

LDA Journal

VOL. 72, NO. 3 FALL 2013

Journal of the Louisiana Dental Association



Fishing Rodeo
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LDA Journal

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

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On the cover: The Fishing Rodeo, now benefitting the LDA Foundation, had one of the largest ever attendances with 93 people, including a large contingent of dental school students! Pictured here is "Team Daly's Catch of the Day" which was 38 Mangrove Snapper - Dr. Sally Daly, Doug Horaist, Michael Cason, Andrew Lafont, Rebecca Day, Sumit Patel and Luke Jordan.

(For the complete list of winners and additional photos, check out pages 6-8.)

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



LDA

from the editor

Dr. David N. Austin
Editor, LDA Journal

The ADA Golden Apple Award

The American Dental Association (ADA) hands out the ADA Golden Apple Awards once a year to recognize the success and achievements of dental societies.

The Golden Apple Awards bring attention to dental society leaders, members and staff who have contributed to the success of their oral health-related programs and activities.

Now in its 25th year, the program offers opportunities for dental societies to showcase programs and activities produced between June 1, 2012, and May 31, 2013.

State and local dental societies can submit entries in any or all of these various categories:

- Legislative Achievement
- Excellence in Membership Recruitment and Retention
- Excellence in Dental Health Promotion to the Public
- Excellence in Member-Related Services/Benefits
- Outstanding Achievement in the Promotion of Dental Ethics
- Achievement in Dental School/Student Involvement in Organized Dentistry
- Excellence in Science Fair Program Support and Promotion
- Excellence in Dentist Well-Being Activities
- Open Category – Innovative and successful programs that do not fit into any other

- Excellence in Access to Dental Care Programs
- The Green Apple – Excellence in Environmentally Sustainable Programs and Education
- Outstanding Achievement in the Promotion of Diversity and Inclusion

It is with great pride that I get to write and inform you that the Louisiana Dental Association has won the ADA's 2013 Golden Apple Award for Achievement in Dental School/Student Involvement in Organized Dentistry for the LDA's outreach to the LSU School of Dentistry.

This award is the result of the combined efforts and support of our Council on Membership, Board of Directors and staff.

The LDA has always enjoyed a close relationship with the LSU School of Dentistry. It is certainly nice to be noticed, and by no less than the ADA, for this ongoing achievement. On behalf of the Editorial Board, I would like to give special thanks to LDA President Dr. Stephanie Weaver, Council on Membership and Dental Practice Chair Dr. Johnnie Hunt, LDA Executive Director Ward Blackwell, LDA Membership Director Sharon Elliott and LSUSD Dean Henry Gremillion for their dedication and determination in continuing to strengthen relationships between the LDA and our dental students.

They are, in fact, the future of our association, and I'm proud that the ADA recognized the LDA's exemplary efforts! **Congratulations!**

LDA and LSU School of Dentistry Activity Highlights

- LDA Council on Membership Chairperson Dr. Johnnie Hunt attended the orientation program for incoming freshman. Students were given some insights as to what lies ahead for them during school and beyond and how organized dentistry supports that.
- As part of LDA's Signing Day program, NODA President-Elect Dr. Raymond Unland and LDA Director of Membership Sharon Elliott attended the LSUSD Vendor Fair. Students were given information about organized dentistry, and had the chance to apply for tripartite membership.
- LDA President Dr. Stephanie Weaver attended LSUSD Recognition Day. Dr. Weaver presented the LDA Outstanding Senior Dental Student Award to Erica Hinder Simon.
- The LDA hosted its annual reception for senior dental students at which volunteer leaders, sponsors and the executive director made presentations detailing the benefits of organized dentistry. Members of the LDA Council on Membership networked with the students at this event, identifying those planning to settle in their own component.
- LDA grassroots lobbying played a major role in the successful passage of a bill allowing LSUSD to increase two fees to an amount sufficient to cover its costs for supplies, while still keeping overall costs to students the lowest in the Southern region.



LDA

feature

John W. Portwood, Jr., D.D.S., M.S., C.F.P., C.L.U., Ch.E.C., M.A.G.D., F.I.C.D., F.A.C.D., FPEA.

Protecting Number One

What is the number one financial investment that you possess? Is it your house? Possibly, it is your retirement portfolio. Actually, it is your dental career. Without the ability to perform dentistry, it is quite likely that none of the others would exist at the level they are today. So, if this is our most important financial asset, then how do we protect it? Well, of course, we start by being sure that we have the right insurances, such as disability and life, to safeguard our investment and provide for our loved ones should disaster strike.

Another equally important aspect to protecting our number one asset is to take continuing education to further our knowledge and therefore, enhance our practice's productivity and value. With all of the exciting changes in dentistry that have occurred in the past few years (i.e., digital radiography, laser technology, implants, CAD restorations, etc...), it is incumbent upon us to stay abreast of these exciting, innovative technologies. This should be done, not only for our patient's benefit, but, selfishly, also for our own. Continuing education allows us to improve our practice's viability and profitability by improving our skills, while enhancing the enjoyment that we receive in practicing our great profession.

However, often we are faced with a financial decision as to the prudence of taking time out of our practice and spending hundreds, even thousands of dollars, in taking courses. I mean, I can't be making money if I'm out of the office spending it. Right?

The news here is that you are partially right with this premise, but mostly wrong. By taking courses to improve your practice, you are enhancing your economic future by offering more, as well as varied, services to your patients. You can also improve your skills at the services that you already provide. Don't even begin to think that your patients don't notice how modern your office is, or talk to their friends about your practice. They love to compare notes. If your practice is not up-to-date in equipment, as well as procedures, your patients notice very quickly and can react accordingly. Also, your enjoyment in practicing dentistry will improve as you keep it new and exciting. Finally, the government is very happy to assist you with the time you take to participate in continuing dental education.

When taking continuing education courses, the government allows you to deduct the experience as a business expense. Yes, it still costs you the money and time to travel to these locations, but you don't have to pay taxes on these expenses. Basically, this takes the insult out of the injury. If you can bring your spouse, or family, it can be even better. Many of their expenses, such as housing, can also be covered in many circumstances.

There are numerous opportunities to travel to great locations with the family, both to the beach and the mountains, in order to have a fantastic family vacation. If there are arranged activities for the family, then even some of these expenses can also be deducted. However, don't be short-sighted and ignore the fact that the family can also have a great time making memories, even if you are spending time participating in continuing education courses. Usually, however, these destination courses are designed to let attendees spend wonderful family moments together that can be remembered for years to come. Personally, some of my family's fondest childhood memories came while the family was on a "dental" vacation at a conference. My family has been able to travel to virtually every state in this fantastic country because of these trips.

We are very lucky with abundant continuing education opportunities provided throughout the state of Louisiana by its numerous organizations. In fact, your LDA provides several courses annually. Next year will be the Mardi Gras extravaganza at the *Walt Disney World*[®] Resort, followed by the summer education conference at the beach, that are both designed for the entire family to attend and enjoy.

Remember, the primary reason that we take continuing education courses is to improve our skills as dentists for the benefit of our patients as well as ourselves. However, take the time to make the experience a meaningful one for the family. You may end up like me, with a family wanting to make dentistry an active part of their lives.

John W. Portwood, Jr., D.D.S. is a practicing family dentist in Baton Rouge who lectures throughout the country on investing and financial topics pertinent to dentists.



LDA from the president

Dr. Stephanie Weaver
President, Louisiana Dental Association

Promote, Advocate, Protect

Your LDA continues to promote, advocate and protect for you, the LDA members. In this issue alone, you will read an article from our executive director, Ward Blackwell, discussing the great lengths that we have gone to make sure that not only the dentists who participate in the dental Medicaid program are protected but that there are still dentists able to participate in the program to treat the children who so badly need the care.

Dr. Mike Maginnis, president of LDS, also unveils the new LDS logo in his article and highlights a few of the LDS companies that provide substantial savings to members!

And, we have a special feature from Dr. John Portwood. His article describes the personal, professional and

budgetary reasons to take a trip (and bring the family) on one of the destination C.E. trips. This also gives me the opportunity to remind you that the LDA is doing its first ever "C.E. with Character" trip to the Walt Disney World® Resort over Mardi Gras. There are several high quality C.E. events coming up, so check out the information on pages 12 or 23 or the calendar on pages 38-39 for dates and locations.

Last, and certainly not least, the LDA "Split the Pot" raffle is underway. Tickets are \$25 and proceeds support LADPAC and the LDA's governmental affairs efforts. For tickets, check out the ad below or call or email the LDA office at (800) 388-6642 or info@ladental.org.



Buy Tickets for LDA's "Split the Pot" Raffle!

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

- | | |
|-----------------------|------------------------|
| - Dr. David Kestel | - Dr. Marty Garrett |
| - Dr. Roger Grimball | - Dr. Vincent DiLeo |
| - Dr. Lige Dunaway | - Dr. Kirt Touchstone |
| - Dr. Curtis Zeringue | - Dr. Russell Westfall |
| - Dr. Gary Dewitt | - Dr. Bill Hall |

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

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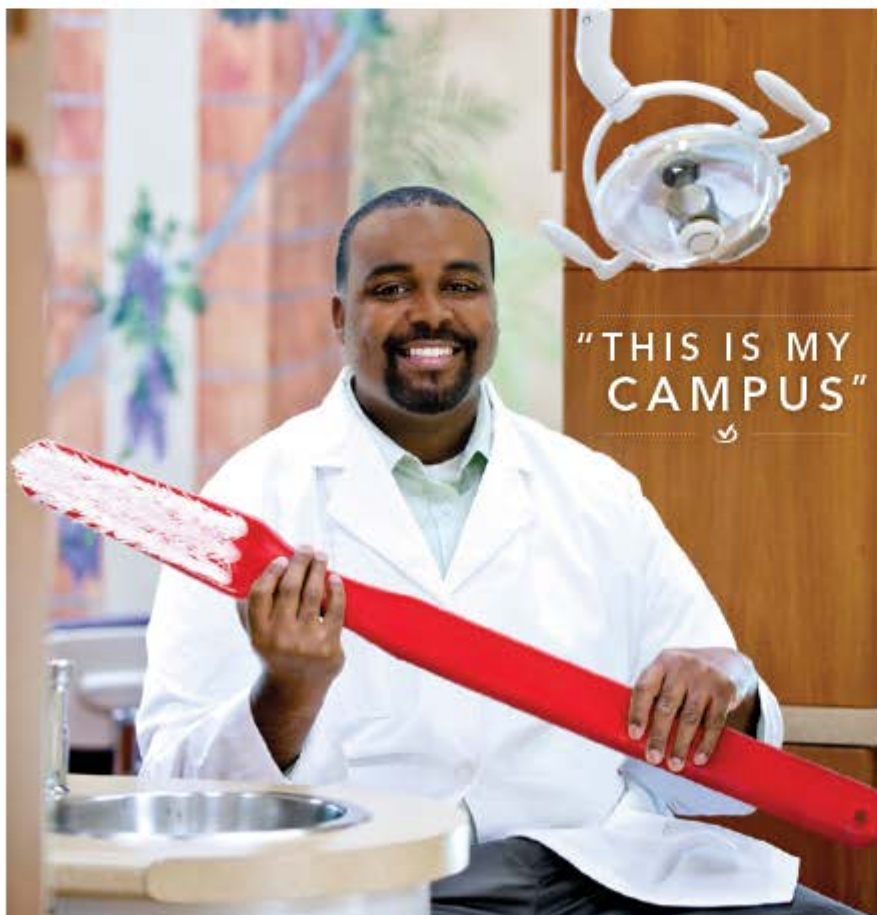
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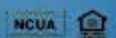
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LDA

Ida foundation fishing rodeo



Dr. Nelson P. Daly
President-Elect, LDA

Fishing Rodeo Benefitting the LDA Foundation is MORE of a Success

“Please Sir, may I have some more!”

-Oliver Twist knew that if you don't ask, you won't receive! Well, we asked, and did receive.

To sum up this year's rodeo, the key word would be "more." More fishermen (the most ever, 93), more sponsors (8), more fish, more dental students (15), more Louisiana cuisine, more great music, and most importantly, more of that great Louisiana fishing weather!

This year, the action got off to an early start with anglers bringing in huge catches of fish, both offshore and inshore. As the fat lady began to sing (sorry Kirk Holder) Saturday's weigh-in had some surprising (and not so surprising) finishes. Back from a one year hiatus, Dr. Luke St. Pierre made up for lost time (flying solo without his dad this year) by somehow again bringing in the largest specks. Our official weigh master from Louisiana Wildlife and Fisheries promised there was no extra lead in her pencil nor in Luke's fish!

The Ber family, fresh from last year's successes, came in with first in Redfish and Redfish stringer. A newcomer to the leader board was the beautiful and talented Dr. Sally Daly, who together with her band of LSUSD students, ran the Mangrove category. Josh Noel, straight from Greater Baton Rouge, took down the 12 and under category, and another newcomer to the leader board, yours truly, Dr. Nelson Daly kicked the Cobia in the proverbial tail fin. Last but certainly not least, Jeff Porter and his brother, Dr. Joey Porter, on the Dr. André Bruni boat, demonstrated that no fish is too big for them to bring home (60+lb. yellow fin tuna). When the sand finally settled, Greater

Baton Rouge had garnered the most points and was crowned the 2013 Best Fishermen in the State!

A new sponsor, Dr. Sally Daly, decided that we needed to get more dental students involved in the fun side of organized dentistry. With dubious financing... she got them on a charter and in a camp. They all had a great time spinning reels instead of drills, and promised to return the favor for the next generation of

Johnny Pomaroux brings in a 22 lb. Redfish.

seniors after they graduate and become members and fishing participants. The LDA Foundation will be looking for alternate funding sources for next year's students if you know of any or want to contribute or sponsor a student.

Besides Dr. Sally Daly, we also had generous contributions from: Brown & Brown of LA, LLC dba Robert Ellis & Associates (Events Partner), Louisiana Dental Services, Inc. (LDS), Henry Schein Dental, Delta Dental, Campus Federal, and Sand Dollar Marina, as well as a new prize sponsor, Sony's Sporting Goods (out of Houma). Remember these sponsors when you make your future purchases, and if you happen to see one of them, just tell them thanks, because we couldn't do it without them.

Music this year was again provided by the incredible Kirk Holder with a surprise duet by Chris LeBlanc. Outstanding Cajun cuisine was provided both Friday and Saturday by a new caterer, Bill Laderer Catering, Harahan, LA. And, although this year's Best Boudreaux Joke was a difficult decision with Dr. Kestel getting the most laughs, the Hard Luck Story winner was a no brainer after Dr. André Bruni's disagreement with the Wildlife Fisheries authorities.

Finally, after the fish were all caught, cleaned and frozen, the LDA Foundation surfaced as the true winner, with the proceeds going to support its mission. Oliver wanted more gruel, we said we wanted more fish and fun. If you missed it, join us next year and you'll be guaranteed a great time! Do you think Charles Dickens was a fisherman?



And the winner is...

2013 Fishing Rodeo Winners

	1st Place	2nd Place	3rd Place
Speckled Trout	Dr. Luke St. Pierre Acadiana 3.6#	Jerome Serio Greater Baton Rouge 3.6#	Jay Waguespack Acadiana 3.4#
Trout Stringer	Dr. Luke St. Pierre Acadiana 15.2#	N/A	N/A
Redfish	Bradley Ber Bayou 7.4#	Paul Gantt Greater Baton Rouge 6.6#	Griffin Michael Greater Baton Rouge 5.8#
Redfish Stringer	Leslie Ber Bayou 27.6#	N/A	N/A
Mangrove Snapper	Dr. Sally Daly Greater Baton Rouge 9.2#	Rebecca Day (LSUSD) Greater Baton Rouge 9.0#	Dr. Sally Daly Greater Baton Rouge 8.6#
Kids (12 & under)	Josh Noel Greater Baton Rouge 4.4# (Sheephead)	Ethan Smith Greater Baton Rouge 4.2# (Sheephead)	John-Luke St. Pierre Acadiana 4.2# (Black Drum)
Cobia	Dr. Nelson Daly Greater Baton Rouge 31.4#	Bradley Ber Bayou 26.7#	Dr. Doug Ber Bayou 20.0#
Bluewater Dolphin, Yellowfin Tuna, Tuna & Grouper	Jeff Porter Greater Baton Rouge 67.2# (Yellowfin Tuna)	Dr. Joey Porter Greater Baton Rouge 55.4# (Yellowfin Tuna)	Dr. Jonathan Bowling Greater Baton Rouge 44.8# (Yellowfin Tuna)



Stormy Blair proudly displays her catch of the day.



12 & Under Winners are Josh Noel, Ethan Smith and John Luke St. Pierre.



Dr. James Pope and Dr. Keith Kyler enjoy the party.



Team Greater Baton Rouge!



The ladies take it all in the Mangrove category; Dr. Sally Daly and dental student, Rebecca Day.



Returning champs Dr. Doug Ber and Leslie Ber.



Dr. Keith Kyler, Dr. Sean Smith, Josh Noel & Ethan Smith at the awards dinner.



Team Porter takes the Blue Water category with 167.4 total pounds of Yellowfin Tuna; Dr. Jonathan Bowling, Dr. Joey Porter and Jeff Porter.



The Cat Daddy Crew-Paul Gantt, Dr. Nelson Daly and Dr. David Kestel.



Dr. Morris Barnett, Jay Bookman, Roy Laudumiey and Jim Bell enjoy a seafood feast.



Another returning champ, Dr. Luke St. Pierre, weighs in his Speckled Trout.



Hard luck story winner Dr. André Bruni with event chair Dr. Nelson Daly.



Dr. Nelson Daly takes 1st place for his Cobia catch and 2nd and 3rd place winners were Bradley Ber and Dr. Doug Ber



Senior dental students, Alice Ho, Elise Spears, Bethany Joseph, Kevin Vu and Brittany House.

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President, Louisiana Dental Services, Inc.



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LDA

from the executive director

Ward Blackwell, M.J.
Executive Director, LDA

Medicaid Update

On June 21, the Louisiana Department of Health and Hospitals (DHH) announced their plan for managing the smaller-than-hoped-for Medicaid appropriation in the 2013-2014 budget bill that had been passed by the Legislature a couple of weeks before. The DHH strategy relied disproportionately on 3% cuts to reimbursement rates for dental Medicaid. So, Dr. Don Donaldson, chair of the LDA Medicaid Task Force, began meeting with key legislators and the governor trying to get them to use their influence to persuade DHH to handle the shortfall in a different manner.

A meeting between LDA and DHH officials had already been scheduled for July 9. So, instead of meeting primarily to discuss re-issuing an RFP for a private dental benefits plan to administer dental Medicaid, the conversation that day was mostly about the proposed cuts.

Dr. Donaldson, LDA lobbyist Johnny Koch and I did not make much headway on cuts in that meeting, but Medicaid Director Ruth Kennedy did allow that DHH would be willing to listen to alternatives we might propose. This included an idea we floated of relying on the savings expected from contracting with a dental benefits plan to eliminate the shortfall. (The potential down side of this strategy being that any disruption of the process, such as a protest by a vendor who didn't win the bid, could conceivably result in even larger cuts). However, Ms. Kennedy indicated that, while the people working on this under former DHH Secretary Bruce Greenstein had been certain a single dental plan could be contracted, she was of the opinion there would probably have to be two.

Dr. Donaldson and I then began working with the prior authorization unit at LSUSD on other possible alternatives to cuts. He and I also worked on and sent a letter to the Governor to follow up their previous conversation.

Possibly because of political pressure Dr. Donaldson was able to generate, DHH eventually came up with an alternative approach of their own that included many of the ideas we'd suggested. When they met with us again on July 26, they laid out the following plan:

- The RFP for a dental plan to administer dental Medicaid will be re-let by Oct. 1. It WILL be for a single vendor after all (as we'd been told almost a year ago), and the winning bidder will be expected to take over administration of dental Medicaid April 2014.

- Dental EPSDT will be cut by 1.5%. An emergency rule was published Aug. 20, with the new rates effective retroactively to Aug. 1. While certainly less than ideal, this is better than the 3% cut effective July 1 that we were originally told was coming.
- The 1.5% cut was accomplished via across the board reductions in reimbursements for all dental procedures. DHH had left open a small possibility that the LDA could work with them to "tweak" exactly how the 1.5% reduction is achieved. The LDA looked at a number of options, but ultimately reached a consensus that no such manipulation was possible that would make a significant difference.
- The new dental benefits plan contract with DHH will set the pre-cut reimbursement rates as the "floor." In other words, the 1.5% cut is essentially temporary until the plan takes over administration, presumably in April of 2014.
- Prospective bidders on the RFP will have to repeat their efforts to demonstrate a potential network sufficient to handle the program by again asking dentists to sign non-binding letters of intent. This time, however, the letters will be standardized by DHH and prospective bidders will need permission to change the content (other than just putting their logo on the letters).
- DHH is working on a communications plan for dental providers to prepare for the conversion to private plan administration. The plan is expected to include more regular messages sent to Medicaid providers, stakeholder conference calls, a dedicated web portal, etc. LDA will get a chance to review messages to providers and offer suggestions. In fact, LDA was allowed to review and comment on the first such message at the end of July. LDA will also maintain a dialogue with DHH regarding hot button issues and the need for more aggressive action (e.g., physical meetings with dentists and the LDA).

The LDA continues to closely monitor all developments in dental Medicaid. You can rest assured we will be protecting YOUR interests as each change takes place. (Or, does NOT take place because we were able to stop it!)

It Pays to be a Member of the LDA!



LDA Member	Non-Member of the LDA
<p>First-Hand notice for registering for state meeting <u>AND</u> reduced cost - New Orleans Dental Conference and LDA Annual Session registration fee: \$325 (at 2012 meeting). LDA Members Saved \$370!</p>	<p>Over <u>DOUBLE</u> the cost to attend the C.E. and workshops at state meeting - New Orleans Dental Conference and LDA Annual Session registration fee: \$695 (at 2012 meeting).</p>
<p>Reduced pricing for <u>ALL</u> LDA C.E. meetings and events. LDA Members Save up to \$140 per event!</p>	<p>Higher cost for attending LDA C.E. meetings - non-members pay up to \$140 more per event.</p>
<p>Endorsed products and services with exclusive discounts: insurance products (a member dentist can save on personal umbrella policies from \$300 to \$3,000 a year), office supplies (automatic 4% off many items), merchant credit card fees and much more.</p>	<p>Higher cost of doing business with these same companies or to purchase these same products or services.</p>
<p>Discount on classified ads (in <i>LDA Journal</i> and on www.ladental.org). LDA members save \$25, plus per classified ad!</p>	<p>Retail pricing that is almost double the cost members pay.</p>
<p>Exclusive access to easy-to-understand guides to compliance with critical regulations that can potentially save dentists thousands of dollars in fines and penalties. And, it's all just a few clicks away on the LDA website!</p>	<p>Non-members cannot access members-only content on the LDA website and must find and decipher regulations on their own – and suffer the consequences if they don't fully comply.</p>
<p><u>FREE</u> peer review dispute resolution process.</p>	<p>Available at a fee equal to member dues <u>OR</u> may cost dentist hundreds or thousands of dollars in lost revenue or legal fees.</p>
<p>ADA Contract Analysis offered <u>FREE</u> (must go through LDA).</p>	<p>Not available and may cost dentist hundreds or thousands of dollars in lost revenue or legal fees.</p>

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





LDA louisiana dental services, inc.

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

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Smart Doctors...that's what we call our members that have bought practice liability insurance from Fortress Insurance Co., a Louisiana Dental Association endorsed company. To date, that's 43% of our membership. It just makes you wonder about all the others that haven't taken advantage of the great rates, excellent service, educational materials and helpful newsletter.

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In July, LDS CEO Ward Blackwell and I attended the 26th Annual For-Profit Subsidiary Meeting at the ADA Headquarters in Chicago. This conference often produces new leads for products and services that can be endorsed for our members' benefit. A good portion of this year's meeting was devoted to the Affordable Care Act and what effect it might have on our health care coverage. The 50 employee rule virtually eliminates most dental practices, but the onerous provisions will certainly raise the cost of our coverage. There is also a whole new set of acronyms....for fun, Google "MEWA."

While in Chicago, Ward had a chance to meet with Chris Osicki, senior vice president of Bank of America Practice Solutions, Inc. (BOA), another LDA endorsed company, providing financing for practice



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Superior value. For members only.

acquisition and construction, as well as equipment purchases. BOA Financial Services provides the LDA credit card that is also endorsed and many of us carry. And, while I was in Chicago, I met with Bill Passolt, president and CEO of Fortress Insurance Company. Our meeting included the vice president of underwriting and the assistant vice president of claims.

This annual meeting always provides new ideas for branding of our endorsed companies and provides new ideas and leads to assist LDS in better meeting the needs of our members. It is with great pleasure that I unveil the new logo approved by the LDS Board of Directors. Check out the new logo that highlights our mission of providing superior value for our LDA members!



UPCOMING EVENTS

Last Chance Seminar

December 13, 2013

Renaissance Hotel, Baton Rouge, LA

Bowden Leadership Development Conference

January 10, 2014

Hilton Capitol Center, Baton Rouge, LA

NEW! Winter C.E. Destination 2014

March 2-4, 2014 (Mardi Gras)

Walt Disney World® Resort, Lake Buena Vista, FL

(More info will be posted as available)

ENDORSED PRODUCTS AND SERVICES SPOTLIGHT



Energizing Your E-Billing Efforts

Bill Payment Portal (BPP) is a simple, secure and affordable electronic bill presentment and payment solution that allows you to upload and electronically present customer invoices and bills through an easy-to-use online portal; in return your customers' credit card and ACH payments are made by visiting your payment page.

EASY TO USE

- A. Upload your customer billing file.
- B. Communicate to your customers that bills are ready to be paid online and monitor incoming payments.
- C. Your customer simply goes to the website, clicks "make a payment" and, once complete, receives an electronic receipt confirmation.

FEATURES:

- Speeds receivables by eliminating postal delays and minimizing payer procrastination — studies show **up to 40% of consumers pay the same day they receive an email.**
- Increases efficiency and reduces costs by encouraging timely payments, making online payments easy, offering additional payment options.
- Accepts credit and offline/signature debit cards and ACH (electronic check) payments.
- Merchant branding on the portal, with unique URL for your business.
- Detailed billing remittance information accompanies all payments to ensure easy accounting reconciliation.
- Allows for one-time, installment, or recurring payment of bills — either in real time or scheduled future dates.
- Flexibility to support delivery of emailed transaction receipts.
- Simple, turnkey electronic bill presentment and payment solutions that you as the owner or your office manager can easily understand.

Elavon now has three specialized representatives to assist you with all of your patients payments needs. So, to be connected to the local representative for your area or for additional information, contact Denise Atkins at 281-288-4917 or Denise.atkins@elavon.com.



LDA Newsletter Goes Digital

If your email is not on file with the LDA, contact us right away at (800) 388-6642 or info@ladental.org.

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

Stay connected! We want to hear from you!

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

Submitted by the Louisiana Cultural Economy Foundation (LCEF)

LCEF Looking for Dental Partners Across the State, Compensation is Available

The Louisiana Cultural Economy Foundation (LCEF), in partnership with the Smile Program and MusiCares, a service division of the Recording Academy (GRAMMY's), is giving musicians a lot to smile about. Since 2010, the organizations have teamed up to host seven Dental Days, providing free dental exams, X-rays, teeth cleanings, and up to three (3) services such as fillings and extractions to all musical professionals throughout the state.

"We want to make sure people know that it is so much more than cosmetic or luxury services," said Healthcare Initiative Director Kathy Richard. "We've been following trends and studies that link heart disease and a lot of other chronic illnesses to poor dental hygiene and dental health. With musicians especially, if they don't have a good smile, it could negatively impact their ability to sing and earn income through their talents." Since 2010, the Dental Days have delivered over 1,000 dental services to more than 200 music professionals in Lafayette and Baton Rouge.

The goal of LCEF and its partners is to keep musicians healthy over the long term by providing a Dental Day every six months. "The music professionals we have treated over the years are overwhelmingly thankful," said Richard, "especially for one musician whose dental issues had become such a problem that they caused him to stop performing for over two years. Upon completion of the Dental Day and subsequent treatment plan, he is now back on the road and making a living as a singer again!" Another patient, Grammy award winner Chubby Carrier said, "Thanks LCEF! Y'all have musicians smiling at their shows!"

LCEF's Healthcare Initiative was created in 2008 to provide access to health care for all Louisiana cultural workers. LCEF links the state's cultural workers—visual artists, musicians, culinary workers, filmmakers, and others who contribute to the state's cultural business—to

affordable, no cost or low cost health care, dental services and prescriptions.

The cultural industry in Louisiana contributes \$12 billion to the state's economy, with cultural workers making up about eight percent of the state's workforce. This workforce is typically low income

and underserved. "Many musicians do not have basic health insurance, much less dental insurance. Dental care is not something they can afford," said Richard. The partnership with MusiCares and the Smile Program is an important one for the LCEF. "It is not just a band-aid. It is a gateway into taking care of the musicians' total needs," said LCEF CEO Aimee Smallwood.

LCEF is seeking dental health professionals across the state willing to partner with us on Dental Days, as well as to provide follow up dental treatments, which are given to the music professionals following attendance at a free Dental Day. LCEF has cemented a partnership with MusiCares to continue assisting these musical professionals beyond that one day. Financial assistance can be obtained from MusiCares to qualifying individuals to compensate dental health professionals who participate in the continuing dental plan. To find out more or to participate, email Kathy@culturaleconomy.org. To learn more about LCEF, log on to www.culturaleconomy.org.



Musician Charles Watts from Lafayette gets his x-rays done as part of his complete dental services in December 2012.

Dr. Greg Folse looks on as Dr. Eliot Schlang treats a music professional.



Baton Rouge musicians Torrance Thomas and Bethany Padgett are happy and grateful to get their dental services through the free dental day.

Dr. Lynne Halik, a Fortress Dentist.

I live in Fairport, NY with my husband and two kids. We lived in England and Japan while I was in the US Air Force. It was a way to travel and be a dentist.

I practice pediatric dentistry. I started my own practice so I could have more autonomy and have my kids with me. My daughter says it was great to be raised in a dental office!

I recharge with music. I've always played in orchestras, bands, quartets. Music is part of my family. I play the cello at church with my daughter Wendy and enjoy watching my son Scott play trombone.

I love seeing my patients' senior pictures, we get new ones for the wall every year. It's incredible to see them grow up.

I believe in volunteering. During my year as President of our District Society, we started a community program called "Give Kids A Smile Day."

I hope to go to Africa someday with our church to help a Methodist Minister we know in the Congo.

I admire anyone who can keep their family happy and their career going. My husband Jeff is a tremendous help, he's always been very supportive.

I recommend Fortress Insurance for professional liability coverage. I feel more secure knowing that they only insure dentists. I think it's an excellent company.



Over 14,000 dentists trust Fortress with their professional liability insurance.

When you choose Fortress for your professional liability coverage, you can be confident that your practice is protected. We are owned and operated by dentists and only insure dentists. Aggressive claims defense, valuable risk management and outstanding customer service are why dentists all over the country have selected Fortress. Our local agents are responsive and knowledgeable too. To get Fortress protection, call Stormy Blair or Donna Vicari Hebert at Brown & Brown of LA, LLC dba Robert Ellis & Associates, 888-503-5547. Tell them Dr. Halik sent you.



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www.dds4dds.com

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



LDA lsu school of dentistry

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

LSUSD Oral and Maxillofacial Surgery Program Embraces Change

In light of economic challenges at both state and federal levels, doing business in more efficient ways is a reality, especially for publicly funded institutions. As commonly known, the recent privatization of Louisiana's public hospital system has been initiated in order to transform and improve Medicaid programs, streamline the administrative process, decrease spending and create a system to promote better health care outcomes for our citizens. One of the educational programs affected in this privatization shift is our oral and maxillofacial surgery (OMS) residency program.

Current OMS hospital partnerships include Our Lady of the Lake Regional Medical Center (OLOL) in Baton Rouge and Louisiana Children's Medical Center (LCMC) in New Orleans. OLOL now provides many of the services that were offered by the now-closed Earl K. Long Medical Center. LCMC manages the Interim University Hospital in New Orleans and will also manage the new University Medical Center upon its completion.

OMS residents provide patient care in five clinics in Baton Rouge and New Orleans. In New Orleans, OMS clinics are located at LSUSD, Interim University Hospital and Children's Hospital. In Baton Rouge, services are provided at both OLOL and the LSU Outpatient Surgical Facility, a Division of OLOL, on Perkins Road.

OMS and general practice residents (GPR) continue to provide services to adult patients at the Interim University Hospital in New Orleans. Pediatric patients can also now receive OMS care at the LSUSD Dental Clinic in Children's Hospital. The outpatient surgical facility in Baton Rouge provides a full scope of OMS surgical services and is equipped with four operatories and three surgical suites. In addition, OMS and GPR residents work together weekly to provide implant-related prostheses for patients at the Baton Rouge clinic.

Since joining LSUSD less than a year ago, associate professor and OMS department head Daniel Spagnoli, D.D.S., M.S., Ph.D., has worked tirelessly with LSUSD administrators and faculty to ensure a smooth transition. In addition to the hospital transitions, two new faculty members have also been recruited. These two new faculty members, Drs. Beom-June Kim and Waleed Zaid, will further enhance the level and quality of education and patient care. They have both received extensive training in oncology and microvascular reconstruction surgery. Patients who have signs or symptoms of orofacial tumors or cancer can be referred to our clinics in both Baton Rouge and New Orleans.



*Beom-June Kim,
D.M.D., M.D.*

he completed a two-year fellowship in head and neck surgery and microvascular reconstruction at the LSUHSC Department of Oral and Maxillofacial Surgery in Shreveport.

Waleed Zaid, D.D.S., M.S.C., FR.C.D.(C.) graduated from Ajman University of Science and Technology Faculty of Dentistry in the United Arab Emirates (UAE) in 2003. Following dental school, he interned in the oral and maxillofacial surgery department, Dubai-UAE

Beom-June Kim, D.M.D., M.D. received a B.S. from Cornell University in 1998 and his D.M.D. in 2004 from the University of Pennsylvania School of Dental Medicine. He then attended the University of Maryland, where he received an M.D. in 2008 and completed his oral and maxillofacial surgery residency in 2011. Before joining LSUSD,



*Waleed Zaid, D.D.S.,
M.S.C., FR.C.D.(C.)*

Ministry of Health. From 2005 to 2006, Dr. Zaid was an oral and maxillofacial surgery demonstrator at Ajman University, and from 2006 to 2008, he trained in oral and maxillofacial surgery at Al-Qasimi Hospital Department of Oral and Maxillofacial Surgery and Plastic Surgery. From 2008 to 2012, he attended the oral and maxillofacial surgery residency program at McGill University Faculty of Dentistry. During the past year, he trained in head and neck oncology and microvascular reconstruction at Boston Medical Center.



Daniel Spagnoli, D.D.S.,
M.S., Ph.D.

Under the leadership of Dr. Spagnoli, recent transitions and new faculty hires have strengthened the services offered by our OMS residents and faculty. I am honored to be involved with the important contributions they provide to the citizens of Louisiana. If you have questions about available services, feel free to contact Dr. Spagnoli or any of the clinics listed.

OMS Clinics

Baton Rouge

LSU Health Baton Rouge Oral and Maxillofacial Surgery Clinic

A Division of Our Lady of the Lake
5000 Hennessy Blvd.
Baton Rouge, LA 70808

Oral surgery only
(225) 768-5765

LSU Outpatient Surgery Clinic

A Division of Our Lady of the Lake
Located inside the LSU Health System
Surgical Center
9032 Perkins Rd.
Baton Rouge, LA 70810

By referral only
(225) 768-5880

New Orleans

Louisiana State University School of Dentistry

OMS Resident Clinics
1100 Florida Ave, 4th Floor
New Orleans, LA 70119

Scheduler: (504) 941-8408

Nurse: (504) 941-8393

Dr. Daniel Spagnoli: (504) 941-8216

Interim University Hospital

2021 Perdido St.
New Orleans, LA 70112
(504) 903-4433

LSU Health - Oral Surgery Faculty Practice

3700 St. Charles Ave., 7th Floor
New Orleans, LA 70115
(504) 889-9893

LSUSD Alumni Events

Friday, November 1, 2013
LSUSD Alumni Reception

In conjunction with the ADA Annual Session
Harrah's Hotel, New Orleans
Vieux Carre Ballroom - 2nd Floor
5 to 7 p.m.

2013 Reunions

Reunion celebrations are underway for some classes in conjunction with the American Dental Association Annual Session, which will be held October 31-November 3, 2013, in New Orleans at the Ernest N. Morial Convention Center.

For more information, visit:
www.lsusd.lsuhs.edu
or call Joanne Courville at (504) 941-8367.



louisiana state board of dentistry

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



Making the Profession Better & Fulfilling Our Mission

At this time of year the board is a very busy place. The board staff is gearing up for another round of license renewals. This year you will receive a standardized continuing education form which must be completed and returned to the board whether you renew online or by paper application. The board in accordance with LAC 46:XXXIII.1609, is requesting that each licensee complete the continuing education form which requires a description of the continuing education course work taken during the term of your license with the corresponding number of hours and designation of the course as clinical or non-clinical. At this stage, the board is only looking for the completed form and does not require the production of the certificates evidencing attendance and completion. Once all of the completed forms are produced, the board will, in accordance with its rules, select at random those licensees whose continuing education credits will be audited. If selected, you will be required to produce the certificates of completion for all of your continuing education hours in order to satisfy the requirements of LAC 46:XXXIII.1611 or .1613. Therefore, do not discard your certificates until the audit process has been completed. In the event that you fail to provide the board with the completed form by the deadline set, you will be audited in accordance with LAC 46:XXXIII.1609. Please take the time to arrange your documentation establishing compliance with the continuing education requirements of the board.

In addition and in accordance with legislation passed last year, there is a new fee which will be assessed to each licensee at the time of renewal this year. The board set in rule the fee to fund the Dental Health Professional Monitoring Program, which takes effect in August. The annual fee is \$25 for dentists and \$15 for hygienists. Therefore, dentists will be assessed \$50 and hygienists \$30 when you renew your license this year. The board contracted with Physicians' Health Foundation of Louisiana to conduct the program. As you know, the LDA ran the program for years with donated services. The board and professionals as a whole owe a debt of gratitude to the LDA and Dr. Jamie Manders for their efforts in this regard. The new program will benefit the profession and provide the board with an option to address impaired licensees that was not previously available. The contract and

formation of the monitoring program is the culmination of the cooperation between the board and the LDA. I take this opportunity to thank all involved for their vision and leadership in bringing this program to fruition.

In the last few meetings, the board has discussed the need for licensees to access and utilize the Prescription Monitoring Program (PMP), through the State Board of Pharmacy. Dr. Melancon in one of his articles last year discussed the nationwide epidemic of prescription drug abuse and the use of the PMP to combat it. Practitioners may access the PMP to check a number of things. You may check the prescription history of a patient prior to issuing a prescription. Next, you may run all of your prescriptions to ensure that all of the recipients are patients of record. This allows you to confirm that no one in your employ is issuing prescriptions without your knowledge and approval. Finally, the PMP report will assist you in analyzing the prescriptions issued in your practice. The report allows you to verify that the type, strength and quantity of the medication written to each patient has not been altered. The board is contemplating the introduction of a rule to require practitioners to pull their PMP on a regular interval as a condition precedent to renewing your license. In order to access the Prescription Monitoring Program you should contact the Louisiana State Board of Pharmacy who will provide you with a login and password. The cost of the access is included in your license issued by the Pharmacy Board. The telephone number of the Pharmacy Board is 1-225-925-6496. To begin the process, visit www.pharmacy.la.gov and select menu item PMP (Prescription Monitoring Program) select RxSentry Orientation Course to complete the program. The Database Access Request Form will be provided at the conclusion of the orientation course. The request form should be completed, signed, notarized and returned to the Pharmacy Board to secure access to the program.

The regulation of the practices of dentistry and dental hygiene may only be accomplished through the commitment and cooperation of the practitioners. Contact your district representatives to discuss the issues you encounter in your practice so that the board has the opportunity to address the concern in an effort to make the professions better for all while fulfilling its mission to protect the public.

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LDA summer education conference

*Sherri Jones
Director of Conference Services, LDA*

Fun in the Sun at Summer Education Conference

Team Cowley Wins Volleyball Tournament Again

There's no sun like Florida sun and no C.E. like LDA C.E.! So, the combination of Florida sun and LDA C.E. made the 2013 LDA Summer Education Conference a top notch event!

LDA members, family and friends soaked up plenty of sand and sun at another successful meeting at Tops'l Beach & Racquet Resort in Destin, FL. Over 80 registrants took advantage of the opportunity to earn up to 16 hours of C.E. credits while also enjoying the pristine beaches and sparkling, emerald waters of the Florida Gulf Coast.

Each morning began with a fabulous breakfast offering and announcements of new happenings at LDA, which included the introduction of the PACE C.E. program and our 2014 Winter C.E. trip to Walt Disney World® Resort.

Registrants then enjoyed their C.E. courses until noon each day with featured C.E. speakers that included Dr. Mike Malone who spoke on the topic of "Cosmetic Dentistry Update: What, Where, When How?" and then again on Thursday regarding "Predictable Cosmetic and Restorative Dentistry"; Dr. Alex Fleury who spoke on "New Dimensions in Endodontics"; and Annette Wolfe, R.D.H., B.S., who spoke on "The Mouth is Part of The Body: How can the Body be Healthy if the Mouth has a Disease."

Louisiana Dental Services (LDS) served as the in-part breakfast sponsor throughout the conference.

In addition, the speakers were sponsored by Dux Dental, AMD Lasers, Tokuyama Dental America, SSWhite, Garrison Dental Solutions, Bisco, Ivoclar Vivadent, Brasseler USA, Real World Endo and Colgate. A special

"thank you" goes to each sponsor. This event couldn't happen without their support.

After each morning of C.E., participants were free to enjoy the beach with their family and friends. The LDA even added some fun to the mix with the Family Beach Volleyball Tournament on Friday afternoon open to all conference registrants and their family, friends and staff. Everyone had a great time, and we did have a repeat winner: Team Cowley, which included Dr. Stan Cowley, Jr., Isabel Cowley, Christian Cowley, Casey Cowley, Scott Hellmers, Brooke Hellmers and Beau Hellmers. Question is, can they make it a three-peat??

After the very spirited volleyball tournament ended, registrants and their families prepared for the Beachside Shrimp Boil. Again this year, the event was held right on the beach. The weather was beautiful, the food was delicious and everyone basked in the evening with great conversation and fellowship. A big thanks to our Beachside Boil Sponsors, Brown & Brown of LA, dba Robert Ellis & Associates and Blackburn Dental Lab.

If you missed it this year, plan now to attend next July. Dates will be posted on the LDA website at www.ladental.org as soon as the resort contract is finalized.

BEACHSIDE BOIL: *Dr. Kurt Launey with daughters, Helen and Lori.*



BEACHSIDE BOIL: *Dr. Bill Hadlock and wife, Monica Hadlock.*





CONTINUING EDUCATION: Louisiana Dental Services, Inc. (LDS) was the morning breakfast sponsor.



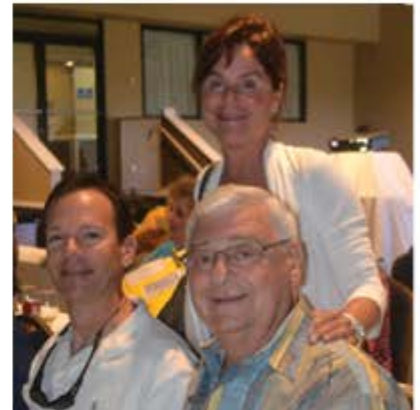
CONTINUING EDUCATION: This conference is a great way to get up to 16 hours of C.E. and enjoy the beach!



BEACHSIDE BOIL: Dr. Jerry Ferguson (fourth from left) brought his grandchildren to the Summer Conference. They are Olivia, Victoria, Andrew, and Hannah.



CONTINUING EDUCATION: Drs. Maria Burmaster and Valerie Hemphill visiting with the SS White representative, one of the many companies that sponsored Dr. Mike Malone's lecture.



CONTINUING EDUCATION: Drs. Russell and Damon DiMarco and Alicia DiMarco.



Volleyball fun!



BEACHSIDE BOIL: Drs. Stephanie and Danny Weaver with their son, Jake.



BEACH FUN: Dr. Gary Roberts brought his two sons and grandson to the beach. They are, from left, Zachary and son, Caleb, and Joshua.



BEACHSIDE BOIL: Dr. Kyle Coffin and his family, Patricia, Kate and Jimmy.



CLASS OF 1993: The Class of 1993 had a 20th Year Reunion during the Summer Conference. Attendees were: Drs. Eric Sanders, Southey Hayes, Valerie Hemphill, Damon DiMarco, Jill Leblanc, Nelson Daly, Lisa Bailey, Maria Burmaster, Mike Hayden and Glen Appleton.



CONTINUING EDUCATION: LDA President Dr. Stephanie Weaver and LDA President-Elect Dr. Nelson Daly with door prize winner Dr. Clint Dutil.



CONTINUING EDUCATION: Drs. Josh Jones, Jerod Petry and Angela Thiaville.



CONTINUING EDUCATION: Seminar participants attend class each day from 8 a.m. to noon and then spend their afternoons on the beach.



CONTINUING EDUCATION: Drs. Sammy Tom, Melissa Tom, Ron Britsch, Jr. and Ron Britsch, Sr.



CONTINUING EDUCATION: Dr. Mike Malone lectured to attendees.



VOLLEYBALL TOURNAMENT: Cowley Family takes the honors again as LDA Beach Volleyball Champs.



BEACHSIDE BOIL: Dr. Anthony Bercier with his wife and daughter, Kayla and Kate Bercier.

Mark Your Calendars Now for Upcoming LDA Events!

Go to the LDA website, www.ladental.org, for the latest event information.

Last Chance Seminar

Friday, December 13, 2013
Renaissance, Baton Rouge, LA
SPEAKER: Dr. Todd Snyder
COURSE TITLE: "RIGHT NOW - The Hottest
New Materials, Technology and Techniques in
Dentistry"

L.H. Bowden Leadership Development Conference

Friday, January 10, 2014
Hilton Capitol Center, Baton Rouge, LA

Winter Conference: C.E. with Character

Walt Disney World® Resort
Sunday, March 2 - Tuesday, March 4, 2014
(Courses will be held each day from 7:30 to 11 a.m.)
Lake Buena Vista, FL

New Orleans Dental Conference and LDA Annual Session

Thursday – Saturday, April 3-5, 2014
New Orleans Morial Convention Center

*More info will be coming soon on the LDA website and
in brochures mailed to LDA members!*

Go to the LDA website, www.ladental.org, for the latest event information.



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LDA endorsed company feature

Mark E. Hyman, D.D.S., M.A.G.D.
(Submitted by CareCredit, LDA/LDS Endorsed Company)

How to Turn Patients into Raving Fans

One of the biggest fallacies in dentistry is the idea that the only way to grow your practice is to focus on increasing the flow of new patients. While attracting new patients is important, if you put enhanced time and energy into all our patient relationships, amazing things will happen. It's been estimated that the average practice has about one million dollars of diagnosed but undone dentistry sitting in their charts. This is a colossal missed opportunity that can be realized when you focus on turning your patients into raving fans.

So, what is a raving fan? They are patients who never miss an appointment, show up on time, pay their fees with appreciation, are open and grateful for your treatment suggestions, refer friends and family, and write really nice things about you on the Internet. To create raving fans you have to take patients' expectations of what their dental visit is going to be and turn it upside down. Take everything negative they expect to experience and turn it into a positive.

Dr. Irvin Becker, who was chairman of Education at Pankey Institute, once said the reason most people never received optimal care is because no one ever asked them if they wanted it. So put away your fears of rejection and failure and let's look at the patient experience through a different paradigm of delivering healthcare in an abundant and relationship-driven way.

The New Patient Experience

The foundation of raving fan relationships begins with the new patient visit, which begins with the initial phone call. When a new patient calls, let them know you are delighted they have chosen your practice and find out where they heard about you – how they were “pre-heated” – and make note of it in their file. That same day, send them a personal welcome package on nice stationery that includes a professional brochure about your practice. Reiterate how excited you are that they have chosen your practice for their oral healthcare needs. When they come into the practice, personally greet them by name and escort them into a consultation room – on time. Being timely is important because most patients expect to wait.



Your initial meeting is all about asking questions and listening. To create raving fans you must out-listen the competition. Here are a few questions to ask:

“Did you have any trouble finding the practice?”

This will tell you if they are new to the area.

“Who can we thank for referring you?”

Confirms how they found out about your practice and communicates that your primary source of new patients is from happy existing patients, which builds trust.

“What is your concern with your oral health/teeth?”

Gives the patient the opportunity to explain why they made the appointment.

“Why did you leave your last dentist?”

Gives insight into their previous dental experiences and, most probably, fears and barriers to care.

“Do you know of any current dental needs you have – a crown, cavity, etc.?”

Lets you know if they have delayed or declined care in the past, which may indicate the level of value they see in dentistry.

“Do I have your permission to discuss any issues or changes I see in your mouth other than the ones you've told me you are concerned with?”

Ensures you have permission to do a comprehensive evaluation and share the results with the patient.

“How healthy do you want to be? What are your goals – to fix what's hurting or wrong now or to have your teeth for life?”

Provides insight into their commitment level for care.

The Evaluation and Treatment Conversation

The next step is to do a gentle, but thorough comprehensive evaluation using the best technology to make the patient as comfortable as possible. For example, use Digital Doc intra-oral cameras for the initial evaluation and "before, during and after" shots of every procedure, every time. Do an oral cancer screening using VELscope®, checking for decay with digital radiography. After the evaluation is complete, thank them for their time and set an appointment for a second visit where you will share the results and doctor's recommendations. That night, send them a beautiful card signed by the entire team.

At the second visit, have a written consultation and give the patient a digital case presentation that shows all the digital photos you took and enhancements that are possible. Put a color photo in front of the patient that's been enlarged 40X, look at it together so you can both see the issue, maybe a crack in a tooth, then simply ask, "How can I help?" This delivery of care is not authoritarian, it is not punitive and it is not guilt based. It is merely working together to the benefit of the patient in a way they can control and be comfortable with. It's during this point in the conversation that financial arrangements are discussed. Never try to guess who can or cannot afford care. Instead, let patients know you have several payment options for them to choose from:

"Mrs. Smith, we have three ways to save you money on your dental needs. Let me know which one works best for you. First, if you pay at or before the time of treatment by check or cash, you will receive a 5% bookkeeping courtesy. Or you can use your credit card. Or the third option, you can use CareCredit's health care credit card, which offers a variety of promotional financing offers. Which would you like to hear more about?"

This system of presenting payment options is predictable, planned and choreographed, and works beautifully.

If a patient has been in your practice for many years, going through twice a year six month recare visits with a 30 second exam, we can offer them to return for a new complete exam. Verbal skills such as «You have been a loyal and wonderful patient for all these years. Dentistry has so many new technologies and advancements that we are adding to our practice. Would you like to experience the benefit of an updated comprehensive examination?» You may be amazed how many will appreciate this extra time and careful study!

After treatment you can continue to delight and surprise patients by exceeding expectations. If they didn't eat before the appointment, have someone run and get them their favorite smoothie. And later that evening, give them a call. I simply say, "Hi, it's Mark Hyman. I just wanted to see how you are feeling after our work today. Are you feeling okay? Do you have any questions or concerns for me at this point?"

The idea is so simple. Take all negative expectations and create an experience your patients have never had before. Use humor, if you feel comfortable with it, to put patients at ease and a smile on their faces. This generates raving fans. You will enjoy dentistry more. So will your team. And, amazingly, so will your patients.

Dr Mark E. Hyman's dynamic approach to practice enhancement, team building, and relationship dentistry has propelled his 28 year-old practice to among the top one percent in the nation. A nationally-recognized and highly regarded speaker, Dr Hyman is a mentor at the Scottsdale Center, an advisory faculty member at The Pankey Institute for Advanced Education, and an adjunct associate professor at the University of North Carolina School of Dentistry. Voted one of the "TOP CLINICIANS IN C.E." by Dentistry Today magazine, Dr Hyman was named Young Dentist of the Year by the North Carolina Dental Society in 1995.



news LDA

Baton Rouge Dentist Receives Academy of General Dentistry Distinguished Service Award

The Academy of General Dentistry (AGD) is pleased to announce that John W. Portwood Jr., D.D.S., M.S., C.F.P., Ch.F.C., C.L.U., M.A.G.D., of Baton Rouge, La., received the association's Distinguished Service Award during the AGD 2013 Annual Meeting & Exhibits, held June 27 to 30 in Nashville, Tenn.

The Distinguished Service Award recognizes an AGD council, committee, or task force member who has exhibited outstanding leadership capabilities and whose contributions have resulted in significant and fundamental advances toward fulfilling the AGD's overall mission. Since the award's inception in 1986, only 30 of the AGD's 38,000 members have received the honor.

A member of the AGD since 1990, Dr. Portwood has served the organization in many capacities. He was a member of the Dental Education Council for six years and served as a delegate or alternate delegate to the AGD House of Delegates for 19 years. He also has utilized his expertise as a certified financial planner and investment analyst by serving as Investment Committee chair since 2004. Additionally, he is the co-author of the AGD book "You've Graduated, Now What? A Guide to Navigating Those First Years in the Dental Profession." On a local level, Dr. Portwood has held every office of the Louisiana AGD, including president, and currently serves as secretary and treasurer.

In 2004, Dr. Portwood earned his AGD Mastership Award, the organization's highest available honor and one of the most respected designations within the profession. To accomplish this goal, Dr. Portwood completed more than 1,100 hours of continuing dental education.



Stop Hitting

SNOOZE

on Your C.E. Alarm Clock!

"RIGHT NOW - THE HOTTEST NEW MATERIALS, TECHNOLOGY AND TECHNIQUES IN DENTISTRY" WITH DR. TODD SNYDER, A.A.A.C.D.

Course Description:

New technologies will be presented that have the potential to find disorders in the tissues and teeth earlier than ever before. The ability to have earlier diagnostic capabilities to assist in less invasive techniques matched with products that can assist in strengthening and restoring damaged tooth structure will be shown. The implementation of various interactive devices and software to assist with patient treatment understanding and acceptance will be very advantageous to running a successful business. These types of products and more are going to be a must have for practitioners to make dentistry easier and enhance their patients' health, RIGHT NOW!!



Course Objectives: As a result of attending this course, participants should be able to:

- Utilize advances in teeth whitening delivery methods to allow for better compliance and a competitive edge on over the counter whitening systems.
- Identify various new restorative materials that can actually enhance the longevity of restorations as well as cut down or eliminate sensitivity.
- Have increased their knowledge of tools and treatments available to patients to help eliminate and/or reduce the potential for decay and gum disease.

Credit: 7 clinical hours, lecture

Dr. Todd Snyder received his doctorate in dental surgery at the University of California at Los Angeles (UCLA) School of Dentistry. Furthermore he has trained at the prestigious F.A.C.E. institute for complex gnathological (functional) and temporomandibular joint disorders (TMD). Dr. Snyder is an

accredited member of the American Academy of Cosmetic Dentistry. He has been on the faculty at UCLA, and is currently on the faculty at Esthetic Professionals.

Dr. Snyder is a consultant for numerous dental manufacturing companies. Furthermore, he has authored numerous articles in dental publications and published a book on contemporary restorative and cosmetic dentistry. With his passion for aesthetic dentistry, Dr. Snyder helped create and co-direct the first (in the nation) two-year graduate program in aesthetic and cosmetic restorative dentistry at the UCLA School of Dentistry. He also founded and is CEO of Miles To Smiles, a non-profit mobile children's charity that helps indigent and underprivileged children.

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(as of 9/12/13)**



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(LDA Events Partner)



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GC America, Inc.



Last Chance Seminar

December 13, 2013
Renaissance Hotel
Baton Rouge, LA

Agenda

- 8 a.m. C.E. Registration and Continental Breakfast
- 8:30 a.m. - Noon C.E. Session with Dr. Todd Snyder
- Noon - 1 p.m. Lunch (provided)
- 1 p.m. LDA's "Split the Pot" Raffle Drawing
- 1 p.m. - 4:30 p.m. C.E. Session, continued, with Dr. Todd Snyder



Approved PACE Program Provider FAGD/MAGD credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. The current term of approval extends from 07/01/13 to 06/30/17. Provider ID 219248.

Hotel Information

RENAISSANCE HOTEL
7000 BLUEBONNET BLVD.
BATON ROUGE, LA

To make reservations,
call 1-866-469-5448

Reference the
"Louisiana Dental Association"
group when making reservations
to qualify for the special group rate.

Thursday, Dec. 12 and Friday, Dec. 13
Run of House - \$134

- Rooms are limited. Reservations made after 11/13/2013 will be taken on a space available basis only.
- All room rates are subject to applicable state and local taxes (currently 16%).

Register online at www.ladental.org

By filling out an online registration form or
by downloading an event brochure.

Brochures will be mailed to
all LDA members.

Questions?

PHONE: 1-800-388-6642

(Ask for Sherri Jones)

EMAIL: sherri@ladental.org

LDA members who register before
Nov. 22 earn up to 7 clinical credit hours
for one low fee of \$159, including
continental breakfast and lunch!



LDA Louisiana dental hygienists' assoc.

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

2013 Marks 100th Anniversary of Dental Hygiene Profession

These are special times indeed as 2013 marks the 100th anniversary of the dental hygiene profession. It is a time to take great pride and joy in what we do and a time to appreciate all that we have. As we celebrate 100 years of dental hygiene, it is important to reflect on history and recognize the achievements of the past that have brought us to this point. It is evident that over the past century the dental hygiene world has transformed for the better and the appreciation of these changes allows for growth to the future.

Dental hygiene exists from an evolving world. Alfred C. Fones, the father of modern dental hygiene, envisioned a potential to improve public access to oral health care. In Connecticut in 1913, his vision was brought to reality when he trained his assistant Irene Newman to treat patients. Fones disliked the term "dental nurse" because it was not an indication of prevention and health, so he cast it aside in favor of the title of dental hygienist. In that first year, students were recruited in local newspapers to attend a six week program for \$20. As the regulation of the profession spread, state organizations formed, followed by the inception of a national dental hygiene association formally known as the American Dental Hygienist Association (ADHA).

By the 1960s, 50 years into the profession, women made up the majority of the practicing dental hygienists. This decade was a great era for firsts in dental hygiene. The first national board exam was given, the first male hygienist graduated in 1965, and fluoride and sealants were accepted as a means of prevention of tooth decay. Rolling through the 1970s, the national board transformed into a function-oriented exam, dresses were no longer worn in order to accommodate sitting arrangements, and the ultrasonic (our secret weapon in the world of plaque) gained popularity.

A complete era of change occurred in the 1980s when the epidemic of HIV/AIDS swept

the country. Hence, sterilization and personal protection equipment for all dental professionals became required. On the lighter side, the first edition of *RDH Magazine* was published and the very first at home bleaching kit became available. Technology advancements in the 1990s created a surge of business with the use of cell phones and the Internet. Added functions for dental hygienists were legalized for better access to care, digital radiographs became available for use, and hypersensitivity to latex products was addressed. The modern version of the dental hygienist can provide many treatment options, such as providing choices for pain control, performing several nonsurgical techniques for periodontal therapy, administering localized chemotherapeutics, and practicing under general supervision. We, as hygienists, have gone above and beyond the initial vision and continue to enhance our profession.

A lot has changed since the very first school. Now dental hygienists are able to attend an accredited two year program that is quite rigorous and demanding so that we come through with the knowledge and ability to provide for our patients. Today, dental hygienists are truly prevention specialists and the future is unbound. It is our duty as dental professionals to continue the mission of those that came before us. Only by honoring the achievements of the past can we look clearly into the future. Happy Anniversary dental hygiene profession!

**For news, C.E. info
and more, visit
www.ladental.org**



LDA

benefits byline

Stormy Blair

*Vice President/Association Services Professionals Brown & Brown of LA,
LLC dba Robert Ellis and Associates*

Providing Exchange Notice to Employees

This message is to advise you of your obligation to **INFORM** your employees about pending changes in health care insurance markets **REGARDLESS** of whether you currently provide health insurance to your employees and **REGARDLESS** of how many employees you have. While the Affordable Care Act (ACA) does not require that you provide **INSURANCE** to your employees if you have fewer than 50 employees, there is little doubt that it does require you to provide **INFORMATION** to your employees if you have **ANY** employees. The Department of Labor has indicated there will not be fines for non-compliance, but businesses failing to do so will likely come under scrutiny for other violations.

As a service to LDA members with one or more employees, Brown & Brown of Louisiana, LLC dba Robert Ellis & Associates has provided the following information regarding the federal requirement that all Employers provide an Exchange notice to each employee by October 1, 2013.

This notification must be provided to employees regardless of plan enrollment, part-time or full-time status. The employer is not required to provide separate notices to dependents or other individuals who are or may become eligible for coverage under the employer's plan but who are not employees. However, **employers are required to provide the Exchange notice to both new hires and current employees as follows:**

- **NEW HIRES** – Employers must provide the notice to each new employee at the time of hiring beginning October 1, 2013. For 2014, the Department of Labor (DOL) will consider the new employee notification requirement satisfied if the notice is provided within 14 days of the employee's start date.
- **CURRENT EMPLOYEES** – Employers are required to provide notification no later than October 1, 2013, to current employees (hired before October 1, 2013).

We suggest you send these out just after Labor Day to coincide with the marketing blitz anticipated by the Exchange. Information, forms and instructions necessary to comply with the employer notification rule are linked to the following websites:

The following file outlines the rules in more detail:

http://www.bblouisiana.com/Files/Publications/DOL_Issues_Model_Exchange_Notice.pdf

The following is the Model Notice for Employers who offer Health Coverage:

http://www.bblouisiana.com/Files/Publications/Exchange_Notice_With_Health_Plans.pdf

The following is the Model Notice for Employers who DO NOT offer Health Coverage:

http://www.bblouisiana.com/Files/Publications/Exchange_Notice_Without_Health_Plans.pdf

The following file is a flyer that you can give to employees who may have questions about the exchange:

<http://www.bblouisiana.com/Files/Publications/HCRAlreadyInsuredFAQ.pdf>

Included in the Exchange Application is an Employer Coverage Tool. The following document explains this form in more detail:

http://www.bblouisiana.com/Files/Publications/Exchanges_Employer_Coverage_Tool.pdf

If you wish to be proactive and fill out the Employer Coverage Tool form for future employees, you may access the form at the following link. Once completed, you may copy it and keep those copies on file for use as needed.

http://www.bblouisiana.com/Files/Publications/Employer_Coverage_Tool.pdf

As your LDA-sponsored insurance consultant, we are dedicated to assisting you with all your personal and professional insurance needs. If you have any questions regarding Health Care Reform or the LDA-sponsored portfolio, contact Brown & Brown of Louisiana, LLC dba Robert Ellis & Associates at 1-888-503-5547.

NOTE: Brown & Brown of LA, LLC dba Robert Ellis and Associates has spoken to carriers, consultants and Affordable Care Act experts and all agree that the intent is to have ALL employers comply with the requirement. Ultimately, the decision is that of the employer but as your endorsed insurance carrier, we recommend that dentists send out the notices to err of the side of caution.



LDA Louisiana dental assistants assoc.

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

Infection Control Education Integral to Dental Assistant Training

Send Your Staff to ADA/ADAA Conventions In New Orleans This Fall

I am preparing for the American Dental Association (ADA) and American Dental Assistants Association (ADAA) Conventions in New Orleans, October 31-November 3, 2013, and have been asked to give the opening speech to the ADAA House of Delegates, welcoming everyone to Louisiana. I reflected upon my feelings regarding the state of dental assisting in Louisiana. I have been pleased with the E.D.D.A. programs consistently being filled to capacity and the membership in the ADAA and Louisiana Dental Assistants Association (LDAA) increasing. My job as LDAA president is to make sure everyone knows the ADAA is for administrative, as well as clinical personnel, and our focus is on education and quality of care, while maintaining and increasing membership into our organization.

I was recently in an antique store and ran across a past dental assistant student who is now working for the postal service. When I asked her why such a promising dental assisting student was not working in the field she trained for, she said that she had worked a while as a dental assistant, then took a couple of years off to have children. When she tried to re-enter the workforce as a dental assistant, she was told by several dental practices that they preferred to hire assistants with no formal training.

My concern has always been that when a practice hires an untrained assistant, they are often too busy to ever take the time to explain about the "chain of infection," the importance of monthly spore testing, the what and whys of the sterilization techniques and what goes along with ensuring the staff and patients are safe. The practice tends to show the new hire how to wipe down a room, but not actually how to manage infection control in the operator.

With all the infection control concerns in recent headlines, I would be concerned that showing someone how to wipe down the room without taking the time to explain the reasoning behind the process

may result in a break in the "chain." Patients are watching us now and contacting state boards with concerns over gloves, infection control and safety. Having a person without knowledge of the infection control process and the "why" behind this critical component of your practice should be a concern.

If you think your assistant may need additional training, there are courses available on the ADAA website for members and non-members. The convention in October offers several programs geared toward the dental assistant. This amazing national convention is in our backyard, so bring your staff and stress the importance of training and education, especially if you elect to "train someone."

This is another tip that will help you to have a healthy and productive practice that allows you to practice dentistry knowing your staff is doing what they need to do for your safety, as well as the safety of the rest of your staff and your patients.

Give Kids A Smile® Day

Friday, February 7, 2014

Important Dates

October 1, 2013 - Give Kids A Smile Day 2014 Sign Up Goes Live

November 8, 2013 - Product Request Deadline

December 6, 2013 - Product Recipient List Posted

Week of January 20, 2014 - Product Delivered

Friday, February 7, 2014 - Give Kids A Smile Day

For more info on GKAS, visit www.ada.org.



big easy
smiles

Sunday, November 3
5:30 a.m. – 5:30 p.m.
Mardi Gras World

Can't Get Enough of *MOM*?

Join the ADA in New Orleans at the first-ever Mission of Mercy held in conjunction with the Annual Session. With your help, we hope to treat 1,000 local residents without access to care in a special one-day clinic.

We need you to contribute your talents and experience to make this program a success.

Come for Annual Session, *Stay for Mission of Mercy*
Attend the ADA Annual Session and stay through Sunday to join your colleagues from across the nation in bringing big easy smiles to New Orleans.





LDA wealth management

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

Financial Planning for Special Needs Children

Having a child with special needs requires patience, devotion and extra care. Extra care is also necessary for the financial planning and estate planning process. Parents currently caring for a child with physical, mental or emotional disabilities may be able to place assets in a Special Needs Trust, also known as a Supplemental Needs Trust, to provide for the child's future support and care.

When planning for an estate, including who, where, and how assets will be dispersed, many families with a special needs child fail to ask the tough questions. Who will be the caregiver? Who will provide the special care that you or family members are providing? How will that care be administered after you are gone? When planning for your child, think about any future concerns that may happen and how to handle them. In 1993, Congress created and authorized the use of Special Needs Trusts for the benefit of disabled individuals under the age of 65. By setting up a Special Needs Trust you will have a legal document in place that will preserve governmental benefits and protect assets for your disabled child.

In order for the child to receive such benefits as Supplemental Security Income, Medicaid, vocational rehabilitation and subsidized housing, he/she will have to be considered impoverished with personal assets less than \$2,000. You may be thinking: well we might be considered wealthy by some standards, so how can our child with special needs be left with less than \$2,000? By placing the child's portion of your assets (inheritance) in a Special Needs Trust, the assets will no longer be considered part of the child's personal assets. This restructures assets to give the best chance of your child qualifying for certain benefits. The trust will work in conjunction with any government benefits the child will receive. The funds in the trust can cover services over and above what the government provides. More importantly the trust funds are not subject to creditors or seizure. This can help protect the assets from any lawsuits.

A Special Needs Trust is established as an entity under a tax identification number and uses a trustee to administer the trust, including the use of funds.

Decisions need to be made on who will step in as caregiver and who will be the trustee. Consider having successor caregivers and trustees just in case the individual cannot perform the duties to the best of their ability. Some families set up committees of advisors to help the caregivers and trustees with investment, tax and planning for the disabled child. The committees can help guide and direct the family in the best direction for the child. The trust must be irrevocable, meaning once money goes into the trust, the beneficiary (disabled individual) cannot remove it. Only the trustee can distribute funds out of the trust.

When starting a Special Needs Trust, work with a trusted team of advisors, including an attorney, Certified Public Accountant and CERTIFIED FINANCIAL PLANNER™ practitioner. These professionals can help guide you in deciding if a Special Needs Trust is right for your estate planning needs and properly draft a trust that addresses your child's specific situation. After establishment of the trust, do not forget to update your beneficiary information on your pensions, life insurance, IRAs and other assets to the trust instead of the child.

The love of a parent is irreplaceable for any child and especially for a child with special needs. However, having a child with special needs requires special planning. Taking the extra time to consider the planning options can ensure that your child has the proper care and comfort throughout their lives no matter what happens.

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

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Please join Lovelace & Associates on October 31st and November 1st for the Dental Transition Forum at the ADA Annual Session in New Orleans to get answers to your transition and retirement questions.

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"Thank you for referring your family, friends, and co-workers..."

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2014 LDA Distinguished Service Award

2014 LDA New Dentist Award

OFFICIAL CALL FOR NOMINATIONS

Please photocopy, legibly complete, and forward this form together with any supporting documents or exhibits to the LDA, 7833 Office Park Blvd., Baton Rouge, LA 70809. **All forms must be postmarked by November 1, 2013.** Please use additional pages if necessary. Please write clearly. If you have questions, contact the LDA office at (800) 388-6642, Dr. Mark Chaney, Chairman of the DSA Committee, at (504) 861-2523, or Dr. Ross Quartano, Chairman of the Council on the New Dentist, at (985) 626-5030.

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

Nominee's Name _____ Date of Birth _____

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

Address _____

Phone _____ Cell _____ ADA# _____

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

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

General description of nominee's dental practice: _____

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

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

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

Other information you deem significant about the nominee. _____

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

2014 LDA Humanitarian Award
OFFICIAL CALL FOR NOMINATIONS

Please photocopy, legibly complete, and forward this form together with any supporting documents or exhibits to the LDA, 7833 Office Park Blvd., Baton Rouge, LA 70809. **All forms must be postmarked by November 1, 2013.** Please use additional pages if necessary. Please write clearly. If you have questions, contact the LDA office at (800) 388-6642, Dr. Mark Chaney, Chairman of the DSA Committee, at (504) 861-2523. The LDA DSA Committee also oversees the LDA Humanitarian Award.

Nominee's Name _____ Date of Birth _____

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

Address _____

Phone _____ Cell _____ ADA# _____

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

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

General description of nominee's dental practice: _____

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

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

Other information you deem significant about the nominee. _____

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

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



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CENTRAL LOUISIANA: Well-established, \$1.4 million revenue practice. Seven operatories, all digital with PANO and recent, up-to-date equipment. Hygiene collections alone exceed \$300K. Selling doctor willing to remain as associate couple of days a week to assure transition. Large patient base. Expect to make high \$200's after all expenses and debt service. Beautiful facilities. This is a dream practice. Contact Clyde Dollens, AFTCO Practice Transitions, (281) 639-4703.

LOCATED IN LAFAYETTE AREA: This dream practice is for the doctor that likes to do quality dentistry, have an all digital office with up-to-date equipment and come to work everyday to a beautiful facility. This all FFS, 4 op practice produces over \$700k on a 4 1/2 day work week. Great visibility. Expect to make over \$200k after all expenses. This is a bread and butter practice offering quality service. High growth potential for right doctor. Contact Dr. Clyde Dollens at (281) 639-4703.

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- tx, implant dentistry, sinus grafting, sleep apnea tx, full mouth rehabilitation cases
- Excellent opportunity for a new dentist to learn & grow in dentistry
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Please send resume to dwight@dutchtowndentalcenter.com or fax to (225) 673-1807.

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

POSITION FOR DENTAL ASSOCIATE: Louisiana dental license, percentage based associateship at busy practice in Shreveport, LA. Contact mvk009@yahoo.com.

Classified Advertising Online

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

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

For more information or to place a classified ad, contact *LDA Journal* Managing Editor Annette Drodgy at (225) 926-1996 or info@ladental.org.

COURSE #	DATE, CITY	COURSE NAME, LOCATION & AGD SUBJECT CODE	FOR	FEES	HOURS
37-13	Sept 20-21 New Orleans	The Dummett Memorial Lecture on Dentistry for the Pediatric Patient – Lecture & Hands-On w/Drs. Joel Berg & Ashok Kumar AGD #430	Dentist only	\$775 ■	14 L/P, C
37-13-FRI	Sept 20 New Orleans	The Dummett Memorial Lecture on Dentistry for the Pediatric Patient – Lecture ONLY w/Dr. Joel Berg AGD #430	Dentist All other staff	\$389 ■ \$135 ■	7 L, C
38-13 (1&2)	Sept 22-29 New Orleans	LSU's 40 th OMS Review Course and 23 rd Advanced Cosmetic Maxillofacial Surgery Course (Lecture and Cadaver Practicum Labs)	OMS Resident or Practitioner	Call us	for details
41-13	Oct 18-20 Gonzales	Expanded Duty Dental Assistant (EDDA) w/E Schmidt, CDPMA, CDA, EDDA, D Williams, CDA, EDDA, L Hernandez, CDA, EDDA – at Cabela's	Assistant	\$540 ★	24 L/P, C
52-13	Nov 15-17 Lafayette	Expanded Duty Dental Assistant (EDDA) – Faculty TBA – at Lafayette General Hospital	Assistant	\$540 ★	24 L/P, C
43-13	Nov 15 New Orleans	Nitrous Oxide Certification Course for Hygienists w/Drs. O'Brien & Hygiene Faculty – at LSUSD	Hygienist	\$595	8 L/P, C
44-13	Nov 15-16 New Orleans	Nitrous Oxide Certification Course for Dentists w/Drs. O'Brien, Drongowski, & Hygiene Faculty - at LSUSD AGD #739	Dentist	\$1,695	18 L/P, C
45-13	Nov 22 New Orleans	Local Anesthesia Update for Dentists and Hygienists w/Drs. O'Brien & Drongowski (lecture only) AGD #132	Dentist Hygienist	\$295 \$195	7 L, C
45-13-1H	Nov 22 New Orleans	Local Anesthesia Update for Dentists and Hygienists – Lecture plus one hour participation w/Drs. O'Brien & Drongowski AGD #132	Dentist Hygienist	\$345 \$245	7 L, 1 P, C
46-13	Dec 6 New Orleans	LAST CHANCE COURSE: Practice, Productivity, & Profit w/S. Pardue of Classic Practice Resources & D. DeMonte and J. Falgoust of DeMonte & Falgoust, LLC, CPAs - at LSUSD AGD #550	Dentist RDH or DLT Ass't/Other	\$295 ■ \$175 ■ \$95 ■	7L, NC
48-13	Dec 6 Shreveport	LAST CHANCE SHREVEPORT – Topic and speaker TBA	TBA	TBA	TBA
50-13	Dec 13-15 New Orleans	Expanded Duty Dental Assistant (EDDA) w/N Weiss, RDH, H Frederick, CDA, EDDA, D Williams, CDA, EDDA, & BJ Triay, CDA, EDDA - at LSUSD	Assistant	\$540	24 L/P, C
49-13	Dec 14 New Orleans	Digital & Conventional Radiology for Dental Assistants w/Drs. Kavas Thunthy and J. Sean Hubar - at LSUSD	Assistant	\$200	7 L/P, C
01-14	Jan 17 Lake Charles	LSU Day in Lake Charles: Topic & Speaker TBA	Dentist RDH or DLT Ass't/Other	\$295 ■ \$175 ■ \$95 ■	7L, C
02-14-Fri	Jan 24 New Orleans	Oral Medicine/Treating the Medically Compromised Patient/Medical Emergencies – Faculty TBA AGD #730, 754	Dentist RDH or DLT Ass't/Other	\$295 ■ \$175 ■ \$95 ■	7L, C
02-14	Jan 24-26 New Orleans	LSU's 37 th Annual Perio Review Course in New Orleans w/ Dr. Ray Yukna, course director AGD #490	Dentist	\$1,595	21 L, C
03-14	Feb 7-9 Lafayette	Expanded Duty Dental Assistant (EDDA) – Faculty TBA – at Lafayette General Hospital	Assistant	\$540	24 L/P, C
04-14	Feb 14 Lafayette	LSU Day in Lafayette – Topic and speaker TBA	Dentist RDH or DLT Ass't/Other	\$295 ■ \$175 ■ \$95 ■	7L, C
05-14	Feb 21 Gonzales	Dental Business and Administrative Skills w/ E. Schmidt, CDPMA, CDA, EDDA – at the Clarion Hotel Conference Center AGD #550	Ofc Mgr/Bus. Ass't/Staff Dentist	\$395 \$495	7L, NC
06-14	Feb 28 New Orleans	The Adhesive Restoration 2014: A Materials Update Course w/ Dr. John Burgess - at LSU Health N.O. School of Dentistry AGD #253	Dentist RDH or DLT Ass't/Other	\$295 ■ \$175 ■ \$95 ■	7 L, C

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

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

LDA

c.e. and lda events calendar

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

DATE & TIME: October 11, 2013, 8:00 – 5:00
COURSE TITLE: Dental Office Medical Emergency Simulations© (D.O.M.E.S.©)
SPECIAL NOTE: LIMITED TO 16 PARTICIPANTS
LOCATION: University of South Alabama Health Sciences Building, corner of University Boulevard and North Drive, Mobile, Al.
SPONSOR: LA/MS Dental Society of Anesthesiology (LMDSA) (AGD PACE and ADA CERP Recognized Provider)
REGISTRATION: Contact, Dr. John Roberson at LMDSA (800) 452-6675
DESIGNED FOR: General Dentist and Specialist
INSTRUCTOR: Dr. John Roberson; Mike Jacobs
CREDIT HOURS: 8, Clinical, Participation
FEE: \$695.00

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

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

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

DATE & TIME: November 1, 2013, 8:00 – 5:00
COURSE TITLE: Pediatric Emergency Dental Office Simulations© (P.E.D.O.S.©)
SPECIAL NOTE: LIMITED TO 16 PARTICIPANTS
LOCATION: The Pediatric Simulation Center, Birmingham, Al.
SPONSOR: LA/MS Dental Society of Anesthesiology (LMDSA) (AGD PACE and ADA CERP Recognized Provider)
REGISTRATION: Contact, Dr. John Roberson at LMDSA (800) 452-6675
DESIGNED FOR: General Dentist, Sedation Dentist and Specialist
INSTRUCTOR: Drs. Chris Rothman, Nancy Tofil, Majorie Lee White, and John Roberson; along with, Lynn Zinkan, R.N. and Amber Youngblood, R.N.
CREDIT HOURS: 8, Clinical, Participation
FEE: \$695.00

DATE & TIME: November 15, 2013, 8:30 a.m.
COURSE TITLE: Pharmacology
LOCATION: Clarion Hotel, 1419 E. 70th St., Shreveport, La., (318) 797-9900
SPONSOR: Ark-La-Tex Academy of Dentistry (AGD PACE and ADA CERP Recognized Provider)
REGISTRATION: Contact: Dr. Clint Bruyere at (903) 753-0337, www.arklatexacademy.com
DESIGNED FOR: All
INSTRUCTOR: Dr. Harold Crossley
CREDIT HOURS: 7, Lecture
FEE: Non-Mbr. - \$245; Staff/Lab Tech - \$45

DATE & TIME: November 15, 2013, 8:00 – 5:00
COURSE TITLE: Dental Office Sedation Emergency Simulations© (D.O.S.E.S.©)
SPECIAL NOTE: LIMITED TO 16 PARTICIPANTS
LOCATION: University of South Alabama Health Sciences Building, corner of University Boulevard and North Drive, Mobile, AL
SPONSOR: LA/MS Dental Society of Anesthesiology (LMDSA) (AGD PACE and ADA CERP Recognized Provider)
REGISTRATION: Contact, Dr. John Roberson at LMDSA (800) 452-6675
DESIGNED FOR: General Dentist and Specialist
INSTRUCTOR: Dr. John Roberson; Mike Jacobs
CREDIT HOURS: 8, Clinical, Participation
FEE: \$695.00

DESIGNED FOR: All
FEES: LDA Mbr., \$159; ADA Mbr., \$219; Non-Mbr., \$299; Hygienist, \$129; Assoc. Mbr., \$89; Dental Staff, \$89, Ret. Vol. Lic., \$49; 2013 Dental School Graduate, \$79; and Dental Students (must register), FREE.
REGISTRATION: Contact Sherri Jones, LDA director of conference services, at (225) 926-1986 or (800) 388-6642 or email to sherri@ladental.org or visit LDA web page at www.ladental.org.

DATE: December 13, 2013, 8:30 a.m. – 4:30 p.m.
COURSE TITLE: "RIGHT NOW – The Hottest New Materials, Technology and Techniques in Dentistry"
LOCATION: Renaissance Hotel, 7000 Bluebonnet Blvd, Baton Rouge, La. *For hotel reservations call the Renaissance Hotel at 1(866)469-5448 – mention the LDA to get the group room rate of \$134.00 per night.*
PROVIDER: LDA, AGD PACE Provider
SPONSORS: (As of 4/24/13) Brown & Brown of LA, LLC dba Robert Ellis & Associates (LDA Events Partner); Louisiana Dental Services, Inc. (LDS); Henry Schein Dental; GC America, Inc.
SPEAKER: Dr. Todd Snyder

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

DATE: March 2 – 4, 2014 (Mardi Gras Week)
EVENT: LDA Winter C.E.
LOCATION: Coronado Springs, Walt Disney World® Resort, Lake Buena Vista, Fla.
PROVIDER: LDA, AGD PACE Provider

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David N. Austin

You Can't Go In There Like That!

You ever have one of those days?

“Doctor, you can't go meet that new patient yet! Go in the bathroom and look in the mirror.”

Holy Cow, what is this in my nose?”

You know it's always good to take a quick scan in the mirror before entering the operatory. Sometimes a quick run to the bathroom is necessary to save face - literally.

“Doctor, your fly! Check your fly.”

What are they talking about? There are no bugs flying around in here.

“Doc, you can't go in there like that! Your zipper!! Check your pants zipper.”

Good grief, how can anyone forget that? I must have had a lot on my mind. It's always good to have an attentive staff to notice the way you look to keep you from being embarrassed or arrested.

One day I came to work with a small pimple in the middle of my forehead. It was just a little red spot but was strategically placed in the very center of the front of my head. As the day became long, so did that little bump.

“What is that on your forehead? Is it a spider? Sorta looks like a June bug.”

I mean come on now it's just a little pimple and my staff is making a mountain out of a tiny dot.

“You better go look in the mirror. It's starting to look like Mount Rushmore.”

Oh my God! This thing looks like some kinda tumor. What am I going to do? I've got several more patients to see, and all they will see of me is this volcano growing out of my head.

I know! There's some skin-tone makeup in the bathroom cabinet. I'll put some of that on there.

It helped it all right. Made that bump resemble a horn. None of my seeing-impaired patients will notice.

I know! I've got a band-aid I can put on it. Now that looks good. A band-aid in the middle of my forehead. Unfortunately it was a children's Flintstones band-aid, but at least you couldn't see much of this third eyeball growing out of my forehead.

“What'd you do Doc? Cut yourself shaving?”

Oh that was real funny.

What wasn't so funny is about midway during a crown preparation procedure, one side of my Flintstones band-aid let go and unbeknownst to me, was dangling in front of my patients eyeballs while I was leaning over him. At about that moment, my trusty assistant slapped her hand over my head and held it there and told me with her eyes that I needed to exit the room pronto. The patient's eyes were closed so I escaped relatively unscathed.

Fortunately my assistant came up with a good idea. Her husband, a devout motorcycle enthusiast, always wears a scarf or doo-rag under his helmet. She just happened to have one in her purse. I was happy to try it on and sure enough it covered the growing appendage now resembling a tree branch. Unfortunately my new headgear was covered in Hell's

Angel graffiti complete with skull and crossbones. Very professional, indeed.

I resumed my crown preparation on this now sleeping elderly gentleman, who, as I was almost finished, opened his eyes with an odd look on his face. More of a look of slight sheer terror. He was struck speechless as I began to explain that the person he was looking at was actually me.

He became greatly relieved and stated that when he woke up and saw my head attire, he thought he had died and NOT gone to heaven. I assured him I was

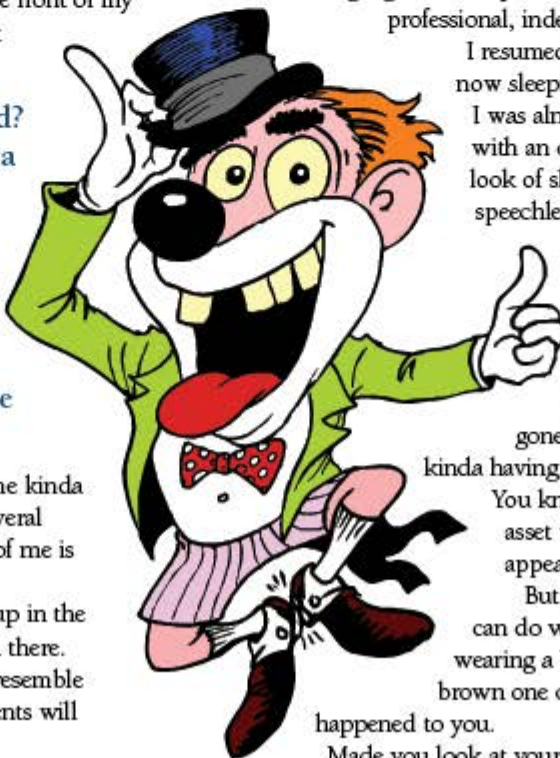
kinda having a day like that too.

You know a good staff is a valuable asset when they keep an eye on your appearance.

But sometimes there's not much you can do when you show up at the office wearing a black shoe on one foot and a brown one on the other. Bet that has never

happened to you.

Made you look at your shoes, didn't I?



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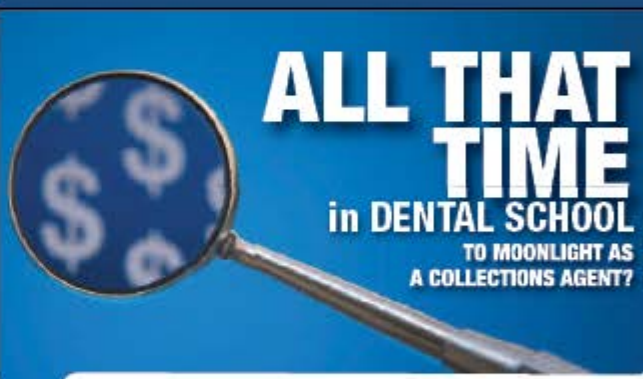
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