Sir and Madam" types of greetings may be a tip off. Most legit companies will insert your name in the greeting. In this phishing attempt, like most others, there are spacing issues in the body of the email, repetitive content and missing punctuation.

3. Be wary of unusual information.

Check out the delivery address. It says 'San Antonio San Pedro' which isn't a real place. It's good to ask yourself questions when something feels off. For instance, why would a known vendor share another person's personal information with you?

4. Don't click the links.

In the case of the Amazon spoof, the links take you to Amazon, but not to your supposed order. The goal of this, and many phishing attacks, is to get you to call a phone number or click an attachment or often a

link containing malware. The attack attempt here drives you to call them. That's when they will likely ask you to verify credit card or bank account information. Clicking a link can install malicious bugs to steal your data, like PHI, or shut down your entire practice.

In addition to educating your staff to identify suspicious emails, make sure your practice is using a truly HIPAA-compliant secure email, with

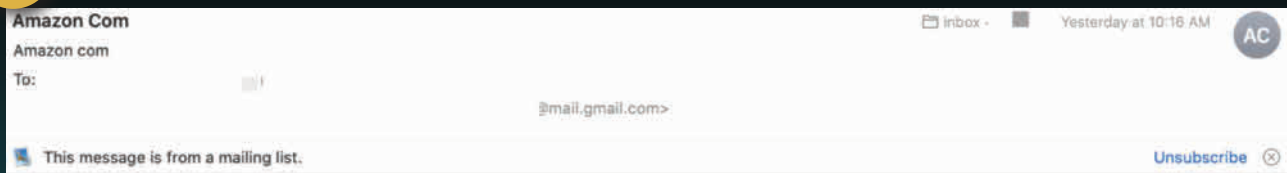
multi-layered security, to prevent phishing attempts from even making it to your inbox. A high encryption level of 2048-bit and a built-in user verification process will make your practice email almost impossible for a cybercriminal to access.

Awareness, staff education and fully HIPAA-compliant email will keep your practice and patient information safe from those who stand

to profit from an unintentional click of a link or phone call to a cybercriminal.

LDA endorses iCoreExchange HIPAA-compliant email. iCoreExchange not only meets or exceeds every compliance and security requirement, it also allows you to attach as many large files as you want to any single email. Speed up your workflow, protect patients and your practice. Check out this convenient and compliant service at land.icoreconnect.com/LA2 or 888.810.7706. LDA members receive a substantial discount on iCoreExchange.

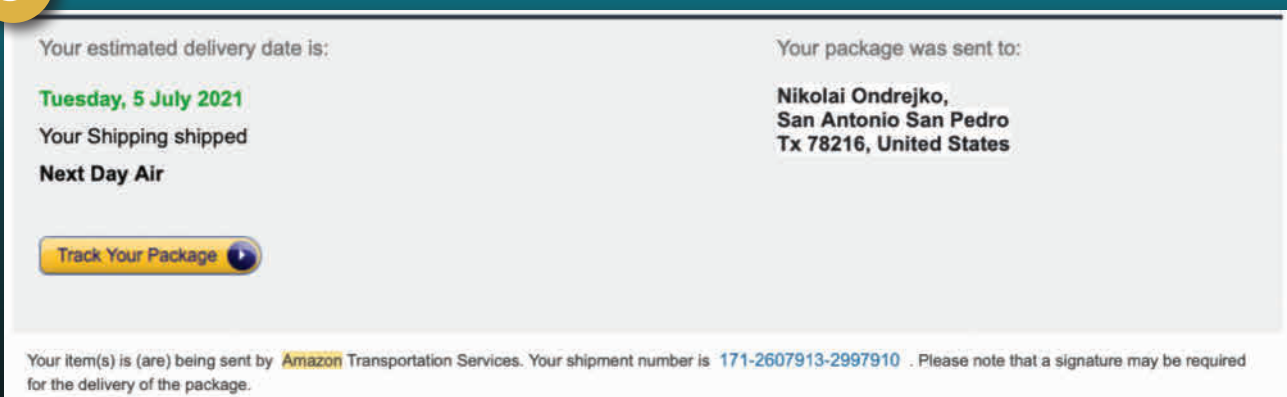
1. Can you verify the sender?



2. Look for generic greetings, incorrect spelling and poor grammar.



3. Be wary of unusual information.



4. Don't click the links.

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Considering Office Culture Is Part of Running a Business

By Chad Olivier
CERTIFIED FINANCIAL PLANNER™

During dental school, students are educated in the study of dentistry, completing clinical training, and passing board exams. Upon graduation, each graduate must decide the next step in their professional career. Many dental students envision owning a private practice or participating in a group practice. A dental practice is a business, whether you are in a partnership or a solo practitioner, a business model should be in place. To run a business, certain skills are needed to be successful, and these business skills are often not taught in dental school.¹

There are various financial skills and knowledge necessary to run a profitable business. These areas consist of the importance of financial planning, the facts surrounding loans and borrowing, the necessity of insurance, proper investment planning, retirement planning, estate planning, and receiving quality advice from a CERTIFIED FINANCIAL PLANNER™ practitioner.²

In addition to proper financial planning analysis, an important part of running a business is keeping employees motivated. In 1943, American psychologist, Abraham Maslow, outlined the hierarchy of needs for human beings.³ Maslow's hierarchy of needs is often used to study how human behavior is affected by motivations. Identifying employee motivation is key in keeping employees' work productive, satisfying, and, in turn, profitable.

Research has simplified the hierarchy of needs into three "buckets" of motivators: career, community, and cause.⁴ Career motivators focus on work, including having a job in which one uses strengths and promotes learning and development. Community is about people feeling respected and recognized. Cause corresponds to feeling a

meaningful purpose in one's work.⁵

Considering the hierarchy of needs and the three buckets of motivation leads to increased work satisfaction and commitment. In a 2015 survey by the American Dental Association, certain advantages and disadvantages were identified when working in different types of practice settings.⁶ This survey recognized that running a business presents issues that not every dentist is prepared to address, namely the burdens of financing, fixed costs, and seeking reimbursement.

The ADA identified a link between provider satisfaction and patient experience. In effect, provider satisfaction can arguably affect his or her delivery of care, which may affect a patient's subsequent health behaviors, including returning for another dental visit.⁷

When addressing work satisfaction, areas of focus include income and benefits, hours and scheduling, work-life balance, career advancement and skill development. Creating incentives to reach goals is an effective way to motivate employees and maintain satisfaction within one's practice setting. Addressing these specific areas may be one way for a dentist and employees to perform at his or her best.

Considering the culture of a dental office can lead to better motivated employees and help to effectively run the dental business. There are conventional ways to motivate employees, including creating and carrying out a vision for the dental practice; showing genuine concern and interest for co-workers and patients; recognizing when goals are achieved; communicating effectively; and helping to create a safe work environment. These are business skills that are usually not taught in dental school but can be improved upon with

the help of a CERTIFIED FINANCIAL PLANNER™ practitioner.

1 Olivier, Chad, "The Resourceful Dentist: A Guide to Financial Success," 2018.

2 Id.

3 Maslow, Abraham, "A Theory of Human Motivation," 1943.

4 Goler, Harvard Business Review, "The 3 Things Employees Really Want" February 20, 2018.

5 Id.

6 JADA.ada.org; August 2015, "Practice settings and dentists' job satisfaction."

7 Id.

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Chad Olivier, CERTIFIED FINANCIAL PLANNER™, is the author of What Medical School Did Not Teach You about Financial Planning and The Resourceful Dentist and owner of Olivier Group in Baton Rouge, LA, which specializes in wealth management for physicians, dentists and affluent families. If you have any questions about this article please call (888) 465-2112 or visit us at www.oliviergroup.com or 4609 Bluebonnet Blvd., Ste. A, Baton Rouge, LA, 70809 or call 225-757-9484. Securities offered through Cetera Advisor Networks LLC, Member FINRA/SIPC. Investment advisory services offered through CWM, LLC, an SEC Registered Investment Advisor. Cetera Advisor Networks LLC is under separate ownership from any other named entity. Carson Partners, a division of CWM, LLC, is a nationwide partnership of advisors.

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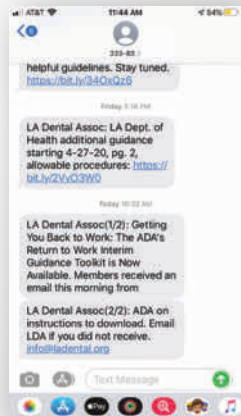
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Opinion: Is Louisiana Ready to Move to Direct Access to Care for Dental Hygienists?

By Meghan Newport Nettles, RDH, BS
President, Louisiana Dental Hygienists' Association

Abstract

Dental care is a human right and not a luxury. Everyday dental professionals work together to reduce the incidence of oral health issues and improve the overall health of patients in the community. Despite our best efforts, there are still barriers to dental care that specifically affect minority communities. Although the state of Louisiana has improved the dentist to population ratio, many individuals are still underserved. The purpose of changing the supervision requirements of the dental hygienist to include direct access to care is to increase preventative dental care to all communities in the state of Louisiana. With the statistical analysis and evidence-based research, the move to direct access to care should be supported by all dental professionals and state leaders.

Social Assessment and Situational Analysis

Louisiana is a state composed of many races and ethnicities. According to the United States Census Bureau, Louisiana is 62.8% white, 32.8% African American, and 5.3 % Hispanic (USCB, 2019). According to America's Health Rankings, as of the year 2020, only 58.1% of the Louisiana population receives regular dental care. The Center for Disease Control reports disparities and barriers amongst minority groups and who receives preventative care:

- Among working-age US adults, over 40% of low-income and non-Hispanic Black adults have untreated tooth decay.
- For children aged 2 to 5 years, about 33% of Mexican American and 28% of non-Hispanic Black children have had cavities in their primary teeth, compared with 18% of non-Hispanic White children.

- For children aged 12 to 19, nearly 70% of Mexican American children have had cavities in their permanent teeth, compared with 54% of non-Hispanic White children.
- Nearly twice as many non-Hispanic Black or Mexican American adults have untreated cavities as non-Hispanic White adults.
- Older non-Hispanic Black or Mexican American adults have 2 to 3 times the rate of untreated cavities as older non-Hispanic White adults.

One of the main barriers to care for minorities is access to preventative care. In 2018, the Louisiana Department of Health (LDH) released a report on the current state of oral health in Louisiana. The report concluded, "February 2015, HRSA made national and state-level projections of dentists and dental hygienists for 2012-2025 and forecasted a need for 338 more dentists to treat the state's population. This was the 6th highest demand state of the 17 states included in the South region" (LDH, 2018). The Rural Health Information Hub (RHIH) further displays the oral health shortage by stating only 3 of the 64 parishes are in a dental health professional shortage (RHIH, 2021). (Appendix 1). Louisiana is currently ranked 46 out of 50 on access to dental care and dental care providers (America's Health Rankings, 2020).

Cost

The cost of dental care is a major barrier to care, and lack of preventative care is costly to the state. Due to the issues of cost and access, the rise in emergency room dental visits is rising. In an article published by DentistryToday.com, dental visits in the ER are costing taxpayers up to 2 billion dollars a year. "Emergency room visits for preventable dental conditions are rising

annually and constitute 1.15% and 2.5% of all emergency room visits. Although these numbers may seem small, these visits cost taxpayers, hospitals, and the government about \$2 billion each year" (Akinlotan, Ferdinand, 2019). The Center for Disease Control has reported the high cost of oral disease on health care budgets in the United States:

- Over 34 million school hours are lost each year because of unplanned (emergency) dental care.
- Over \$45 billion is lost in productivity in the United States each year because of untreated oral disease.
- In 2017, there were 2.1 million emergency room visits for dental emergencies. Medicaid pays for about 69% of these visits for children and about 40% for adults. (CDC, 2021)

Goals and Objectives

The Louisiana Dental Hygiene Association would like to meet the goal set forth by Healthy People 2030 "Goal: Improve oral health by increasing access to oral health care, including preventive services" (Healthy People, 2030). To reach this goal, America's Health Rankings placed as the number one objective "Expanding the use of dental therapists, hygienists and assistants" (America's Health Rankings, 2020). Direct access, as defined by the American Dental Hygienists' Association (ADHA), is the ability of dental hygienists "to initiate treatment based on their assessment of a patient's needs without the specific authorization of a dentist, treat the patient without the presence of a dentist, and maintain a provider-patient relationship" (ADHA, 2018). Dental hygienists have a curriculum that allows for increased care in the community. According to the American Dental Hygiene Association, 42 states have changed the supervision requirements for dental hygienists to

include direct access to care. (ADHA, 2021). (Appendix II). Direct access to care will allow dental hygienists to provide routine care in public health settings such as VA clinics, long-term care facilities, provide more sealant programs, as well as public health settings without the direct supervision required to perform routine care.

Conclusion

Dentists and dental hygienists provide a much-needed service to the community. Although the concerns for the patient are valid, an in-depth report was conducted by the General Dental Council in 2012 on the risks and benefits of direct access by dental hygienists. The report concluded regarding patient safety:

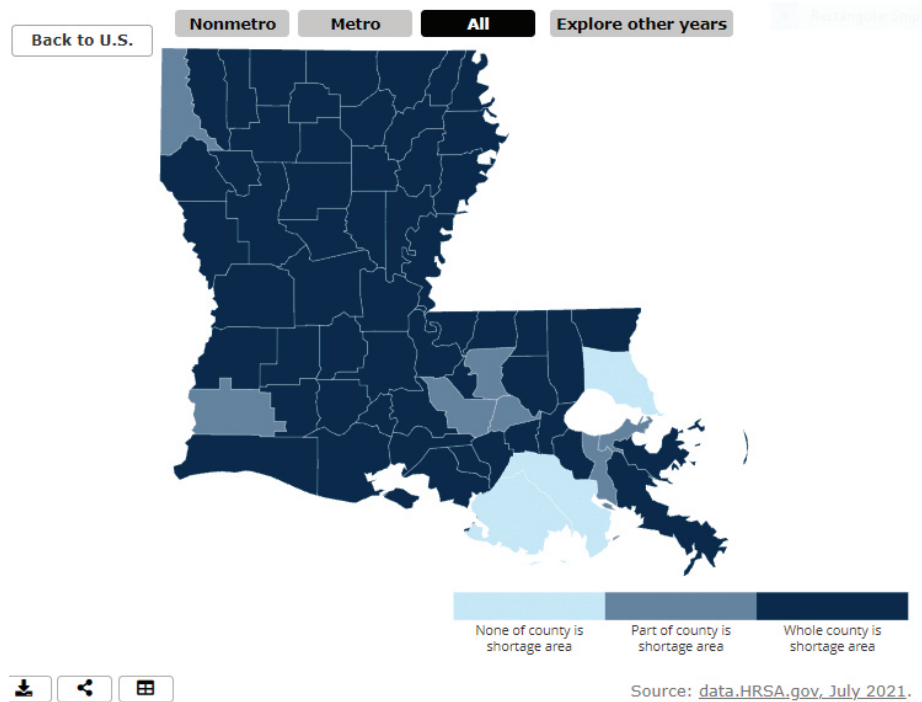
“In 7 studies that examined aspects of patient safety, none provided any evidence of increased risk (Battrell et al (2008), Bolin (2008), Bader et al (2011), Wetterhall et al (2010), Williard et al (2011), Wang (2011), Scofield et al (2005). Quality of evidence: moderate/good in 5 of 7 studies.” (GDC, 2012).

The report further concluded:

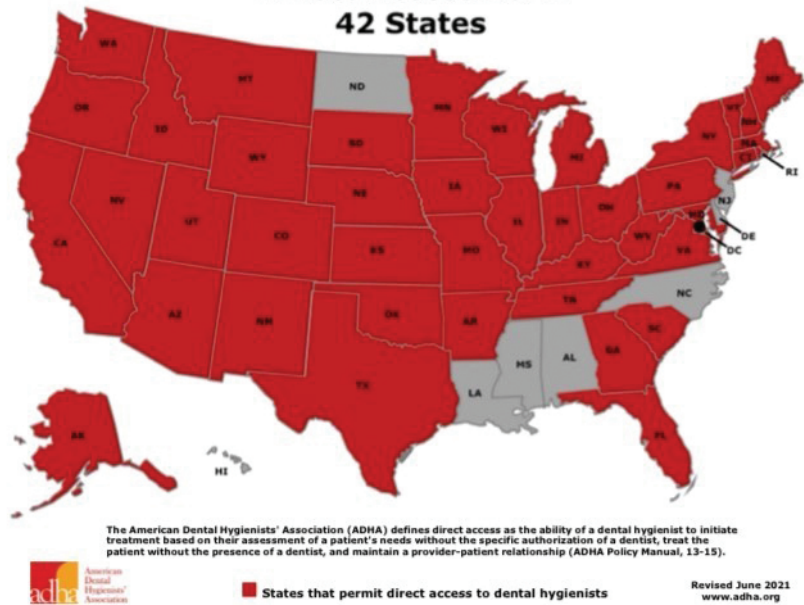
“The following studies provide evidence that the deployment of dental therapists and dental hygienists in indirect or general supervision or unsupported by a dentist resulted in greater access to and use of dental services by under-served groups and communities (Freed et al (1997), Perry et al (1997), Metz et al (2011), Squillace (2012), Bolin (2008), Wetterhall et al (2010, 2011), Calache et al (2009), Simmer-Beck et al (2011), Mitchell et al (2006)” (GDC, 2012).

The dentists are oral health care providers and are essential to the health and wellbeing to the population of Louisiana. Dental hygienists in the state of Louisiana want to continue the work outside of the dental practice that the dentist is stretched too thin to provide to all communities.

Health Professional Shortage Areas: Dental Care, by County, 2021 - Louisiana



Direct Access 2021 42 States



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Opinion: Addressing Louisiana's Access to Dental Care Problem

By Dr. Jeffrey Kerst
Treasurer, Northwest Louisiana Dental Association

Louisiana is home to one of the top clinical dental schools in the country, the LSU School of Dentistry. Here you'll find residency programs and fellowships in a majority of the ADA-recognized board specialties. LSU Health in Shreveport boasts a highly competitive oral and maxillofacial surgery department and other GPR programs. Baton Rouge and Our Lady of the Lake Regional Medical Center host a number of GPR residents annually. Three major universities (Southern University, ULM, and LSU) provide dental hygiene programs within our state. Many of us would argue that Louisiana has an abundance of dentists, specialists, hygienists, and assistants that are adequately prepared to care for our 4.5 million residents.

Then why does Louisiana remain at the bottom of the rankings when it comes to access to dental care?¹

Our neighbors to the north, Arkansas, a state with 3 million residents, are also our neighbors in 'access to dental care' rankings. It's not difficult to assume why. Arkansas has 3 million residents. The two dental hygiene programs accept a maximum of 50 dental hygiene students per year. In lieu of a dental school, the AR Health Education Grant pays around \$20,000 per year per student (up to 35 students) accepted to dental schools in nearby states.² The author of this editorial was one of three students supported by the ARHEG. And like many others, he did something many of his

colleagues do - move out of the state to never return home to practice.

So why does Louisiana, a state that graduates up to 80 dentists annually, do little better than Arkansas in providing access to dental care? Well, it's complex.

Let's start with the facts. There were 181 million people living in the United States who did not visit the dentist in 2010.³ According to the American Association of Pediatric Dentistry, 1 in 5 children have cavities by kindergarten. These are systemic problems that are only solved with a multi-profession, team-oriented approach, backed by meaningful legislation and an infrastructure that supports prevention.

An access-to-care solution requires thinking comprehensively, as we were trained. Experimentation in creating solutions without solid supportive data will perpetuate a problem for decades more. I encourage those in leadership positions within our state to find examples of success to solve problems that face our state residents.

A recent push by our colleagues at the American Dental Hygiene Association, which represents less than 25% of dental hygienists in the United States, is to allow the independent practice of dental hygienists. The topic of midlevel providers, such as dental therapists, are actively debated in state legislatures across the country. It is my opinion that altering the scope and/or model of practice for non-doctor dental professionals is not the best tactic to

solve the problems facing our society today. Dentists and dental specialists are the only providers trained in providing an accurate diagnosis of dental disease, which must occur prior to definitive treatment. To paraphrase George Washington, "Drilling is easy... Diagnosing is harder."

Periodontal health is one of the many aspects of comprehensive dental care. Dental hygienists are excellently trained in the prevention of gingivitis and periodontal disease. However, even diagnosing periodontal disease is out of the scope of a dental hygienist.

In my experience working with over 50 different dental offices across Louisiana and Texas, I've seen brilliant work by intelligent and caring dental hygienists. Many hygienists are eager to learn and passionate about patient care. Regardless of these facts, the modern curriculum of dental hygiene programs lacks the experience necessary for independent practice. One cannot emphasize enough the value in additional training in identifying caries, diagnosing malocclusions, screening for pathology of the head and neck, discussing physiologic changes due to medical conditions, and understanding pharmacology and the dental relevance of common medications. When it comes to the prevention of dental diseases outside of periodontal disease, today's curriculum of a licensed dental hygienist, or dental therapist/mid-level provider, hasn't the time nor intention to equip them to accomplish such training.

The purpose of patients establishing a dental home is to prevent, and treat, a wide variety of dental diseases in our patients. No dentist can truly do everything proficiently, but we are trained to diagnose and refer when treatment is out of our scope. That being said, it's important to understand that some areas of our state do not have the luxury of nearby specialists to whom patients can be referred, which is an unfortunate reality of the world we live in.

It is my opinion that the encouragement or facilitation of patients to bypass regular visits to a dentist may improve access from a statistical standpoint and could potentially lower costs, but unfortunately, decrease the quality and value of dental care.

When the quality of dental care descends, we widen the gap and economic discrepancy between the middle/high-income and the underserved, specifically low-income and minority populations.

Louisiana Medicaid reimbursement rates are drastically lower than private insurance reimbursement rates. An overwhelming amount of data^{4,5} supports increasing rates as the most effective and efficient method of increasing access to dental care, while maintaining the quality of care.

Now, here is where the problem gets even more complex for our state. Nearly 1.9 million of our state's residents rely on Medicaid,⁶ with around 642,000 added following the beginning of the COVID pandemic due to the ACA Medicaid Expansion as a result of the federally-declared Public Health Emergency. It is worth noting that a majority of the dollars spent on Medicaid costs come from the federal government, and not the state of Louisiana.⁷ That is a staggering percentage of our population, and therefore takes up a huge portion of the state budget every year, so a simple increase in Medicaid reimbursement rates may be difficult to accomplish.

Colorado is often used as an example of the benefits of hygienists in independent practice, but the comparison has a number of variables in effect that differ from Louisiana, namely a high Medicaid reimbursement rate and greater autonomy for Expanded Duty Dental Assistants.

It is our duty and the duty of our profession to see that our patients have access to and receive high-quality care. The process that must take place to improve dental-access-to-care is complicated, and therefore the solution is multifactorial and complex.

While the solutions in detail and evidence to support these claims are anything but brief, I would argue the same thing the ADA and LDA currently fight for.⁸

1. Expansion of the Emergency Department Referral Initiative so that every ED in America has a reliable list of providers to refer patients to for comprehensive dental care
2. The addition of Community Dental Health Coordinators in underserved areas and populations
3. Fluoridation of public water supplies
4. Increasing Medicaid reimbursement rates
5. Encouraging in-house dental benefit plans to decrease the

barrier to cost and improve transparency

6. Continuation and support for Missions of Mercy and Give Kids a Smile events
7. Collaboration between medical and dental providers to provide every medical establishment with a dental referral list, specifically dentists and pediatricians for integral screenings at early childhood visits

¹ <https://wallethub.com/edu/states-with-best-worst-dental-health/31498>

² <https://scholarships.adhe.edu/scholarships/detail/arkansas-health-education-grant-arhegr>

³ <https://www.ada.org/resources/community-initiatives/action-for-dental-health>

⁴ Nasseh K, Vujicic M. *The Impact of Medicaid Reform on Children's Dental Care Utilization in Connecticut, Maryland, and Texas.* *Health Serv Res.* 2015;50(4):1236-1249. doi:10.1111/1475-6773.12265

⁵ Chalmers NI, Compton RD. *Children's Access to Dental Care Affected by Reimbursement Rates, Dentist Density, and Dentist Participation in Medicaid.* *Am J Public Health.* 2017;107(10):1612-1614. doi:10.2105/AJPH.2017.303962

⁶ <https://www.medicaid.gov/state-overviews/scorecard/percentage-of-population-enrolled-medicaid-or-chip-state/index.html>

⁷ https://www.nola.com/news/politics/article_01c8040a-4fb5-5013-acdf-8cb656982bc7.html

⁸ <https://www.ada.org/resources/community-initiatives/action-for-dental-health>

The LSUSD and LDA mentorship program needs more mentors!

The LSUSD and LDA mentorship program is expanding to all LSUSD students, but we need more mentors. The program will be largely self-guided, emphasizing mentor/mentee communication in whichever method works best for both parties. Sign up by visiting www.ladental.org and click "Mentorship Program" under the dental resources tab. If you have any questions, contact Colin@ladental.org.

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TIME: 8:30 AM
SPONSOR: Ark LA Tex Academy of Dentistry
SPEAKER: Dr. Alex Fleury
LOCATION: Wyndham Garden Shreveport, 1419 E. 70th Street, Shreveport, LA 71105
PROVIDER: ADA CERP Approved
REGISTRATION: <https://www.arklatexacademy.com/events-calendar.html>. Please contact: Ronnie Hermes (318) 797-9997; rhermes14@aol.com or Clint Bruyere (903) 753-0337; clint.bruyere.dds@gmail.com

DATE: Ongoing
EVENT: Online Opioid Course
PROVIDER: Louisiana Dental Association, Approved PACE Program Provider
REGISTRATION: www.ladental.org/onlinece

DATE: January 14, 2022
EVENT: L.H. Bowden Leadership
LOCATION: LDA Office, 5637 Bankers Ave., Baton Rouge, LA
PROVIDER: Louisiana Dental Association
REGISTRATION: www.ladental.org/bowden

DATE: February 27 – March 1, 2022
EVENT: Winter C.E. with Character
LOCATION: The Grand Floridian Resort & Spa, Lake Buena Vista, FL
PROVIDER: Louisiana Dental Association, Approved PACE Program Provider
REGISTRATION: www.ladental.org/character

DATE: April 7-9, 2022
EVENT: New Orleans Dental Conference/ LDA Annual Session
LOCATION: Hyatt Regency Hotel, LA
PROVIDER: Louisiana Dental Association and New Orleans Dental Conference
REGISTRATION: <https://www.nodc.org/register>

DATE: April 9, 2022
EVENT: LDA House of Delegates
LOCATION: Hyatt Regency New Orleans, LA
PROVIDER: Louisiana Dental Association
REGISTRATION: www.ladental.org/hod

DATE: June 8-11, 2022
EVENT: Summer Education Conference
LOCATION: Hilton Pensacola Beach, FL
PROVIDER: Louisiana Dental Association
REGISTRATION: www.ladental.org/summerconference

DATE: July 14-16, 2022
EVENT: LDA Foundation Fishing Rodeo
LOCATION: Grand Isle Marina
PROVIDER: Louisiana Dental Association
REGISTRATION: www.ladental.org/fishingrodeo

DATE: December 9, 2022
EVENT: Last Chance Seminar
PROVIDER: Louisiana Dental Association, Approved PACE Program Provider
REGISTRATION: www.ladental.org/lastchance

DATE: March 4, 2022
TOPIC: Know Your ROH, Uncovering the Potential of Your Hygiene Team (7hrs. credit)
TIME: 8:30 AM
SPONSOR: Ark LA Tex Academy of Dentistry
SPEAKER: Rachel Wall, RDH BS
LOCATION: Wyndham Garden Shreveport, 1419 E. 70th Street, Shreveport, LA 71105
PROVIDER: ADA CERP Approved
REGISTRATION: <https://www.arklatexacademy.com/events-calendar.html>. Please contact: Ronnie Hermes (318) 797-9997; rhermes14@aol.com or Clint Bruyere (903) 753-0337; clint.bruyere.dds@gmail.com

DATE: April 1, 2022
TOPIC: Clinical Endodontics for the General Dentist (7hrs. credit)

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Date	Course Information	Registration Fees*	Hours
January 6, 2022 Attend this course from ANYWHERE!	Pharmacology Overview & Update Presented by Tom Viola, R. Ph., C.C.P. <i>via Live-Stream Video Conference (Only)</i>	Regular / Late Dentist: \$189 / \$219 Hygienist / Lab Tech: \$149 / \$179 Dental Assistant: \$89 / \$99	<i>a maximum of</i> 3 clinical hours (lecture)
January 28, 2022	LSU DAY in Lake Charles: Dentistry for the Ageless / Achieving 55% Overhead Upon Return from COVID-19 Presented by Tony Tomaro, DDS <i>at L'Auberge Casino Resort in Lake Charles</i>	Regular / Late Dentist: \$340 / \$365 Hygienist / Lab Tech: \$215 / \$240 Dental Assistant: \$120 / \$145	<i>a maximum of</i> 7 clinical hours (lecture)
January 28-30, 2022 HANDS-ON, IN-PERSON COURSE!	Expanded Duty Dental Assistant (EDDA) Training - Baton Rouge Presented by Jenny Rayborn, EDDA and team <i>at Cabela's and a local private dental office in Baton Rouge</i>	Regular Dental Assistant: \$700	<i>a maximum of</i> 24 clinical hours (12 lecture, 12 participation)
February 4, 2022	Oral Pathology: White Lesions and Oral Ulcers - What Should You Know? Presented by Drs. Kitrina Cordell and Molly Rosebush <i>at LSU School of Dentistry in New Orleans</i>	Early Bird / Regular / Late Dentist: \$310 / \$340 / \$365 Hygienist / Lab Tech: \$185 / \$215 / \$240 Dental Assistant: \$100 / \$120 / \$145	<i>a maximum of</i> 10 clinical hours (6 lecture, 4 participation)
February 18-20, 2022 HANDS-ON, IN-PERSON COURSE!	Expanded Duty Dental Assistant (EDDA) Training - Lafayette Presented by Karen Coco, EDDA and team <i>at Lafayette General Medical Center and a local private dental office in Lafayette</i>	Regular Dental Assistant: \$700	<i>a maximum of</i> 24 clinical hours (12 lecture, 12 participation)
March 11-13, 2022 HANDS-ON, IN-PERSON COURSE!	Expanded Duty Dental Assistant (EDDA) Training - New Orleans Presented by Susan Lowrance, EDDA and team <i>at LSU School of Dentistry in New Orleans</i>	Regular Dental Assistant: \$700	<i>a maximum of</i> 24 clinical hours (12 lecture, 12 participation)
March 19, 2022 HANDS-ON, IN-PERSON COURSE!	Digital and Conventional Radiology (RAD) Training for Dental Assistant Presented by Dale B. Hernandez, LRT and team <i>at LSU School of Dentistry in New Orleans</i>	Regular Dental Assistant: \$325	<i>a maximum of</i> 8 clinical hours (4 lecture, 4 participation)
March 25, 2022 HANDS-ON, IN-PERSON COURSE!	Maximized Adhesive Dentistry for Anterior & Posterior Teeth Presented by Bruce LeBlanc, DDS et al <i>at LSU School of Dentistry in New Orleans</i>	Early Bird / Regular Dentist: \$825 / \$895	<i>a maximum of</i> 7 clinical hours (1 lecture, 6 participation)
April 22, 2022	SuperGeneralist: The Pathway to Independence and Fulfillment Presented by Mark Malterud, DDS, MAGD <i>at LSU School of Dentistry in New Orleans</i>	Early Bird / Regular / Late Dentist: \$310 / \$340 / \$365 Hygienist / Lab Tech: \$185 / \$215 / \$240 Dental Assistant: \$100 / \$120 / \$145	<i>a maximum of</i> 7 clinical hours (7 lecture)

*Consult our website for Early Bird, Regular, and Late Registration cut-off dates and times, as well as eligibility requirements.

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Continued next page...

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Endodontist needed in Lafayette, LA. As an endodontist working in an office supported by Pacific Dental Services®, you can rely on a great number of referrals as you will be providing PDS®-supported owner dentists the ability to provide excellent and comprehensive care under one roof. You will have the autonomy to provide your patients the care they deserve and provide you with the opportunity to earn excellent income and have a balanced lifestyle without the worries of running a practice.

As a PDS-supported endodontist, you can work full-time or part-time, fantastic income opportunities and you'll work with an organization that cares about their people, their patients and their community. You won't have to spend your time navigating practice administration, scheduling, or any other administrative tasks. Instead, you'll set your hours and focus on your patients and your well-being.

As an endodontist you will receive ongoing training to keep you informed and utilizing the latest technologies and dentistry practices. PDS is one of the fastest growing companies in the US which means we will need excellent specialists like you to continue our clinical excellence in the future. Apply here: <https://www.click2apply.net/RDYpDACbbXm5jPIKhP7Le>.

General dentistry practice for sale, North Central, Louisiana. Four operations, digital, equipment, fair-good condition. Most endo and O.S. referred. 750,000 + gross, 350,000 + net. 4 days/ week/ Owner retiring \$150,000. Call 318-548-0703 and leave a message.

Busy practice for sale. Four operatories laser, fully equipped and stocked. Large patient base established in 1976. Must sell, so make an offer! Great opportunity with great staff. Contact randymayerdds@yahoo.com or 985-507-3322.

Seeking full-time dentist. This position offers flexible hours and will be challenging and fast-paced. The successful candidate would be a go-getter, self-starter, critical-thinker, team-



player, and quality-focused. CommuniHealth currently has dental clinics in Marion and Bastrop along with a mobile dental clinic that provides intermittent services through our school-based health center clinics located in West Monroe, Farmerville, Downs ville, and Bastrop. Dentist must be willing to participate on a team that covers dental services at various locations within the CommuniHealth

network of clinics. Compensation/Benefits: Starting base salary \$170,000 (new grad) plus production incentives; health insurance; pension-dollar for dollar match up to 5%; long term disability; paid time off; sick time; CME time & expense allowance; malpractice insurance; sign on bonus, relocation expenses, or educational stipend for students with 2-yr commitment; Morehouse and Union Parishes are designated as a Health Professional Shortage area and qualifies for many loan repayment programs; and other benefits available: cancer, dental, short-term disability, vision, & life insurance. For more information, call or email Ben Hayden at 318-372-9695 or email ben.hayden@communihealth.org.

ASSOCIATE GENERAL DENTIST

NEEDED: Our well-established practice on the Northshore is looking for a skilled and motivated general dentist to join our team. Candidate must be committed to providing superior patient care. We prefer to keep as many services in-house as possible therefore an ideal candidate would be skilled at or open to learning more about implants, molar root canals, and extractions to name a few. Cerec experience is also preferable. The office is equipped with state-of-the-art dental technology, is digital/paperless, accepts fee for service and PPO patients, and has a well-trained clinical and non-clinical support team. Private practice experience is preferred but not required. This is an ideal opportunity to earn a great income! We offer a 4-day work week, \$250K + earning potential, group health & vision insurance, malpractice insurance 100% covered, 401K retirement plan with employer matching, dental care for family, & \$2,000 annual CE allowance. Please submit your CV to resumes@acclaimpm.com if this position interests you!

Busy, 3-op practice with no competition, low overhead! Motivated seller seeks right person to deliver much-needed care in Winnfield. Perfect first or satellite practice. Possibility for federal loan repayment advisor@ada.org.



Dental office available for sale or lease in south Baton Rouge across from Pennington Biomedical Research Center. 3,028 SF on +/- .465 acres. 6 treatment rooms, dark room, sterilization area, consultation office, lab,

private office, lounge, business office and waiting room. Contact Steve Legendre, CCIM, Stirling Properties, (225) 926-4481, Licensed in the State of Louisiana.

Dental office for sale. 1600 sq.ft. Four operatories. Part of 6 office dental complex. Shared exterior expenses, maintenance, landscaping, water. Up to date paint, flooring, LED lighting. \$262,000. Appraised July 2021. Contact Jeff Jeter, DDS at jjeter324@gmail.com, 318-458-1272. Dental square 230 Carroll St. Suite 3, Shreveport, LA 71105.

Louisiana Dental Center, a well-established and fast-growing group dental practice, is seeking a F/T General Dentist for its location in Bogalusa. Please contact Terry Ernst at 985/893-2240 or send CVs to ternst@ladentalcenter.com.

FQHC seeking staff dentist- Monroe, LA. PHSC offers a highly competitive compensation package, state of the art facility and equipment. Student loan debt repayment is also available through NHSC. Contact us at tfields@phscenter.org.

As a periodontist supported by Pacific Dental Services®, you can rely on a great number of referrals as you will be providing excellent and comprehensive care under one roof. You will have the autonomy to provide your patients the care they deserve and provide you with the opportunity to earn excellent income and have a balanced lifestyle without the worries of running a practice.

You became a dentist to provide excellent patient care and a periodontist to have a career that will serve you for a lifetime. As a PDS®-supported periodontist, you will have a balanced lifestyle, fantastic income opportunities and you'll work for an office that cares about people, their patients and their community. You won't have to spend your time navigating practice administration and instead you'll focus on your patients and your well-being.

You will receive ongoing training to keep you informed and utilizing the latest technologies and dentistry practices. PDS is one of the fastest growing companies in the US which means we will need excellent specialists like you to continue our clinical excellence in the future. Pacific Dental Services is an Equal Opportunity Employer. We celebrate diversity and are united in our mission to create healthier and happier team members. Apply Here: <https://www.clickzapply.net/MajdPnFjLDYxUo6jSwN5A>.

GBR Dental Clinic is looking to add a new doctor to our multi-doctor, general dentistry practices. We have two locations in

the Greater Baton Rouge area. Call 225-304-4230 for a recorded message with information about joining our practice or send an email to drlouismason@gmail.com.

Locum Tenens dentist needed Monday through Friday 8 am- 5 pm. No weekends. All patients by appointment. Competitive hourly rate plus travel expenses. Strong staff support staff. Near Monroe, LA. Please call Kevin at 214-396-6032 or email kevin@austinmajor.com.

2022 graduating dental hygienist needed in Lafayette, LA.

Responsibilities

- Actively participate in the Perfect Patient Experience™ by striving to keep your patients focused on optimal treatment while attending to their individual concerns and promoting the good qualities of your doctor
- Remove deposits and strains from teeth by scaling and root planning
- Assist in the prevention and control of dental caries (decay) and gum disease
- Obtain and review dental history and/or records from patient (review patient health history and care slips)
- Ensure that the health history is updated for all returning patients

Qualifications

- Degree or certification for Hygiene from an accredited college or technical school; or equivalent combination of education and experience sufficient to meet state licensure requirements
- Commitment to continuing education for hygiene and dentistry
- Valid and current Registered Dental Hygienist license in accordance with applicable state licensure requirements
- Advanced degree (e.g., Masters) for Hygiene from an accredited college or technical school; or equivalent combination of education and experience preferred

Benefits

- Medical, dental and vision insurance
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Apply Here: <https://www.clickzapply.net/da87kyhaBrwPCJWLIRQP7>.

As an endodontist working in an office supported by Pacific Dental Services, you can rely on a great number of referrals as you will be providing PDS-supported owner dentists the ability to provide excellent and comprehensive care under one roof. You will have the autonomy to provide your patients the care they deserve and provide you with the opportunity to earn excellent income and have a balanced lifestyle without the worries of running a practice. As a PDS-supported endodontist, you have the opportunity to work full-time or part-time, fantastic income opportunities and you'll work with an organization that cares about their people, their patients and their community. You won't have to spend your time navigating practice administration, scheduling, or any other administrative tasks. Instead you'll set your hours and focus on your patients and your well-being. As an endodontist you will receive ongoing training to keep you informed and utilizing the latest technologies and dentistry practices. PDS is one of the fastest growing companies in the US which means we will need excellent specialists like you to continue our clinical excellence in the future.

Apply Here: <https://www.clickzapply.net/aQpMZgfmaw5bc1mqf8KpZ>.

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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 Alannie Broussard at (225) 926-1986 or alannie@ladental.org.

LAST PAGE

What You Say?

By David Austin

Thankfully, the COVID-19 mask mandates have begun to be relaxed as the global virus is starting to slow down and hopefully go away. However, many folks are continuing to wear masks for various personal health reasons. In fact, mask-wearing in public may continue indefinitely among many people as a precaution and to protect from other diseases, pollution, etc. If you feel more comfortable wearing a mask in public, the LDA supports your right to do so!

However, a real problem among many of us is that mask-wearing is not very conducive to speech recognition. Naturally, covering one's mouth will restrict the understanding of what you may or may not be saying.

Just the other day, I noticed a lovely young lady pull up in the lane next to me at a red light in a cute little red sports car. I rolled down my window and yelled through my mask, "Nice car!" She became quite angry and yelled back, "No, I will not go to a bar!" As she hastily sped away, I thought that perhaps these types of problems happen to other people as well.

I am happy to announce that your LDA has been on top of this as one of our member benefits. The LDA Computer Engineering Department (LDACED) has begun beta testing of an app that can be downloaded on your smartphone to provide a great solution to this sometimes-overwhelming problem of understanding and being understood.

In a nutshell, this is how it works. Before speaking with someone, activate the app on your phone and hold it in front of you as you look at the person you want to speak to. As conversations begin, your phone will project the written words that are spoken above the heads of each individual. This works via some type of proprietary hologram thingy, much like closed captioning on TV.

I have been helping with the testing of this product and the 'What You Say?' app is an absolute engineering marvel. But it has not been without a few glitches. The other day I walked into my bank to make a withdrawal. When the teller began to see words in the air above my head, she called the police. It seems like she thought it was a holdup. Later that evening, after being released from the police department, I went home, and

my dog greeted me at the door. I forgot I left the app on, so when I began to speak to my dog she began to bark excitedly. My dog was seeing the words above my head. But the really weird part was the app also projected her barks above her head and in English, it read, "What the heck is that?"

My dog and I have regular conversations now, and I've learned things about her I didn't know before. For example, I didn't know she had a habit of smoking in our backyard. And she even knows it's not healthy.

Another unrealized problem that has occurred is that in rare

instances, the app can also project what you might be thinking. I found this out in the grocery store the other day. I was in a very slow-moving checkout line at the local Piggly Wiggly. When I finally made it to the front, I noticed the checkout lady was rather large. And to my horror, she looked at me and said, "Well sir, it's none of your business, but I'll have you know that I've already lost 160 pounds." I was embarrassed because I was trying to guess how much she weighed on the hoof. I was invited by the nice manager to no longer shop there.

I am sure that once these glitches are ironed out that the 'What You Say?' app will be ready for everyone soon. It will be available in numerous languages and will actually be helpful in translating between different languages and dialects. So far, the only two languages the LDACED is having problems with is Swahili - the Bantu language of Zanzibar, and of course...Cajun.



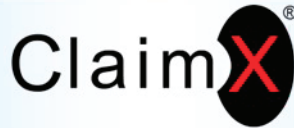


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