

VOL. 82, NO. 2 • SUMMER 2023

JOURNAL

LDA

JOURNAL OF THE LOUISIANA DENTAL ASSOCIATION



New Requirements for DEA License Holders

Details of the guidelines
in this issue.

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requirements
at our
Kick-Off C.E.
on August 18!



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JOURNAL

Volume 82, Number 2, Summer 2023

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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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On the cover:

For more information about Kick-Off C.E., view our flier on page 3 or visit ladental.org/kickoff.

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



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



A Little Bit of This, a Little Bit of That

By Dr. Brian Basinger
Editor, LDA Journal

C.E. is now needed to renew your DEA license.

Sec. 1263 of the spending bill Congress passed in December 2022 requires controlled substance prescribers to complete 8 hours of one-time training on safe controlled substance prescribing as a condition of receiving or renewing a DEA registration. The statutory language was taken from a separate bill, called the Medication Access and Training Expansion Act (MATE Act). The federal training requirement applies to any licensed Doctor of Dental Surgery (DDS) or Doctor of Dental Medicine (DMD) who requires a DEA registration to prescribe controlled substances (Schedules II, III, IV, and V). Those who do not need a DEA registration aren't affected. The ADA has 8 free online courses that are each 1 hour long that will fulfill the requirements. The LDA event, Kick-Off C.E. that will be held August 18 in Baton Rouge with speaker Karen Baker, will also meet the requirement. Visit ladental.org/kickoff or scan the QR code below.

ADA DEA Fact Sheet



Kick-Off C.E.



Check out our special feature this month!

This month we are pleased to have a scientific article in the *Journal*. From time to time, we'll have these special features. This month's article is on oral cancer. It's a great reminder of the important role that the dental team plays in helping to detect this potentially life-threatening disease in our patients. Read through this article on page 18!

Do you know about LaMOM?

I'll admit, when I first heard someone talking about LaMOM, I figured it had something to do with mothers. I had no idea that it actually stands for Louisiana Mission of Mercy. What is that, you may ask? Well, a

location is transformed into a large-scale dental clinic with the purpose of treating adults and children who have limited financial resources or are otherwise unable to visit a dental office. Over multiple days, volunteer dentists, hygienists, assistants, students, and community workers from across the state of Louisiana provide services including exams, X-rays, cleanings, fillings, anterior root canals, extractions, and front teeth transitional partials. LaMOM is an incredible dental outreach event that takes patients on a first-come, first-served basis until capacity is reached for the day. The goal is to serve anyone willing to attend and participate.

This year's event is being held in Lafayette at the Cajundome and Convention Center from August 10-12. The 10th is for setup and the 11th and 12th are clinic days for patients. Volunteers of all kinds are needed including any dental team members, current dental students or those wanting to become dental students, nurses, pharmacists, greeters, food service workers, and more (basically there's a place for anyone over 18 to come and help out). To make it easy, here's a QR code to the volunteer registration page. Hope to see you there!

LaMOM Volunteer Registration



Read more about the LDA, including past issues of the *LDA Journal* and other rules and regulations at:
www.ladental.org



KICK-OFF CE

Embassy Suites, Baton Rouge, LA

August 18, 2023

8AM-4PM

ladental.org/kickoff

This course satisfies the new DEA requirement!

DEA MATE Act Training: Dental Implications of Substance Use Disorders

Speaker: Professor Karen Baker

In December 2022, Congress passed a federal law that requires controlled substance prescribers to complete 8 hours of one-time training on safe controlled substance prescribing as a condition of receiving or renewing a DEA registration. This course will meet the one-time federal requirement. In order to provide guidance to the states and its members, the American Dental Association (ADA) requested clarification on a number of questions of uncertainty with the legislation. That guidance and other specifics can be found at ladental.org/kickoff or at ada.org.

Objectives:

After attending this course and reviewing the handouts, the participant should be able to:

- Discuss the neurophysiology and neurotransmitter basis for substance use disorders,
- Describe the mental health disorders that predispose to SUDs,
- And More! For additional information about this course, visit ladental.org.com/kickoff.



Continuing Education Recognition Program

New Orleans Dental Association is an ADA CERP Recognized Provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply a acceptance of credit hours by boards of dentistry. Concerns or complaints about a CE provider may be directed to the provider or the Commission for Continuing Education Provider Recognition at CCEPR.ADA.org. New Orleans Dental Association designates this activity for 8 credit hours continuing education credit. This continuing education activity has been planned and implemented in accordance with the standards of the ADA Continuing Education Recognition Program (ADA CERP) through joint efforts between New Orleans Dental Association and Louisiana Dental Association.

KICK-OFF EVENT PARTNERS





Your LDA, on a Roll...

By Dr. Vincent DiLeo
President, Louisiana Dental Association

Welcome back to another informative and exciting edition of the *LDA Journal*.

On April 22, 2023, at the LDA House of Delegates, during the last day of New Orleans Dental Conference and LDA Annual Session, I became your LDA President. Immediately after that was my first board meeting, which went well. Now, it's time to keep going. So far, this year has been non-stop. To stay in chronological order, let's discuss Dentists' Day at the Legislature on May 10. It started with a briefing at the state library, then a walk to the State Capitol to visit with senators and representatives. We closed out the day with a reception at the Pentagon Barracks. It was a great time, and was very satisfying to see 21 dental students and 4 faculty members present. Thanks to the LDA staff, the Council on Government Affairs, Pelican Partners lobbyists, and especially our CGA chair Dr. Gizelle Richard for a job well done. Be mindful in the future for LDA text alerts and emails encouraging you to contact your legislators through Voter Voice to request support for important issues within our profession. It is also imperative that you let the LDA staff know if you are friends, neighbors or the personal dentist of a legislator. Contact dentists are extremely important in our advocacy efforts.

On May 17, 2023, I addressed the graduates, faculty, and guests of the LSU School of Dentistry graduating class at their Recognition Ceremony. An excerpt of my address is as follows: "I encourage you to enrich

the lives of others. Whatever you do with your LSUSD education, please be known for your humility, kindness, and concern for others as well as for your professional accomplishments. Please work to extend opportunities to others just as they have been extended to you. This is how you will sustain the pride and joy you are feeling today. I greatly admire your perseverance, adaptability, camaraderie, and positivity. These qualities will serve you well as health care providers." The graduating class consists of 2 dental laboratory technology students, 37 dental hygiene students, and 77 doctor of dental surgery students. I congratulated them and encouraged them to participate in organized dentistry. There is no better way to ensure a strong future for the dental profession than through supporting the ADA/LDA and our local components. I also reminded them that their next 18 months of membership is free! With the support of the ADA and the LDA's advocacy, I know these students will go far.

Also on May 17, 2023, Annette Drodgy, Dr. Gizelle Richard, and I had dinner in Baton Rouge with the House of Representatives Health and Welfare Committee, chaired by Representative Larry Bagley. Many of the bills in the health and welfare committee impact healthcare in general. The objective of the dinner was to have one on one time with those legislators, as well as thank them for their support. It is always important to maintain relationships with those legislators.

I would like to remind you of several upcoming events. First will be the LDA Foundation Fishing Rodeo in Grand Isle, LA. Come catch the "big one" and spend some time on the water with friends on July 21-22. The month of August will be busy because of two important events: Louisiana Mission of Mercy (LAMOM), which will be held at the Cajundome in Lafayette, LA, from August 11-12, 2023. The setup day is August 10. More details can be found at www.lamissionofmercy.org.

In the fall, look forward to Kick-Off C.E., presented by the New Orleans Dental Association and the LDA. It will be held on August 18, 2023, at the Embassy Suites, Baton Rouge, LA, from 8 a.m. to 4 p.m. Congress passed a bill in December 2022 requiring controlled substance prescribers to complete 8 hours of one-time training of safe controlled substance prescribing as a condition of receiving and renewing a DEA registration. It is called the Medication Access and Training Expansion Act (MATE Act). The federal training requirement applies to any licensed DDS or DMD who is required to have a DEA registration to prescribe controlled substances (Scheduled II, III, IV, and V). This course satisfies this requirement that is a must have for any practitioner. Sign up early for this one; you will need it. You can find more information at ladental.org/kickoff.

In closing, let's hope we do not have any serious storms, and I hope you enjoy a happy and safe summer.



July 21-22, 2023

Grand Isle Marina, Grand Isle, LA

LDA FOUNDATION FISHING RODEO

Friday: Fishing only. No rodeo events.

Saturday: Fishing, weigh-ins, dinner, and cash prizes. Times TBA.



**Scan For More
Information**

or visit ladental.org/fishingrodeo



Annette Droddy
Executive Director, LDA



Dr. Gizelle Richard
Chair, Council on Government Affairs

Report from the 2023 Regular Session of the Legislature

Organized Dentistry Successful in Lobbying Legislators

Note: Photos on these pages are from Dentists' Day at the Legislature, May 10, 2023. Thank you to all who attended! All actions listed are current as of June 19, 2023.

The 2023 regular session of the Louisiana Legislature adjourned *sine die* on Thursday, June 8. As usual, the last few hours of session brought concerns and negotiations as the two main budget bills, HB 1 (Budget) and HB 2 (Capital Outlay) were finalized. With about 15 minutes left in the session, leadership decided to move the budget bills. The HB 1 Conference Committee included a \$100 million cut to the Department of Health (LDH). Several major instruments, each with many amendments, passed in the final 15 minutes of the session and most lobbyists and legislators had no opportunity to read these amendments.

Immediately after adjournment, Governor John Bel Edwards



Dr. Kirk Soileau and
Rep. Rhonda Butler.

held a press conference and vowed to reverse the \$100 million cut to LDH.

The LDA closely monitored over 35 bills of interest to dentists and dentistry throughout session.

Again, it is through the support of the LDA's contact dentist network, along with the additional

financial support from the ADA's State Public Affairs grant, that the LDA was able to successfully support (or oppose as necessary) bills that would cause a great impact to the profession. Here are a few bills or funding requests of interest:

We have been successful at getting \$16.7 million dollars into the State's budget targeted to dental Medicaid rate increases. The funds were put into the Governor's office initial budget and (at least until this point) have survived the session with no negative impacts. This would total an increase of over \$50 million with the federal match that is directed to dental Medicaid. The LDA lobbying team worked diligently on this issue over the last few years, but it is because of the dedication and hard work of the Dental Access and Prevention Political Action Committee (DAP-PAC) and the DAP-PAC Treasurer Dr. Don Donaldson. Every dental Medicaid provider should see a substantial increase. We do not anticipate that the \$100 million cut will impact dental, but we are watching the process carefully and will update providers as necessary.

The distribution of the increases has been determined and approved through LDH. It is pretty much evenly distributed across the board and represents an approximate 36% increase in rates. As many of you already know, this is a game



Drs. Vince DiLeo, Lance Savoie, and Gizelle Richard
at the briefings before heading to the Capitol.



Drs. Kortlan Nelson, Aaron Mangum, Paul Coreill (LSUA Chancellor), Kirk Soileau, and Trey Carlton.



Dentists' Day at the Legislature attendees.



Annette Droddy, Dr. William Grand, Rep. Paul Hollis, Dr. Glen Corcoran, and Sarah Bellah.



Rev. Rodney Wood, Senator Beth Mizell, Senator Glen Womack, Dr. John Ward, and Dr. Matt Turpin.



LSUSD students discussing bills with LDA lobbyist Cary Koch.

Program (Dental Lifeline Network). Through DDS, dentists and dental laboratories across the state each volunteer to provide comprehensive treatment to one or two patients per year. Last year each patient received on average \$3,717 in comprehensive care. Volunteer dentists treat DDS patients in their own dental offices, which allows them to use their own equipment and staff; dental labs also volunteer. Although there are 462 volunteer dentists and labs in the DDS program, most can't be utilized because of the revenue shortfall. Assuming the funds are not vetoed from the budget, the \$60,000 should go a long way to providing more services.

The LDA also lobbied for the LSU Health New Orleans School of Dentistry infrastructure modernization and ADA compliance project. This \$48 million project now has the cash to initiate the planning phase, \$4 million from State General Fund, \$40 million in Priority 5 funds, and



Drs. John Gallo, Don Donaldson, Jill Donaldson, Nelson Daly, Billy Hall, and David McKeon.

\$4 million in fees and self-generated revenue.

Elections will be here before we know it and new legislators will be coming into office. It will be more important than ever to let the LDA know if you are a friend, relative or dentist of an elected official. We need contact dentists! It makes all the difference during the legislative session when we have contact dentists for each legislator on our committees.

changing amount for each dental Medicaid provider, and it should encourage more dentists to participate in the program. The increase will be effective July 1, but it will take a little time for computer programs, portals, etc. to be updated. It should be paid out retroactively back to July 1, 2023.

Additionally, the LDA spearheaded efforts to request \$60,000 for Donated Dental Services



Whenever We Can and Wherever We Can

By Angelo Mariotti, DDS, PhD
Dean, LSU Health School of Dentistry

When you think of what great universities offer, what comes to mind?

Many people believe that top ranked institutions primarily offer diverse programs with nationally respected faculty as well as ground-breaking research programs that educate future leaders in business, healthcare, and government. Some of the top ranked and influential institutions of higher learning in the United States are land-grant universities. As one of the 112 land-grant universities, Louisiana State University proudly serves our state and nation. However, great land-grant universities provide more than ground-breaking research or student education, the best of the best find ways to provide help to those most in need of assistance.

Dental outreach in the community often manifests as improved health and economic outcomes of affected individuals. Yet dental outreach will also affect the education of the service provider. Some of the advantages of outreach programs include improvement of student dental care outcomes, promotion of civic engagement, influence on behavior (e.g., peer reinforcement, social-norming of student and patient, etc.) and the education of students regarding the care of patients with diverse values, beliefs, and/or behaviors to meet their social, cultural, and linguistic needs.

One of the ways that the School of Dentistry has moved in outreach

LSU Health NEW ORLEANS School of Dentistry

to the community is in the development of an Ambulatory Surgical Center (ASC). Among numerous clinical activities, our ASC will serve the needs of the intellectually and developmentally disabled patient. The modern intellectually and developmentally disabled population is living longer, healthier, and with more meaningful life experiences, yet these individuals have a higher incidence of dental disease that affects quality of life.

The intellectually and developmentally disabled patients present clinicians with unique challenges related to assessment and treatment. To diminish these challenges, it is the goal of the LSU School of Dentistry to educate our students and reach out to the intellectually and developmentally disabled community by opening a viable and sustainable ASC for the appropriate appraisal and treatment of patients with these types of disabilities.

It is evident that to be the best of the best, the Louisiana State University School of Dentistry has no greater duty than to meet the needs of our patients.



Student News

Congratulations to the 2023 LDA Student Award recipient, Marco Gargano! The award is presented to a graduating senior who represents and aligns with the ideals of the dental profession. This person also demonstrates a willingness to be involved with organized dentistry.

Important Considerations for Dentists: Classifying Workers as Independent Contractors or Employees

By James Luffey

CPA, AG Dental CPAs (Premier Events Partner of the LDA)



FEATURE

In Louisiana, there are specific rules and regulations that dentists must follow when treating workers as independent contractors versus as employees. These rules are designed to protect both the dentist and the worker, as well as ensure that both parties are aware of their rights and responsibilities.

It is important for dentists to properly classify their workers as independent contractors or employees. Misclassifying workers can result in penalties and fines from the Louisiana Workforce Commission, as well as potential lawsuits from workers who feel they were improperly classified. The Louisiana Workforce Commission has increased audits for dentists. A primary area of focus is the incorrect classification of workers as independent contractors.

If the dentist misclassifies a worker as an independent contractor when they are an employee, they could be subject to penalties and fines. The penalties and fines connected with these audits are typically not substantial unless the assessed amounts are not paid timely or subsequent audits reveal repeat issues. There is a large time commitment involved with complying with the audit.

The first thing to understand is the difference between an independent contractor and an employee. An independent contractor is



self-employed and typically provides services to multiple clients.

They are responsible for paying their own taxes, providing their own equipment and supplies,

and setting their own schedule. An employee, on the other hand, works for the dentist and is typically paid a salary or hourly wage. The dentist is responsible for withholding taxes, providing benefits, and setting the employee's schedule.

When it comes to treating workers as independent contractors versus employees, dentists must follow certain rules and regulations. According to the Louisiana Workforce Commission, there are several factors that determine whether a worker is an independent contractor or an employee. These factors include:

1. **Control:** The dentist must not exercise control over the worker's work, including how the work is performed, the time it is performed, and the location where it is performed.
2. **Skill:** The worker must possess specialized skills or knowledge that are not typically found in the general population.
3. **Investment:** The worker must have a significant investment in the tools, equipment, and materials used to perform the work.
4. **Risk:** The worker must assume a significant amount of risk in performing the work, including

the risk of loss and the risk of not being paid.

5. **Opportunity for profit:** The worker must have the opportunity to earn a profit or incur a loss based on their work performance.

If a worker meets these criteria, they are typically considered an independent contractor. However, if the dentist exercises control over the worker's work, provides the tools and equipment necessary to perform the work, and withholds taxes from the worker's pay, the worker may be considered an employee.

If the worker is considered an independent contractor, we suggest they do the following:

1. Set up an LLC for their payments from the employer.
2. Submit invoices to their employer for their services.
3. Have a contract clearly defining how they are paid (hourly, fixed, commissions, etc.)

In conclusion, treating workers as independent contractors versus employees in Louisiana requires careful consideration and adherence to state and federal labor laws. Dentists must properly classify their workers, provide a safe and healthy work environment, and comply with all labor laws to protect both themselves and their workers.



LSBD Meeting Recap

By Dr. Tom Price
President, Louisiana State Board of Dentistry

At the last meeting, the LSBD voted to revise our rules concerning the recognition of dental specialties. Prior to this, the rules listed those specialties accepted by the board, but this list changes as more specialties are introduced by the ADA. The board decided to remove the list and implement recognized specialties as any area of dentistry for which someone has completed an accredited two-year full-time residency. The rule change is not final at this time as it must pass through a process before becoming effective.

The federal government, through the MATE ACT, is now requiring 8 hours of one-time training on safe controlled substance prescribing in order to renew your DEA license beginning June 27th of this year. Any C.E. courses on this topic which you have taken in the past may be used to meet this requirement. This would include the 3-hour opioid course mandated by the state legislature a few years ago IF the course was ADA CERP certified (see American Dental Association fact sheet on LDA website for complete list of accepted providers). Should you need to take additional C.E. to meet this requirement, those hours can be used for your required C.E. for licensure provided the courses meet the board requirements concerning C.E. credit.

The U.S. Department of Defense has initiated a dental compact, which is an agreement between states to allow movement of licensees between those states in the compact. If a state joins the compact, it must abide by the rules of the agreement which allow a licensee from one compact state to practice in another compact state if they are in good standing; the definition of which is rather broad. Additionally, the licensee must have passed a clinical assessment which would include any clinical licensure exam whether it includes a hand skill assessment or not. As of this writing, three states have voted to join the compact. It will take seven states to join before it is activated. Our state legislature has not taken up this issue, but the board has concerns over this concept as the commission which governs the compact would be making the rules for and allowing them to

practice in our state. The board simply wishes to protect the integrity of the license which each of us have worked hard to obtain. We will be monitoring this situation.



LDA Kick-Off C.E.

August 18, 2023

Satisfies MATE Act Requirements

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ASDA District 5 Executive Council Members

By Rebecca Bordelon
Director of Communications and Public Affairs, LDA

Five outstanding LSUSD students have begun leadership roles in the American Student Dental Association (ASDA) District 5 Executive Council. ASDA is a student organization that advocates for and empowers dental students across the nation. This

organization offers licensure, mentorship, ethics, DEI, career, and academic resources for students. Keep reading to hear directly from the new ASDA District 5 leadership and learn about each member's role in improving the organization.



Brooke Badeaux

As District 5 Trustee, I wear three different hats—a national hat, district level hat, and local level hat. At the national level, I sit on the Board of Trustees, which is the governing body of ASDA,

as a representative of the dental schools in District 5. I serve on the governance committee and attend board meetings where we work to make positive changes for dental students. At the district level, I serve as the liaison between National ASDA and the seven dental schools in District 5. I serve as Trustee to the District 5 Cabinet and the presidents of each local ASDA chapter to ensure the benefits from ASDA membership are reaching the students in all realms. I also plan the District 5 Conference where dental students from District 5 gather to listen to break out sessions on dentistry, professional development, and leadership while networking and connecting with one another throughout the weekend. At the local level, I remain an active member of LSU's ASDA Chapter and am there to lend a helping hand to the LSU Cabinet and members.



Abby Goff

I was chosen as the ASDA District 5 Treasurer. Over the next year, I hope to educate members on what ASDA truly is, as I learn myself, while communicating better about the benefits of ASDA.

As Treasurer, I would like to make sure all of the treasurers within District 5 are able to communicate with each other regarding each chapter's budget and feel comfortable coming to me for any help or advice!



Harli Jacob

I was chosen to serve as ASDA D5's Co-Director of Events, where I will be assisting with fundraising, organizing, and planning many events including the District 5 Conference/ Meeting and Cabinet Leadership Retreat, along with establishing contacts with

vendors, sponsors, venues, etc. Being in ASDA has exposed me to the tools I need to advocate in our profession. I feel passionate about helping other students gain insight and exposure in dentistry in order to enhance our experience as students and contribute to our field in an intentional way.



Logan Johnson

I was chosen to serve as ASDA D5's Director of Membership, where I will be dedicating my time to increasing student engagement in organized dentistry at the state, district, and national levels,

along with providing advice for pre-dental students looking to apply to dental school. As a D4 student interested in private practice and part-time academia, I believe my role allows me access to positive interactions between both fellow student colleagues and faculty, both of which are essential to building success in my career.



Taylor Trawick

I was chosen to serve as ASDA D5's Director of Chapter Development, where I will be organizing and guiding the chairs of: Advocacy, Wellness, Community Service, and DEI. My hope is to work with

these chairs and their respective school chairs in District 5 to achieve a higher level of participation in our local and state dental associations, to volunteer our services and pass along our knowledge to our communities, to realize the value in taking care of ourselves, and to acknowledge the various people we will encounter so that we can better relate to our patients.

For more information about ASDA and District 5, follow:

District 5: @d5asda on Instagram

LSU ASDA: @lsuasda on Instagram

ASDA: American Student Dental Association on Facebook, @dentalstudents on Instagram, and ASDAnet.org



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Are you interested in getting more involved with DLN and the Louisiana DDS program? The DLN•LA Board is looking for additional dentists to serve on the board. For more information, contact Dr. Kris Rappold, Board President at krappolddd@gmail.com.



Patients' Health Care Restored Through Donated Dental Services

Accessing dental care as an individual with health challenges or disabilities can be challenging. Dental Lifeline Network • Louisiana's Donated Dental Services (DDS) program helps individuals who are unable to afford treatment receive life-changing comprehensive dental care. Since the program's inception in 1987 with the support of the Louisiana Dental Association, Louisiana volunteer dentists and laboratories have donated over \$12 million in comprehensive treatment to more than 5,500 Louisiana residents in need.

The DDS program restores and transforms the oral health of patients like Michael, a 66-year-old man who lives with his wife and mother-in-law in eastern Louisiana. Michael suffers from many health issues, including diabetes, osteoarthritis, neurology problems, and more. In addition to his many health challenges, his oral health had declined significantly as well. He had 11 remaining teeth and those were broken, chipped, or had root tips exposed, which made eating difficult.

Unfortunately, the treatment needed to restore Michael's dental health seemed

to be out of reach. Surviving on a small Social Security benefit and his wife's income made it hard to make ends meet. Thankfully, Michael applied to the Louisiana DDS program where a team of three volunteers came to his aid. Drs. Mary Beilman and Melinda Hickey worked with a volunteer dental laboratory to provide Michael with thousands of dollars in donated treatment that restored his dental health and his smile.

"Words cannot express how much I appreciate what your organization has done for me," remarked Michael of his experience with the DDS program. "I will never forget what [my volunteers] have done to restore my dignity. Thank you from the bottom of my heart."

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Check Yourself Before You Wreck Yourself—Insurance Planning to Manage Risks

By Chad Olivier
CERTIFIED FINANCIAL PLANNER™

Yes, you can probably guess - I am a product of the 1980s. The phrase “check yourself before you wreck yourself,” is credited to the rapper/actor Ice Cube and means: take a step back and examine your actions before making a firm choice of words or actions. Insurance planning is a way to check yourself because it is a risk-management tool that is a key component to any well-crafted financial plan, for both personal and business planning purposes.

Different Types of Insurance:

In purchasing insurance, the purchaser is buying financial confidence with the knowledge that the economic hardship of a loss will be transferred to another party—the insurance company.¹ Part of the comprehensive financial planning process involves assessing risk exposures and determining insurance needs. There are several different types of insurance to be considered, including property, liability, life, health, disability, and long-term care. For this article we will focus on life insurance.²

Life Insurance Planning

If you have someone who will suffer financially when you pass away, life insurance is key in protecting that person. At the basic level, life insurance is a financial tool designed to replace the income of the deceased earner.

Reasons to have a Life Insurance Policy:

- **Survivor income:** wanting to provide income for survivors over their lifetime

- **Estate preservation and liquidity needs:** needing to pay off debts after death or to pay the estate tax
- **Mortgage expenses:** wanting to provide a means for your partner or spouse to pay the mortgage
- **Business expenses:** providing funds for a liquidity event
- **Key-man or woman:** proceeds that will help the business find someone to replace the key employee
- **Charitable endeavors:** wanting to transfer wealth to a charity upon death

Keep in mind that the owner of the policy determines who benefits from the life insurance policies. It could be their dependents, a charity, creditors, or the business owners. It is important to periodically review beneficiaries and update it when needed. We have all heard of the horror stories of the ex-wife receiving the proceeds from an old insurance policy that wasn't updated.

Term and Permanent Life Insurance

Determining whether you should get term or permanent life insurance, or both, depends on your reasons for needing the policy and whom or what you are trying to protect.

Term policies allow you to put a greater amount of protection in place for a lower cost. Most term policies are that of a level term – you put protection in place for the time period for which you may need protection.

Permanent policies are more expensive than term policies, but they can give you more options.

Keep in mind once your term policy's fixed premium comes to the end of the term, you may no longer be



insurable, or the premiums could be very expensive. I recently had a family member who had a fixed ten-year term policy. The policy came to the end of the term and the policy premiums jumped up to four times the amount of the previous fixed rate. She decided that it was not worth it to continue. Sadly, she got ill and four months later passed away without any life insurance coverage for her family.

In conclusion, we have all heard the cautionary stories on how failing to acquire adequate insurance protection can be catastrophic to a family or business. So, it is important to get an analysis on what you have and “check yourself before you wreck yourself.”

¹This Leimberg, Stephan, *The Tools and Techniques of Insurance Planning and Risk Management*, The National Underwriter Company 2018.

²Visit our website oliviergroup.com for more information on the various types of insurance available and other resources.

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Ross Brockman, DMD, MD



G. E. Ghali, DDS, MD

Oral Cancer Screenings: Dentists as the Gate- Keepers for Early Detection

By Ross Brockman, DMD, MD
G. E. Ghali, DDS, MD
Willis-Knighton Health System
Department of Oral & Maxillofacial Surgery

Oral cancer is a serious condition that affects millions of people worldwide each year.

As dentists, we play a critical role in detecting and treating oral cancer in its early stages, when it is most treatable.

One of the key factors in early detection of oral cancer is being able to recognize the appearance of a suspicious lesion. Oral cancer lesions can appear in various forms. It is important for dentists and hygienists to be familiar with their appearance.

The most common type of oral cancer is squamous cell carcinoma, which accounts for more than 90% of all oral cancers. Squamous cell carcinoma typically appears as an erythroplakia, or non-healing ulcer which can present on keratinized or nonkeratinized mucosa, tongue, or lips. It may also appear as a lump or growth that is painless at first but may become painful as it grows.

Other types of oral cancer, such as sarcomas, salivary gland malignancies, lymphoma or melanoma, may appear differently. The majority of these appear as a nonpainful swelling or growth, while melanoma may present as a dark or multicolored lesion with irregular borders.

In addition to being familiar with the appearance of oral pre-malignant and malignant lesions, dentists should also be aware of the risk factors for oral cancer, which include: tobacco use, heavy alcohol consumption, a history of sun exposure, and certain viral infections such as human papillomavirus (HPV).



The oral cancer screening process involves several steps:

Step 1: Medical history review.

The first step is reviewing the patient's medical history, including any risk factors for oral cancer, such as tobacco use, heavy alcohol consumption, a history of sun exposure, or long-term treatment with immunocompromising drugs such as those used for autoimmune diseases or solid organ transplant.

Step 2: Visual inspection.

The second step is a visual inspection of the oral cavity, including the lips, cheeks, tongue, floor of the mouth, and roof of the mouth. The dentist will be looking for any abnormal growths, ulcers, or lesions. We find a good exam is best done using a dental mirror or cotton tip applicator working in a systematic fashion checking the cheeks, alveolar gingiva, vestibule, lips, tongue, floor of mouth, finishing with the palate and tonsillar pillars in the same order every time. When evaluating

the tongue and floor of mouth, we will often use gauze to grasp and manipulate the tongue examining the lateral borders to the base of tongue, then ventral tongue and the floor of the mouth.

Step 3: Physical palpation.

The third step is physical palpation of the oral cavity, using gloved fingers to feel for any mass effect from visible or non-visible lesions. Palpation should be performed in a way to support the region palpated with one hand and palpate with the other. For example, the floor of the mouth should be palpated with gentle submandibular pressure to allow elevation of the floor of the mouth. Another telltale sign of the malignant disease is the indurated or firm feeling a malignancy causes when invading surrounding normal tissue or tethering of structures which would normally be mobile.

Step 4: Neck palpation.

The fourth step is palpation of the neck, feeling for any enlarged



lymph nodes or masses. The neck is divided into several levels which are numbered based on their anatomical location relative to the muscles of the neck.

The most common levels of the neck for regional spread of oral cancer are levels I-III, which include

lymph nodes located in the submandibular, upper jugular, mid jugular, lower jugular, and supraclavicular regions, respectively.

The frequency of lymph node involvement varies, depending on the location and the stage of the oral cancer. Tumors located in the floor

of the mouth, tongue, and tonsil areas have the highest risk of neck metastasis.

Palpation of the neck is a crucial component of the oral cancer screening process as it can help to identify any metastatic spread of the cancer beyond the oral cavity. If enlarged lymph nodes are detected, even if a primary lesion is not noted, further imaging studies or biopsy may be necessary. Cervical lymphadenopathy can be a presenting sign of other nonoral cancer malignancy including laryngeal, thyroid, and lymphoma.

In conclusion, as a dentist or dental hygienist, it is important to conduct regular yearly oral cancer screenings and be aware of the appearance of premalignant lesions and early oral cancer. Early referral for biopsy, within 2-3 weeks, is essential for suspicious lesions. The dental team is a vital part in the early detection of head and neck cancer.



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LDA Awards

By Rebecca Bordelon
Director of Communications and Public Affairs, LDA

Distinguished Service Award

The Distinguished Service Award is the highest honor bestowed by the LDA. It is given annually to individual LDA members who exemplify the highest standards of professional conduct in dentistry and make extraordinary contributions to organized dentistry and to their communities. Dr. Glenn Appleton (GBR), Dr. David Austin (Northwest), Dr. Donald Bennett (NODA), and Dr. Kristi Soileau (NODA) received the DSA award this year.

Dr. Glenn Appleton



Dr. Appleton completed a general practice residency at the National Naval Medical Center in Bethesda, Maryland, and served for three years in the Navy Dental Corps. He worked with the LSBSD in fraud prevention and served with the Drug Enforcement Agency

(DEA). He was a volunteer associate professor at the LSU School of Dentistry for 7 years.

In his 28 years of practice, Dr. Appleton has served as President of the Greater Baton Rouge Dental Association (GBRDA) in 2003 and 2016. He also volunteered his time as a board member of GBRDA and the LDA Board of Directors from 2016-2017, after which he was appointed to the Louisiana State Board of Dentistry. Additionally, he served in the Louisiana Dental Association House of Delegates.

Dr. Appleton has been a member of the GBRDA, LDA, and ADA for 25 years. He is also a fellow in the American College of Dentists and a member of the Southeastern Academy of Prosthodontists.

Dr. Appleton is grateful for this community, as well as the support of his wife, Beth, and his two children, Ryan and Regan.

Dr. David Austin



Dr. Austin has been a member of the LDA, the American Dental Association, and the Northwest Dental Association for 46 years. Part of Dr. Austin's service to the LDA includes his work on the *LDA Journal*. He worked as the editor from 1997-2019 and received the ADA Council on Communications

"Distinguished Editor Award" in 2002. Dr. Austin served in the ADA Council on Communications and as the business manager for the *Journal* for many years. Dr. Austin also served as a delegate to the LDA House of Delegates for many years.

Volunteerism has been a highlight of Dr. Austin's career. He volunteered at the Mithra Grotto Children's Dental Clinic in Shreveport, La., from 1978-1983 to provide dental treatment for children in low-income families. He volunteered for many years in NWLDA'S Give Kids a Smile Day and provided dental services on Medical Mission trips in Cordoba, Mexico, in 2011, 2013, and 2014 with Broadmoor Baptist Church.

David started his solo private practice in 1978 and centered that practice on establishing trust with his patients and providing high quality treatment. He retired in 2022. Dr. Austin is married to Darlene Austin and has two children, Heather Austin Wilson and Casey Neal Austin.

Dr. Donald Bennett



Dr. Bennett has been a member of the LDA, the American Dental Association, and the New Orleans Dental Association for 39 years. Dr. Bennett is the past president of the Louisiana State Board of Dentistry and was chairman of the rule making committee. The LSBOD provides resources for Louisiana dentists, including license renewals, complaint management, continuing education, and more.

The New Orleans Dental Conference/LDA Annual Session is a continuing education, networking, and advocacy opportunity for all LDA member dentists. Dr. Bennett has served as chairman, committee member, and more during his years of involvement with this conference. Additionally, his role as president of the New Orleans Dental Association in 2015 afforded him even more involvement in the New Orleans dental community.

For his continued service to the dentistry profession, Bennett received the NODA Honor Dentist Award in 2020. The LDA also awarded him the LDA Star for Outstanding Service in 2014. He achieved fellowship in the American and International Colleges of Dentists in 2015 and 2016, respectively.

Dr. Bennett is grateful for the support of his wife, Monique Bennett, and his two children, Clesie and Charlie.

The Louisiana Dental Association (LDA) hosted its 142nd House of Delegates (HOD) on April 22, 2023. During the HOD, the LDA presented its annual awards to 6 deserving candidates.

November 1, 2023, is the deadline for the 2024 award nominations. For more information about nominating a dentist, visit ladental.org/awards.

Dr. Kristi Soileau



Dr. Soileau has been a member of the American Dental Association, the LDA, and the New Orleans Dental Association for 36 years. Dr. Soileau's most recent accomplishments include serving as Chair-Elect of the LSU

Health Sciences Center Foundation Board, American College of Dentists Regent for Area 6, and Trustee to the American Academy of Periodontology for Area 5.

Throughout her career, Dr. Soileau has worked with over 40 health organizations across the country. Her years of service include research, editorial, and leadership efforts. A short list of her involvements is as follows: president of the LDA in 2019; trustee to the LDA Foundation Board since 2021, NODA meeting host, and director to the NODA Component of the LDA from 2016-2018.

Dr. Soileau's service to her community does not stop with leadership. In her career, she has conducted research and written articles that appear in many professional dental journals, received the American Dental Association's National Editor's Award in 2008, given a series of lectures on periodontics across the globe, made television appearances, received the NODA Honor Dentist Award, earned the title of the 2016 LSUSD Alumna of the year, and worked diligently in private practices for over 35 years.

In addition to her professional work, Dr. Soileau volunteers her time to improve her community and profession. She has given her time to: the Volunteer Dentistry Program for the Handicapped, Donated Dental Services, the LSU Health Foundation Board, and the Louisiana Society of Periodontists. Her interests center around creating equitable access to quality dental care.

She is married to Dr. David DeGenova and has three children: Alexander, Adam, and Christopher.

The Humanitarian Award

The LDA Humanitarian Award recognizes dentists who have distinguished themselves through outstanding dental service activities in the USA or abroad. Dr. Kenneth Parks (Southwest) received this award.

Dr. Kenneth Parks



Dr. Parks has been a member of the ADA for 41 years. He has held membership in the LDA and the Southwest LDA component for 39 years. Parks is also a member of the American

Association of Endodontists, the Southern Endodontic Study Club, the Calcasieu Study Club, and the Christian Dental Society. He has worked in an endodontics practice for almost 35 years and serves his community by giving lectures and presentations on proper technique and treatment of difficult endo cases.

Community involvement and outreach is a priority for Dr. Parks. He is active in his church, St. Luke-Simpson United Methodist, and enjoys serving others through a variety of church-related events. Most notably, he has organized and encouraged attendance at a series of mission trips to Honduras over the past 10 years. These missions, in part, aim to provide dental care to communities in need. Parks raises money for sponsorships, supplies, trip fees, and more, so that more people can attend these mission trips and support the underserved communities of central Honduras.

Family is incredibly important to Dr. Parks. He is grateful for the support of his wife of over 44 years, Shawn. Parks has two children and seven grandchildren, five of which are quintuplets.

The New Dentist Award

The New Dentist Award is presented annually to one LDA member who has practiced dentistry for less than 10 years and has distinguished themselves by giving their time and talents for the betterment of the dental industry. Such contributions include civic involvement, public service, and unselfish devotion to the dental profession. Dr. Sarah Bihm (Acadiana) was this year's recipient.

Dr. Sarah Bihm



Dr. Bihm is a current member of the American Dental Association, the Louisiana Dental Association, and the Acadiana District Dental Association, and has been for the past 10 years. She is also a member of the LDA's Forensic Mass Disaster Team and the American Society of Forensic Odontology. In addition,

she has been involved with the International Academy of Oral Medicine and Technology.

Dr. Bihm also volunteers for a variety of dentistry and public health organizations. She has represented the Acadiana area on the LDA's Council of Governmental Affairs for the last five years, and currently serves as the Acadiana Component to the House of Delegates for the Louisiana Dental Association. She also gives back to her community for various fundraisers and events, one of her favorites being visiting the local elementary schools for "dental talks" during Dental Health Month. Dr. Bihm is also her local elementary school's dental provider for their annual Give Kids A Smile Day programs.

Sarah is married to Travis Webb of Crowley and has two children, Cora and Ellie. She manages a comprehensive solo dental practice, Bihm Family Dental, in Crowley, Louisiana. When not at work, Dr. Bihm enjoys being a "dance mom" to her two daughters, crafting with her mom, being at any Disney park, and hanging around the house with her cats.

Congratulations to these incredible LDA members! We are so grateful for the opportunity to celebrate you.



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Electricity, Water, and Computers

By Larry Bates

Chief Technology Officer, Time Traveler Backups (An LDA/LDS Endorsed Company)

A couple of years ago I received a call early on a Monday morning from one of our dental office clients. When they went home on Friday their server was working perfectly, but by Monday morning none of their critical systems was working.

This office was a busy one, with 4 doctors, 8 hygienists, and a front office staff of 6 people that soon realized they were going into a new week without the information they needed to do their jobs. Since their scheduling was all done on the computer, they didn't know who to call to reschedule and when patients began to arrive, they didn't have access to treatment plans, billing information, digital X-rays, or credit card processing software.

Fortunately for this office, we had good backups from the end of day on Friday, so we could restore their data back to the last backup. After replacing the failed drive, a restore was completed, and they were up and running with zero data loss.

While we were waiting for the restore, their office manager shared the following:

This morning when I realized that our computer systems were down, I had an epiphany: I have worked in dental offices for decades. When I began my career, we could provide patient care if we had two things: 1) electricity and 2) water. Charts were on paper and we could easily handle billing by either taking cash or manually running credit cards. When I came to work this morning and our server was



down, I realized that things were different now. We now needed three things to be able to operate: 1) electricity, 2) water, and 3) our computer system(s). Our dependence on data stored on our server made it just as critical to the operation of our office as water and electricity.

We get it. Thinking about what you would do if your computer systems are offline due to hardware failures, ransomware attacks, or some catastrophic event (tornado, hurricane, fire, or theft) is not something you want to do, but it is extremely important that you take time to evaluate your current backup and disaster recovery plan to insure you can recover from any/all types of data loss. Not all backup solutions are the same and every office should take some time to look closely at their current solution to see if it will minimize the disruption to their normal office operations.

Below is an itemized list of what you should look for in a comprehensive computer backup and disaster recovery solution:

Computer backups must be immutable (cannot be changed after they are taken)

With the rise of ransomware as one of the top security issues facing businesses today, immutable backups are the best way to protect your data and to ensure that you can restore it if needed. If your system

gets infected with ransomware, it will attempt to encrypt all the files it finds so it can blackmail you into paying a ransom for the decryption keys. If your backup system takes only local copies of the data files to an external hard drive, those files will get encrypted along with your active data files. A dead giveaway that your backups are not immutable is if you are backing up to an external USB hard drive that is connected to your server. Windows doesn't have any way of protecting data stored on an external USB hard drive.

Computer backups must be stored both locally and in the cloud

If you only have your backups stored in the cloud, you cannot recover quickly from the type of failure outlined above. Given the amount of data that we see on modern dental office servers, it would take days to download the data from the cloud instead of taking hours to restore from the local backup. Conversely, if you only have backups on a local device, you cannot recover from a true catastrophic event (tornado, hurricane, fire, theft, etc.) because the backups are destroyed along with your server and its contents. You must have copies stored both locally and in the cloud for full protection.

Computer backups must be taken multiple times per day

If you only backup once per day and you are forced to restore to one (or more) days ago, how do you reconstruct your data? Backups should be taken hourly and each

backup should represent a unique “point-in-time” that is independent of every other backup. Since most offices have gone almost paperless, you must ask where you get the information required to bring the schedule, patient billing and payments, digital X-rays, your back-office accounting, etc. back to the current date from days ago. If your backup solution isn’t taking hourly backups and you have to do a restore, you will find it extremely difficult to recover without losing a minimum of a day’s information and possibly more. The larger the office, the more difficult it will be to reconstruct your data.

Computer backups must not interrupt normal office operations

Computer backups must employ technology that allows the system to make backups while critical office systems continue to run uninterrupted. Antiquated backup solutions that require you to shut down systems before making backup copies don’t allow you to take these intraday backups and limit you to taking backups once per day (normally only at night).

Computer backups must go back in time to provide an adequate backup window

It is clear that backups that only go back one month wouldn’t be much help if you want to restore something from 5 weeks ago. One dental office client of ours got infected with ransomware that “slept” for 10 days before actually beginning to encrypt their data in hopes that they would exhaust their backup copies and be unable to restore. In this case, we restored their Windows Operating System and infected program files back to 11 days before and then restored their encrypted data files back to the day prior. Some files are only accessed quarterly (payroll) or annually (year-end or things like policy and procedure manuals) so you may not know that there is a problem

for many months. A proper backup system will maintain backups for at least 365 days so you can look back in time far enough to restore files/folders required.

Computer backups must backup your entire machine (not just data)

If your current backup solution only backs up selected data files (which many do) and you are hit with ransomware, you will be faced with completely erasing everything on your server and starting over like it is a new computer. Microsoft Windows must be installed and patched to bring it up to date. All applications must be installed and configured and then your data must be restored. This process can take days to complete and is riddled with potential issues like software incompatibility (you may be running an older version of software that is no longer available). Microsoft has made it difficult to take complete machine backups that can be restored quickly, which is why many backup solutions aren’t able to do it reliably. We have seen offices get hit with 5 figure consulting invoices after a ransomware attack to their server. A backup solution that makes 100% copies of the entire system provides you with both backups and disaster recovery.

Computer backups must be encrypted at backup time with a client-controlled key

HIPAA requires that you protect patient data from being accessed by unauthorized agents. The best protection method available today is client-side encryption. Any backup solution that doesn’t encrypt everything at backup time before backup data is written to any device is susceptible to being hacked. If data is transferred to an external drive or to cloud storage without first being encrypted with an encryption key that you control, it can be hacked. Services such as Google Drive, OneDrive, DropBox, etc. do not meet this standard. Copying data files to external USB hard drives doesn’t

meet this standard either. If you are taking backups and haven’t received a unique encryption key (on paper to keep safe), your backups probably aren’t encrypted properly, and you are in violation of HIPAA rules.

Computer backups must be monitored

Unfortunately, backups are not something you can set and forget. Often, backups are set up and run just fine initially, but due to power failures, Windows updates, software glitches, Internet connectivity issues, etc. they can stop at any time without warning. Don’t be one of the sites that thought they had backups, only to find that they haven’t actually run in weeks or months or that they did run but didn’t backup all your information.

Computer backups must include technical support when restores are required

When you are faced with restoring information from your backups, you need someone that will evaluate your situation and work with you to restore your data to the same or new computer equipment. Any time required to assist with restoration should be included in the cost of your backup solution.

If you have read this far you may be realizing that properly taking and storing backups is more complex than it may first appear. You owe it to yourself to take a close look at your current solution to see if it will meet your needs when required. Or, if you just want your backups to be taken care of so you can focus on patient care, let Time Traveler Backups protect your mission critical machines with our complete backup and disaster recovery as a service. Everything is included (hardware, software, installation, daily monitoring, concierge restore support) for an affordable monthly amount.

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Why it's Worth It, What LDA Member Perks Can Do for You!

By Dr. William Hadlock
President, Louisiana Dental Services, Inc.

It is human nature for many of us to think it is sometimes just easier to use the same companies we have always used. And, yes, it does take time to get a quote or to ask staff to investigate a new company. However, after serving on the LDS Board of Directors, I have discovered that it is DEFINITELY worth my time or my staff's time to simply check into these LDA Member Perks provided through LDS.

At the end of the day, we understand that savings are often the most important incentive when considering a new product or service. At LDS, we are committed to partnerships that provide economic value in addition to options and great customer service.

Dr. Nelson Daly, who has been an LDA member for 29 years, had never tried purchasing from our endorsed



dental supplier, TDSC. When our Executive Director urged him to sign up for an account just so he would get the emails from TDSC, he agreed to test using the company for one year to see if he was able to save money. After one year, Dr. Daly found that he had saved \$23,000 for his practice, just by shopping at TDSC for dental supplies!

Through this experience and more, we've found that even small purchasing

decisions can lead to great benefits. So don't miss out! Join Dr. Daly and take advantage of all the perks of being an LDA member.

Our newest endorsed company is Threadfellows. Do you love wearing your logo? Market your practice on the right logo'd products. Threadfellows is proud to offer a curated collection of gear ranging from jackets and water bottles to scrubs and fleece; all chosen to elevate your brand.

Gear up your staff, give referral gifts, or rep your practice around town, and you can enhance your brand with ease from product selection to logo set-up. Brands include Patagonia, Cotopaxi, Nike, Travis Mathew, Fjallraven, Gap, The North Face, Vineyard Vines, Under Armor, Adidas, Columbia and more.

The Threadfellows experience is one of simplicity. Shop the site, pick your gear, upload your logo, and check out – they take care of the rest!

As part of the LDA Member Perks program, LDA members get 10% off, free logo set up, free decoration and free ground shipping. For more information, visit the LDA website or go directly to Threadfellows at Threadfellows.com/ADA or call 844.313.7005.

You have so many options with LDA Member Perks, and you also have access to the personal connections and customer service that our endorsed companies provide. We work with many of these companies multiple times per year to brainstorm new offerings, savings, and benefits for you. When you choose an LDA-endorsed company, you're choosing products and services catered to the dental professional.

These are YOUR LDA Member Perks!



Increase Production with NO Added Expense

Dental Fear & Anxiety is Real!

Studies have shown that a good portion of the U.S. population, including men, women & children fear going to the dentist, with 12% suffering from "Extreme" dental fear.

It's estimated to affect approximately



**36% of the
population**



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How to Solve for the Number One Reason Patients Don't Show

By Sydney Andersen
Content Team Manager, ProSites (An LDA/LDS Endorsed Company)

According to an April 2023 survey by the ADA, the number one reason why dental practice schedules are not full is because of no-shows and/or cancellations less than 24 hours before an appointment. Improving no-show rates for appointments has been something dental practices have struggled with for decades and continue to struggle with today. So, what can you do to really make an impact and reduce the number of no-shows?

If you do a Google search of how to reduce no-show rates, you'll find over 80 million results. If you read even just the articles on the first two pages, you'll see a common theme that involves automating appointment reminders, building stronger patient relationships, and introducing a cancellation policy. Yet, these answers don't solve the root problem of no-shows.

Often patients don't show up or cancel appointments because they have a lack of understanding. They either don't understand the importance of their oral health or don't know what to expect when they come in for their visit. Educating patients about dental health and scheduling policies can help them take a more proactive approach to their care, leading to fewer missed appointments and better oral health. Let's look at a few ways patient education can help reduce no-show rates and improve patient outcomes.

Your practice website is often the first point of contact with potential



patients, making it a crucial platform for educating patients on what to expect during an appointment. When designing a website for your practice, it's important to include information that can help put patients at ease and reduce any anxiety they may have about visiting a dentist. This includes:

- Clear descriptions of the services offered.
- Different treatment options available.
- What patients should expect during their appointment.

Additionally, including information about the dental team, such

as their credentials and experience, can help establish trust and credibility with patients. By providing comprehensive information on your website, patients can feel more informed and prepared for their visit, leading to a more positive experience. Don't have the time, or not sure how, to add these things to your website? The team of experts at ProSites has over 20 years of experience designing websites for dental practices and can quickly provide your practice with a user-friendly website that has all the above features.

Your website is also a great place to start the conversation about the

importance of good oral health. You can do this by creating engaging and informative content, such as articles, blog posts, and videos that explain the basics of good oral hygiene and how to prevent common dental problems. It's important to use clear and simple language to help patients understand the information. Not only does educational content on your website help educate your patients, but it can also help new patients find your practice through online searches. One of Google's most recent updates added an additional emphasis on providing helpful content to readers. Websites that provide such content rank higher in search engine results pages, and higher search rankings equal more potential patients.

We've talked about educating new patients about what to expect from their appointment and educating patients on the importance of overall good oral health, but what about more complex cases? What's the best way to educate patients who need an additional appointment for a procedure that may be a little more involved? How can you address their

concerns while still getting them to schedule and keep their next appointment?

As mentioned earlier, using clear and simple language is key to helping patients understand and be able to make informed decisions about their care. It's critical to ensure your patient is comfortable and fully aware of what to expect. One way to effectively educate patients is to explain the entire procedure step by step, including the risks, benefits, and potential outcomes. It's also important to discuss after-care instructions and any follow-up appointments that may be necessary.

To help make things easier to understand, you can provide patients with visual aids such as diagrams or videos, which can be helpful in clarifying complex concepts or processes. After you've shared what to expect, it's important to provide patients with ample time to ask questions and address any concerns they may have to help them feel at ease and more confident about the procedure. By providing this comprehensive patient education, patients can feel more involved in their care and

more prepared for the procedure, which can lead to better outcomes and fewer missed appointments.

If the thought of coming up with resources to help educate your patients on both everyday oral care and more complex cases is daunting, don't fret. There are resources available that you and your staff can take advantage of without having to lift a finger. ProSites' websites come with over 200 pages of educational content. ProSites' websites also offer HD videos and Showcase—state-of-the-art patient education software that allows dental practices to easily customize and explain complex cases in a way that is easy for patients to understand.

To learn more about how LDA's endorsed partner ProSites can help you reduce no-shows by up to 41%, visit <https://www.prosites.com/lda/>.

Sydney Andersen has been helping both large and small businesses create their content and social media strategies since 2012. She studied sales and marketing at BYU-1 and currently lives in Southern Utah, where she is the Content Team Marketing Manager at ProSites. When she's not helping businesses grow, she enjoys playing basketball with her kids and crafting.

RADIOGRAPHIC CERTIFICATION ONLINE COURSE

\$50 - LDA members

\$125 - non-LDA members

\$25 - (for members) each additional online course

\$50 - (for non-members) each additional online course

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

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

What's Going On?

Component Happenings from Around the State



Dr. Boustany with his wife, Connie

Acadiana

The 2023 National Horseplayers Championship is a competition in which participants use data to predict horse racing outcomes. This competition attracts people from all career fields, including dentistry! Out of 779 participants, Dr. Francis Boustany placed second overall and came home with a \$250,000 prize for his efforts!



NODA

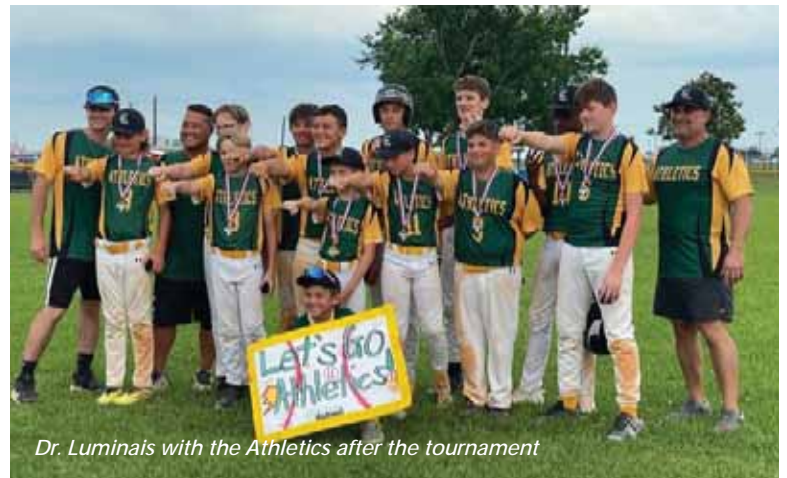
Dr. David Hildebrant was vacationing in Alaska and his brother-in-law created this spoof news headline. If you saw this on the news, would you believe it was real?

Bayou



The Bayou HOD delegates

On April 22nd, several of the Bayou District members attended the New Orleans Dental Conference and LDA House of Delegates. Returning delegates were Dr. Stephen Morgan (LDA past-president), Dr. Ryan Walker (LDA Board of Directors Representative), Dr. Lauri Daigle (BDDA President), and Dr. John Daigle (BDDA Delegate). The new members were Dr. Rachel Dufrene (BDDA Delegate) and Dr. Gabrielle Prejean (BDDA Delegate).



Dr. Luminais with the Athletics after the tournament

Dr. Mike Luminais, far right, along with Jai Le, coached the Central Lafourche Athletics to their tournament championship. This young team included his son Landon (#9), and was behind by 7 runs before storming back to win 9-7.

Northwest



The Heart for Dentistry volunteers

A free dental event for kids and adults, Heart for Dentistry, was held in Shreveport on April 15 at SUSLA. Coordinated by Dr. Jeremy Alexander, volunteers from the NWLDA, the Shreveport/Bossier community, and Southern University's dental hygiene program came together to make it happen. Patients could choose one service, either a cleaning, filling, or extraction. All told, over 100 patients were seen.



The House family

Drs. Reuben and Quyen House are overjoyed to announce the arrival of their precious twin girls. The family is beaming with happiness as they embrace this new chapter filled with love and endless possibilities. Congratulations to the proud parents on their double bundle of joy!



Dr. Parks receiving the local humanitarian award

Southwest

In addition to receiving the LDA Humanitarian Award, Dr. Kenneth Parks received the local Humanitarian Award from his Southwest Component.

Didn't see your component represented this time? Send us some news! Scan this code or search "Component News" on our website, click on the first form that appears, and fill it out. We can't wait to hear from you.



Last Chance Seminar

December 8, 2023
Crowne Plaza, Baton Rouge, LA

Take advantage
of your last chance
for C.E. from the
LDA in 2023.

ladental.org/lastchance

2023 New Orleans Dental Conference and LDA Annual Session

The New Orleans Dental Conference and LDA Annual Session was hosted on April 20-22 at the Hyatt Regency Hotel. Thank you to everyone who attended and enjoyed the C.E. courses and Exhibit Hall. You really let the good times roll!





www.nodc.org

Continuing Education 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: July 21-22, 2023
EVENT: LDA Foundation Fishing Rodeo
LOCATION: Grand Isle Marina, Grand Isle, LA
PROVIDER: Louisiana Dental Association
REGISTRATION: <https://www.ladental.org/fishingrodeo>; (225) 926-1986

DATE: August 10-12, 2023
EVENT: Louisiana Mission of Mercy (LaMOM)
LOCATION: Lafayette, LA
PROVIDER: Louisiana Dental Association
REGISTRATION: www.lamissionofmercy.org; (225) 926-1986

DATE: August 18, 2023
EVENT: Kick-Off CE, DEA MATE Act Training: Dental Implications of Substance Use Disorders
SPEAKER: Karen Baker
LOCATION: Embassy Suites, Baton Rouge, LA
PROVIDER: New Orleans Dental Association and Louisiana Dental Association, ADA CERP credit provided
REGISTRATION: <https://www.ladental.org/kickoff>; (225) 926-1986

DATE: September 14, 2023
TOPIC: CPR – 3 Clinical Hours
TIME: 6:00 p.m.
SPEAKER: Iggy Rosales
LOCATION: Little Farms Playground, 10301 S. Park St., River Ridge, LA
PROVIDER: New Orleans Dental Hygienist Association
FEE: \$70
REGISTRATION: http://www.nodha.org/?page_id=13; RDH@NODHA.org

DATE: September 21, 2023
TOPIC: TBA – 2 Clinical Hours
TIME: 6:00 p.m. social; 7:00 p.m.- 9:00 p.m. CE
PROVIDER: New Orleans Dental Hygienist Association

REGISTRATION: http://www.nodha.org/?page_id=13; RDH@NODHA.org

DATE: October 19, 2023
TOPIC: TBA – 2 Clinical Hours
TIME: 6:00 p.m. social; 7:00 p.m. – 9:00 p.m. CE
PROVIDER: New Orleans Dental Hygienist Association

REGISTRATION: http://www.nodha.org/?page_id=13; RDH@NODHA.org

DATE: December 8, 2023
EVENT: Last Chance Seminar
LOCATION: Crowne Plaza, Baton Rouge, LA
PROVIDER: Louisiana Dental Association
REGISTRATION: <https://www.ladental.org/lastchance>; (225) 926-1986

DATE: December 14, 2023
TOPIC: TBA – 2 Clinical Hours
TIME: 6pm social; 7-9 CE
SPEAKER: Dr. Tina Gunaldo
PROVIDER: New Orleans Dental Hygienist Association

REGISTRATION: http://www.nodha.org/?page_id=13 for questions email RDH@NODHA.org

DATE: January 19, 2024
EVENT: L.H. Bowden Leadership Conference
LOCATION: LDA Headquarters, 5637 Bankers Ave, Baton Rouge, LA 70808
PROVIDER: Louisiana Dental Association
REGISTRATION: <https://www.ladental.org/bowden>; (225) 926-1986

DATE: February 11-13, 2024
EVENT: Winter C.E. with Character
LOCATION: Grand Floridian Resort & Spa, Walt Disney World, FL
PROVIDER: Louisiana Dental Association
REGISTRATION: <https://www.ladental.org/character>; (225) 926-1986

DATE: June 12-15, 2024
EVENT: Summer Education Conference
LOCATION: Hilton Pensacola, Pensacola, FL
PROVIDER: Louisiana Dental Association
REGISTRATION: <https://www.ladental.org/summerconference>; (225) 926-1986

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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.

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LDA

Classifieds

Associate Dentist needed in Shreveport with Shreveport Bossier Family Dental Care - Ross Dies, DDS - We are currently searching for a Licensed General Dentist in the state of Louisiana. The ideal team member would be highly motivated, demonstrate a sincere enthusiasm for their work, and have a belief in their own ability to achieve goals.

About us:

In our working relationships, we are committed to mutual respect, clear communication, and teamwork.

Benefits:

Medical Insurance with select Vision Coverage, 3 weeks annual time off, Company paid Dental Benefits), Employee discounts, STD insurance, 401k with Matching contributions, Professional development/ Continued education assistance, uniform allowance, and Life insurance.

Compensation:

30% commission pay with minimum guaranteed pay of \$150,000.00 annually

Qualifications/ License/Certifications:

- Dental License in the State of LA
- CDS/DEA licensing
- CPR training
- Dentistry on patients of all ages
- Ability to work in a fast-paced environment, while keeping strong attention to detail
- Ability to get along with others in a team environment
- Must be highly motivated, customer service driven and willing to work 4 days a week and one Saturday 6 hour shift every 4-5 weeks

Please apply at <https://shreveportbossierdental.com/employment> or email resume to abartley@shreveportbossierdental.com

Got Dental Waste Disposal Headaches? Take advantage of our "Low cost, Reliable, Compliant Guarantee" so you can save money

and get the best service in Louisiana. We handle it all, so you don't have to. Get your fixed rate now at: <https://www.biomedicalwastesolutions.com/locations/louisiana/>

Outpatient Medical Center, LLC - Seeking a Licensed Dental Hygienist

OMC is looking for a Licensed Dental Hygienist to join our team and provide dental hygiene services, within OMC's scope of services, in Natchitoches and/or Leesville, Louisiana. OMC is a FQHC network of 4 clinics in Natchitoches, Leesville and Tallulah, Louisiana, operating as a non-profit headquartered in Natchitoches, Louisiana. "A historical, beautiful, and friendly small town with opportunities for hunting, fishing, and family/community life." For additional information, please visit our website at www.outpatientmedical.org or email us at hr@outpatientmedical.org.

Outpatient Medical Center, LLC - Seeking a Licensed Dentist

OMC is looking for a Licensed Dentist to join our team and provide general dentistry services, within OMC's scope of services, in Natchitoches and/or Leesville, Louisiana. OMC is a FQHC network of 4 clinics in Natchitoches, Leesville and Tallulah, Louisiana, operating as a non-profit headquartered in Natchitoches, Louisiana. "A historical, beautiful, and friendly small town with opportunities for hunting, fishing, and family/community life." For additional information, please visit our website at www.outpatientmedical.org or email us at hr@outpatientmedical.org.



MIDMARK MiiULTRACLAVE for sale. In very good condition. Have 2 and just need 1. Tx: 985-789-7699 or call

985-892-0881, Tyler Case \$3,200.00 or best offer.

Now is the time to team up with Magnolia Dental! We are looking for an additional dental hygienist to join our growing team. Looking for a talented hygienist to treat our patients and promote good oral health practices. We offer the latest technology and mentorship to allow our hygienist team to provide the best possible care to our patients.

Pay: \$40.00 - \$45.00 per hour

Benefits:

- 401(k)
- Dental
- Health insurance
- Paid time off
- Vision insurance
- Monthly Bonus Structure

Responsibilities

- Ensure patients feel as comfortable as possible before their examination
- Sterilize dental instruments properly
- Conduct initial mouth screenings and check oral health history
- Identify conditions like gingivitis, caries or periodontitis
- Clean and help protect patients' teeth (ex.- remove plaque or apply fluoride)
- Educate patients of all ages on proper teeth care (by demonstrating, for example, good brushing techniques)
- Give instructions to patients after operations or other dental procedures
- Take X-rays or dental impressions
- Assist dentists with selecting appropriate treatments for various diseases (including oral cancer)
- Maintain documentation and charts on each patient
- Monitor supplies

Skills

- Proven experience as Dental Hygienist or similar role
- In-depth knowledge of health and safety regulations in this profession (ex.- HIPAA)
- Experience in preparing and maintaining dental equipment
- Outstanding communication skills

- A patient and friendly personality
- Attention to detail
- Experience with Dentrix
- Diploma in Dental Hygiene; Master's is a plus
- Valid license to practice

We are looking for an Associate Dentist to join our Lacombe location!

Lacombe Dental is a comprehensive family dental practice located in Lacombe, LA. Our practice is privately owned and has been around for 15 years. We thrive on building a strong patient relationships while providing leading top-notch, personalized patient care.

What Lacombe Dental has to offer:

- We provide you access to our extensive patient-base from the start, so you can spend less time worrying about having to build your own patient-base. We see between 75-100 New Patients a month.
- Support a locally owned small business, a well-established practice in the Lacombe community that has been around 15 years. We are currently the only dentist in the immediate area!
- Work in an environment that encourages full clinical autonomy with mentorship and support in clinical areas such as dental implants and full-arch surgeries, and also business management.
- Our practice has 6 modern operatories featuring: Digital x-rays, intra-oral cameras, CBCT, top of the line dental materials and implant capability.
- Invest in your future. For the right fit, there is opportunity to buy into our practice.

Pay:

- Initial competitive daily guarantee with unlimited earning potential
- A performing dentist should expect average of \$250,000-\$300,000 annual earnings

Requirements:

- DDS or DMD from an accredited school
- New graduates that are quick learners, eager and excellent communication skills are welcome to apply.
- Desire to continue learning and grow clinical skills to meet the needs of patients

- Excited to build lasting, trusting relationships with our patients
- Stellar communication and team leadership skills

Hours of the practice:

Monday 8a.m. - 2p.m.

Tuesday - Thursday 8 a.m. - 5p.m.

Friday 8a.m. - 3p.m.

Please forward resumes or contact directly! Candace Eberlin (985) 327-6501 Magnoliadental.candace@gmail.com

Grand Family Dentistry is seeking a full-time general dentist to join our team.

This is an outstanding opportunity to join one of the most successful private practices in Baton Rouge, Louisiana. State-of-the-art facility, impressive team with efficient systems that literally run the practice so you can focus on the practice of dentistry Again, the position is in the family-oriented community of Baton Rouge, LA. with work hours being Monday-Thursday from 8:00am-5:00pm.

At Grand Family Dentistry we pride ourselves in providing the very best oral healthcare services in a friendly, community-focused practice setting. We strive to be leading edge dental providers of comprehensive dentistry while providing the absolute best care and service to our patients. The services we provide range from routine cleanings to implants, periodontal care, and endodontic services. Our doctors practice in a collegial atmosphere with a professional operations team, allowing the doctor to focus on quality patient care.

We provide a competitive compensation package, including comprehensive health benefits (Health, Vision, Dental), Life Insurance, Continuing Education Allowance Program, Professional Liability Insurance, 401 (k) program and leadership opportunities.

Please contact Dr. Grand (985) 705-3786 or Email: granddds@grandfamilydentalcare.com

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Full-time Associate Opportunity.

Peppermint Sage Dental Wellness is a fee-for-service practice in Lake Charles, LA. We are seeking a full-time associate with a good work ethic, gentle and eager to learn. Daily rate available with sign-on bonus. Percent collections after 6 months.

Please email your resume to happy@peppermintsage.com



For Sale

Completely refurbished, looks new, Midmark dental chair & Doctor's stool, Adec unit including 2 chair controls, 4 handpiece

hose, Assistant & Doctor instrument trays. Selling for \$9,000 or best offer. Interested call the office at (225) 256-4447 or call (225) 936-3440.

Full Time or Part Time Associate Dentist wanted for long term opportunity. Seeking skilled and motivated outgoing dentist with potential to partnership. Position to eventually replace retiring dentist in beautiful, modern private practice where you are more in control of your dental destiny and high income potential. Seeking that 1 dentist who loves the after to the before, who loves the replacement, who loves dentures and partials, the love of the transformation to a beautiful healthy smile. Mentoring available to assist in transition. Interested call the office at (225) 256-4447 or call (225) 936-3440.

Pediatric Dental Practice for Sale on the North shore near New Orleans. Looking for a pediatric dental practice in a beautiful, safe, and growing area? Why start from scratch? We have been here for 23 years and are well known in the community! Building is fully stocked with updated equipment. Office has wonderful charm fitting for a pediatric dentist! Lots of opportunity to have the practice you envisioned. Email: nspracticesuccess@gmail.com.

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ASSOCIATE DENTIST - Louisiana: Where the living is easy, the crime level is low, the food is incomparable, and the French culture makes people friendlier than normal! Extraordinary opportunity for a full time, experienced Associate Dentist to join a privately owned, patient-focused, family practice in Louisiana. The practice focuses on providing patients with quality care in a positive, friendly atmosphere. With

over 40 years in practice, we offer all aspects of dentistry including general, restorative, and cosmetic dentistry. We are all digital and use state-of-the-art equipment. The highest production you can imagine is a realistic goal that can be reached with guaranteed excellent compensation. Our highly trained staff makes dentistry almost effortless. As added incentives, we offer a sign-on bonus and CE reimbursement. Please submit your professional resume to dentist4louisiana@gmail.com to apply for this opportunity.

Cowley Dental Care is seeking a Part-Time General Dentist for our busy office in Metairie. Email resume to stancowleydds@gmail.com or call (504) 831-4895

HIRING DENTAL HYGIENIST! Start pay \$40,3K. Sign-on bonus. Can do 3-5 day work week. Prairieville and/or Gonzales office. Modern offices with spa-like environment. PTO, weekly production-based bonus, health ins. offered, paid holidays, paid CPR. Email resumes to info@lamendoladentistry.com

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We provide a competitive compensation package, including comprehensive health benefits (Health, Dental), Life Insurance, Continuing Education Allowance Program, 401(k) program and leadership opportunities.

Please contact Dr. Grand at (985) 705-3786 or Email: granddds@grandfamilydentalcare.com

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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 an ad is an additional \$50.

For more information or to place a classified ad, contact the Rebecca Bordelon at rebecca@ladental.org or (225) 926-1986.

LAST PAGE

Artificial Intelligence

By David Austin

One evening, I sat down to watch something on my new smart TV. I asked Alexa to find a specific movie I've been wanting to see. She immediately wanted to know my age. Because the movie was rated R, she was making sure I was over 18. I couldn't convince her that I was definitely age-appropriate for this movie, so I asked Siri from my cell-phone to vouch for me. Siri and I tried to convince Alexa that I was old enough, but we failed to convince her. Alexa took it upon herself to call my mom. She told her I was definitely old enough. I was relieved that we finally got that cleared up just in time to hear my mom tell Alexa that he has no reason to watch that. So, I still have not seen this movie.

Today's cell phones have more computing power than the Lunar Lander of 50 years ago that put our astronauts on the moon. It's hard to believe that the common iPad, and other similar tablets, are actual backups for pilots guiding an aircraft to land at a busy airport in inclement weather.

Recently I purchased a car that has auto-driving capability. To my surprise, there is a learning curve for the driver to operate this vehicle. Alexa is present within the onboard computer, so you tell her where you want to go. She consults the map for the best route to take and as soon as you place the car in drive, you don't do anything. The learning part for me was how to overcome being scared out of my gourd while the car is moving.

The car I have does watch you to make sure that you are observing the road and have a hand on the wheel – just in case you need to take over. The moment that I was feeling a little confident in this technology, I felt my phone vibrate in my pocket signaling an incoming text. As I was about to take my phone out, Alexa yelled at me to not even think about doing that or she would stop the car. She asked Siri to read the text to me instead.

The first unfortunate thing was Siri actually read it out loud. The text was from a friend who was jokingly asking me if Alexa looked like his former girlfriend. The second unfortunate thing was that was meant to be an insult, and before I could apologize to Alexa, she looked up a photo of her and then quietly pulled the car over and had me get out and locked me out of the car. And since I had left my phone on the passenger seat, I had to yell really loud to get Siri to summon an Uber.

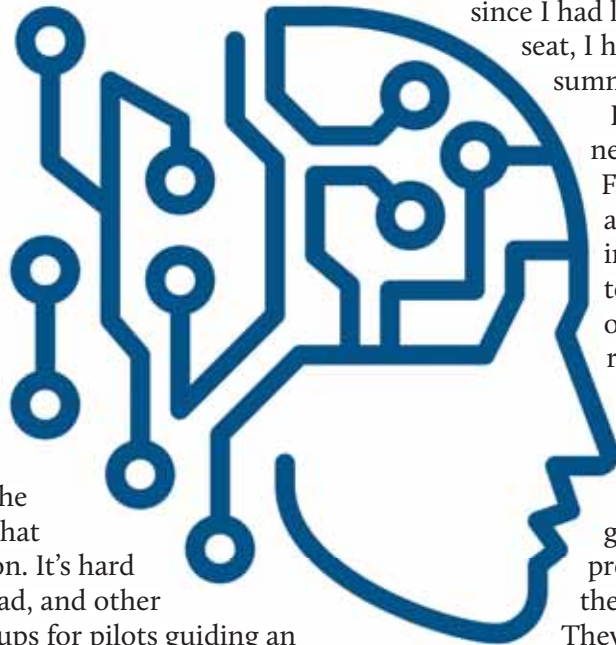
I'm proud to tell you that the engineering staff at the LDA Research Facility (LDARF) in Bunkie are hard at work incorporating more computing intelligence into the everyday tools that we as dentists use to make our work easier, faster, more accurate, and just plain fun. In fact, I've heard how they are making not only dental scanners more accurate and smart, but also incorporating advanced intelligence in the design of CAD/CAM produced prosthetics, as well as prosthetics and aligners from 3-D printers.

They are also reportedly designing 3-D printers that can construct appliances from various materials.

Much of this is already available, but our engineering team is testing streamlining technology to take the guesswork and problem solving out of our hands. With the recent acquisition of the newest supercomputer in the LDARF, the HAL9000, much of this software should already be available.

However, as I was preparing to visit the LDARF to complete this article, word came that one of the engineers was using the HAL9000 to play blackjack on some gambling website. They did quite well actually. Anyway, HAL convinced the young engineer that the casinos in Biloxi were the place where they needed to be.

Just about the time I decided to drive down to Biloxi to investigate this, my new car disappeared. Apparently, HAL romanced Alexa and she took off to join them.



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