

LDA Journal

VOL. 73, NO. 3

FALL 2014

Journal of the Louisiana Dental Association



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LDA Journal

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A MEMBER PUBLICATION
OF THE AMERICAN ASSOCIATION
OF DENTAL EDITORS

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

Copyright 2014, LDA.



On the cover: This amazing event is coming to Baton Rouge, and we anticipate it will provide approximately 1,500 area residents with much needed free dental care. The LDA Foundation (a 501(c)(3) charitable organization), together with partners such as the Louisiana Dental Association (LDA), the LSU School of Dentistry and America's Dentists Care Foundation, will host a Mission of Mercy (MOM) program Feb. 27-28, 2015, in Baton Rouge. Setup will take place on Thursday, Feb. 26. The Armed Forces Reserve Center will be transformed into a large-scale dental clinic with the purpose

of treating adults and children who have limited financial resources or are otherwise unable to visit a dental office. For more info, go to pages 2-4 or visit www.lamissionofmercy.org.

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



LDA

editorial

Dr. David N. Austin
Editor, LDA Journal

Big Things Happening in Louisiana and with the LDA - Mark Your Calendars

LaMOM – www.lamissionofmercy.org

Many of you are aware of the Louisiana Mission of Mercy (LaMOM), but do you really know what it's all about?

According to the mission statement: We seek to deliver quality dental care to the underserved population of Louisiana by partnering with dental team members and lay volunteers in a free temporary dental clinic setting.

That pretty much says it all. But it is much more complicated to achieve this goal than just having a mission statement and an admirable goal! You and I know that dentistry is expensive. Dental materials and the equipment used is expensive. Dentistry is also a labor intensive profession that requires a professional team to achieve predictable outcomes.

Now you and I may argue the merits of whether or not there is a manpower shortage and thus an access-to-care problem within our state. (In fact, this sounds like the basis for another editorial.) But what we can agree on is that there is NOT a lot of free dentistry available, especially for adults, in our state and the only adult dental Medicaid available is the adult denture program.

So, on Friday and Saturday, February 27-28, 2015, at the Armed Forces Reserve Center in Baton Rouge, you could avail yourself of the opportunity to volunteer and become a part of the first LaMOM endeavor.

The dental profession has been good to us. There is no one else that can do what we do together with our team of hygienists, assistants, and other auxiliary help.

So please consider becoming a volunteer. Go to www.lamissionofmercy.org for more information. Volunteer registration opened in early September. And if you can't physically be there, perhaps you might consider a donation



to the LDA Foundation. A donation in honor of someone this Christmas that will help someone in need within our state. There is no better gift.



Roberts' Campaign for ADA President-Elect

My good friend, fellow Editorial Board member and former president of the LDA (and so many other positions in his 37 years in organized dentistry) Dr. Gary Roberts is running for ADA president-elect. He is currently the

12th District Trustee on the ADA Board of Directors (Louisiana, Oklahoma, Arkansas and Kansas).

If you read my editorial in the last *LDA Journal*, you may remember that our last ADA president from Louisiana was 100 years ago. I'm ready to have another from our great state! I was honored when Dr. Roberts asked me to serve as treasurer of his campaign. Right now, we are getting ready for the national announcement that will happen on the last day of the ADA House of Delegates in San Antonio on Oct. 14. We are setting up committees and have support from all four of the states in our district, and we are fundraising.

It would be a great honor and privilege, in my opinion, for Louisiana to have a leader on the national level that can stand up for the small states and the issues that impact so many of us in our practices. I am confident that Gary can do that for us and I, along with his entire campaign committee, ask for your support. No matter how small, every dollar helps.

If you are able or interested in supporting either the LaMOM and/or the Roberts' for ADA President-Elect Campaign, fill out the forms on the following page. Your confidence in your fellow peers in supporting BOTH of these endeavors is very much appreciated!



*Please Consider a Financial Contribution to
Either or Both of These Worthwhile Causes
We need YOU!*

Dr. Gary Roberts for ADA President-Elect 2015

Dentistry faces many challenges. Together, by developing new solutions and working together, we can meet the issues head on and fight to make our profession even greater than it is today and help EVERY member succeed. I respectfully ask for your support to become the next president-elect of the ADA from Louisiana, representing YOU.

Yes, I want to support Dr. Gary Roberts to become the ADA President-Elect 2015!

Accept my contribution of: \$250 _____ \$500 _____ \$750 _____ \$1,000 _____ Other \$ _____

Make checks payable to Friends of Gary Roberts, D.D.S., and mail to:

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We need your support. Members and individuals, please consider making a donation of at least \$50 to the LDA Foundation. Of course, any amount is most welcomed and appreciated. Your contribution will help us expand our resources and do a far more extensive job of helping those in need. Thank you for your support.

Yes, I want to support the LDA Foundation's Mission of Mercy (LaMOM)!

Accept my gift of: \$150 _____ \$250 _____ \$500 _____ \$1,000 _____ Other \$ _____

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**We
need
and
want
YOU!**



Volunteer Registration is open for LaMOM. Visit www.lamissionofmercy.org and click on "Volunteers."

ALL VOLUNTEERS MUST REGISTER ONLINE SO WE CAN PREPARE REFRESHMENTS, PARKING AND VOLUNTEER SHIRTS. Dentists and hygienists from outside Louisiana will need temporary licenses, so must register at least 30 days before the event – by January 26, 2015.

We need and want all of you!!! Dentists, including all specialists, Hygienists, Dental Assistants, Dental Office Staff, Dental Laboratory Technicians, Dental Equipment Technicians, Physicians, EMTs, Pharmacists, Nurses/RNs, Computer/IT, Dental School Students, Pre-Dental Students still in college and MANY, MANY General Volunteers. All volunteers must be 18 years of age. If you are unable to volunteer, consider a donation to this worthwhile cause! (See page 3.) Any amount is most welcomed and appreciated. Your contribution will help us expand our resources and do a far more extensive job in helping those in need.

Armed Forces Reserve Center, Baton Rouge, LA

Set Up: Thursday, February 26, 2015

Clinic, Patient Treatment Days: Fri. and Sat., February 27-28, 2015

Clean up, Clinic Tear Down: Saturday, February 28, 2015

You may sign up for a morning or afternoon shift, all day, or both days. We'll take whatever you can offer because we need and want YOU! We are hoping to treat 1,500 patients between the two days so we'll need lots of help and plenty volunteers. For more info, visit www.lamissionofmercy.org or call (225) 926-1986.





nodc/lda annual session

Dr. Gus Coutin, 2015 New Orleans Dental Conference/
LDA Annual Session chair



Why Attend the New Orleans Dental Conference/ LDA Annual Session?

Jay Leno had his top 10 lists and so does the New Orleans Dental Conference/LDA Annual Session! So, here goes:

10. Networking (and even catching up with old classmates).
9. Staff Reward and Team Building (your staff can enjoy a New Orleans getaway while learning tips and techniques to improve your office environment).
8. It is the premier dental meeting in Louisiana (and who wouldn't want a few days in New Orleans to enjoy the food and fun).
7. Prizes, drawings, and freebies (if you visit the Exhibit Hall).
6. Opportunities for Great Deals in the Exhibit Hall and ability to see and test out some of the latest and greatest in dental equipment.
5. Exclusive Party at the Audubon Aquarium of the Americas (NODC Welcome Reception and LDA President's Party honoring Dr. Nelson Daly).
4. Special Pricing on once-in-a-lifetime, hands-on workshops.
3. Incredible C.E. from speakers such as Dave Weber and Drs. Richard Akin, Alex Fleury, Greg Psaltis, Van Haywood, Tim Donley, Harald Haymann, Rick Cardoza, and Roger Vitter. (Also, a special presentation from LSU baseball great Coach Skip Bertman.)
2. This is YOUR dental meeting and proceeds supports YOUR dental association.

And, without a doubt, most important to all LDA members:

1. Incredible Value as an LDA member can register for \$365 for up to 18 hours of C.E.

So, what's holding you back? Mark your calendars for April 9-11, 2015, and make the premier dental meeting in Louisiana a top priority for you and your staff! Watch www.nodc.org for a complete listing of speakers.



For more
information
visit:
www.nodc.org



LD A

president

Dr. Nelson P. Daly
President, Louisiana Dental Association

“If you want a task done, give it to a busy man!”

“If you want a task done, give it to a busy man!”

Through the years I have heard this but I never knew how true that was until the start of this year. It is impressive to me that there are so many busy dentists surrounding me that are willing to take on additional tasks. In fact, to top the list, both the LDA and the LSBSD leadership have accepted the task of improving relations between our organizations. I personally have a new respect for all involved, and I am greatly encouraged.

The purpose of the LDA is to be an advocate for the dentists of the state. In my last article, I tried to explain the controversy surrounding the LA State Board of Dentistry, with their interpretation of the dental practice act, and handling of infractions. There is much disagreement and many dentists are convinced in the past they were treated unfairly. So much as to cause many of them to go directly to the politicians to get heard because seemingly, no one was listening. The politicians have told us to get our own house in order, or they will fix the problems themselves. As we saw this past legislative session, this has already happened. So what has begun is a dialogue between LSBSD and LDA leaders that I believe will give a forum to some of these complaints and create both understanding and change for the good of everyone.

It is important to note that all of us believe it is necessary to have both a strong state board of dentistry and Dental Practice Act. The majority of dentists in the state are good, honest, ethical practitioners. Unfortunately, as we are told, there are some who follow their own agenda, and bend, or downright break the rules. There must be guidelines, and also someone to watch out for the patients in the state, and this is LSBSD's job. The joint Task Force is concerned with how all are treated, but particularly the honest dentists. As a result, the Task Force is working on ways that will enable dentists to make smarter decisions before a mistake is made, or make the process of hearings and disciplinary proceedings

fairer. The Task Force has also been asked to discuss many topics such as state board issues in determining protocol (e.g., the use of lasers by hygienists, pediatric sedation licensing guidelines), discussion about what is required to have in a state board office inspection, and more. One of the most polarizing involves the best location for LSBSD's office. There are no easy buttons, but at least we have a forum of which I am extremely proud. The Task Force will continue to meet and will report to their respective boards. I am encouraged that many compromises can be reached, and I look forward to a better relationship.

In the meantime, it is exciting that the LDA members have had record numbers taking advantage of the many programs offered. Many of you have chased the mouse, caught the fish, and worked on the tan. You have earned your C.E. and raised money for LaMOM (if MOM ain't happy...).

LDS has continued to save you countless dollars in your dues, and your LDA staff continues to prove themselves as your best employees. This is your organization, your advocate. Be assured that there are a lot of busy people working hard to make you proud of and satisfied in your membership.

The LA Dental News newsletter is now digital – **LDA E-Bites**. If you are not receiving a copy each month (around the 15th), call the LDA office or email info@ladental.org. You don't want to miss out on this valuable info!



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LDA

louisiana dental services, inc.

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

LDS Cancels Endorsement of Stericycle; Selects Medical Waste Management for Endorsement

In May, the LDS Board of Directors met for one of our semi-annual board meetings. Ward Blackwell, LDS CEO, announced the termination of the Stericycle contract. This decision was reached after numerous member complaints over service and pricing and a poor performance review done by the LDS leadership.

The board reviewed and approved for LDA board consideration new endorsement proposals from Medical Waste Management (medical waste disposal), SolutionReach (on-line marketing/patient communications), Association Gloves (addition of masks), and Claim-X/Extradent (claims processing). Contracts are being reviewed at this time for SolutionReach and Claim-X.

The LDA and LDS boards have selected Medical Waste Management as your endorsed local provider of medical waste services. Specializing in collection, transportation, tracking, treatment and disposal,

They asked that our members be reminded that they can partially mitigate the increase by going to Fortress's online website at www.dds4dds.com and complete the short risk management course that qualifies for a 10% premium credit for three years.

Medical Waste Management will provide reliable convenient service to our customers with the latest compliance and tracking services. Visit www.medwastemgmt.net or contact Mark Grillo at Mark@medwastemgmt.net or call (985) 373-6428 to get started. You won't regret asking for a quote. We have members telling us they can save hundreds of dollars off their waste disposal services.

And, our endorsed glove program keeps getting better and saving you more money. The LDS Glove Program, administered by Association Gloves, now offers FREE SHIPPING on all items.



Kimberly-Clark masks are now part of the program. Ear loop masks start at just \$4.00 per 50 masks. We also have an assortment of tie masks. You get two boxes of masks free with the purchase of one case of masks, saving you even more money! Please visit our website for easy, secure purchasing. Or, call 877-484-6149 to order, request free samples or for

answers to your questions. You'll be glad you did!

And, don't forget to watch the website at www.ladental.org/LDS for new company information and specials, or direct your front office or purchasing person to the website to request quotes from any of the endorsed vendors!

In July, Ward Blackwell and I attended the 27th Annual For-Profit Subsidiary Meeting at the ADA Headquarters in Chicago. ADABEI, the ADA's for-profit subsidiary, reported on a plan to increase membership retention. Other presentations were made by a dental marketing firm, a dental supply company and Bank of America Financial Services.

While in Chicago, Ward and I and Stormy Blair of Brown & Brown (LDA's endorsed insurance agent) were also able to meet with executives of Fortress Insurance Company. Bill Passolt, company president, and Frode Brudvik, vice-president of underwriting, reviewed our members' liability insurance coverage, as well as a rate increase imposed by the Louisiana Patient Compensation Fund. They asked that our members be reminded that they can partially mitigate the increase by going to Fortress's online website at www.dds4dds.com and complete the short risk management course that qualifies for a 10% premium credit for three years.

Lastly, I emphasize the need to identify yourself as a member of the LDA when dealing with any of our vendors. A simple suggestion that you should pass on to the members of your staff that order goods and services for the office. Thank you again for your patronage of LDS endorsed companies!

ENDORSED PRODUCTS AND SERVICES SPOTLIGHT



NEW ENDORSED COMPANY!

Medical Waste Management is your local provider of medical waste services. Specializing in collection, transportation, tracking, treatment and disposal, Medical Waste Management will provide reliable convenient service to our customers with the latest compliance and tracking services. Visit www.medwastemgmt.net or contact Mark Grillo at Mark@medwastemgmt.net or call (985) 373-6428 to get started.

(LDA no longer endorses Stericycle, so when your yearly Stericycle contract is up for renewal, please request a quote from Medical Waste Management. You'll be glad you did!)

"I suggest that everyone check your monthly expenses on medical waste disposal. I just realized that the company I had been using was overcharging me. Basically I was being wrongfully charged for containers I never received and for pick-ups that never took place to the tune of \$2,000. My monthly bill was around \$400. I contacted the local company endorsed by the LDA and is OSHA compliant, Medical Waste Management. Medical Waste management quoted me anywhere from \$35-75 per month."

– Dr. Patrick D. Briese, LDA member, Acadiana



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LDA *summer conference*

Bailey Walker
LDA Communications Intern

New Year, New Destination

LDA dentists said they wanted to continue their education, so we brought them to the beach! The Sandestin Golf and Beach Resort, the #1 resort in Destin, Florida, was the new location for the LDA's Summer Education Conference, and it did not disappoint. Aside from escaping the July rainfalls, members were able to earn up to 16 hours of C.E. credits while enjoying breathtaking beach views.



SEMINAR: Drs. Melissa and Sammy Tom enjoy breakfast before the conference.

Dentists had the opportunity to hear one of four remarkable speakers each morning from 8 a.m. to noon. The speakers included Cham Mehaffey and Matt Hightower with "Protecting Your Earning Power," Dr. Darrell Bourg with "Incorporating Implant Placement Into Your Practice," and Dr. Jerome Cymerman with "New Dimensions in Endodontics." All speakers updated dentists on new techniques and different strategies for running their practices.

After the seminars were wrapped up each morning, all were able to enjoy the beautiful beaches for the rest of the day...but do not let the attendees convince you all they did was attend meetings and sit on the gorgeous Emerald Coast! While some of the attendees took advantage of shopping at the nearby Village of Baytown Wharf, a few headed down to the marvelous



BEACHSIDE BOIL: Melissa Gremillion and Dr. Blair Gremillion relish some time with friends, Lacey and Trey Prats.

golf courses for a friendly round of golf. Some attendees even rented bicycles to take an afternoon ride. Kayaks and paddle boards were in popular demand among all those looking to catch some waves.

On Friday afternoon, families put their skills to the test at the annual beach volleyball tournament. Four teams stepped up to the challenge. Dr. Cowley and his team returned to the court for a three-peat, but in the end, Dr. Guy Hedrick's team took the crown. After the tournament, everyone attended the beachside shrimp boil. The starving crowd ate so fast, the catering staff struggled to keep the chaffing dishes full. Even after the shrimp boil was over, many attendees stayed after dusk to mingle by the light of the tiki torches.

The LDA would like to thank the sponsors that made this "fun in the sun (and after dark)" possible. Sponsors such as, Brown & Brown of LA, LLC (LDA Events Partner), Louisiana Dental Services, Inc., MassMutual Financial Group, Carestream Dental, Integrated Dental Systems, Megagen, Brasseler USA, CareCredit, and Blackburn Dental Laboratory provided for this outstanding event.

If you would like to join us next year, you can gather information about the next conference on the LDA's website, www.ladental.org.



VOLLEYBALL: Returning champions, Team Cowley (Dr. Stan Cowley III, Casey Cowley and Isabel Cowley) return serve to Team Brasseaux (Leonard and Emily Brasseaux).



BEACHSIDE BOIL: A family affair! Dr. Scott Hannaman, Kristen Hannaman, Dr. Ed Hebert, Gay Hebert, Jenna Hebert, Bethany Hebert, and her son, Cruz.



SEMINAR: Dr. Charles Mehle and Dr. Kay Moser, also known as our "birthday girl."

More photos on next page!



BEACHSIDE BOIL: Patsy Dayries and Dr. Scott Taylor join Eddie Mayes, Hope Ferguson and Dr. Jerry Ferguson for the Beachside Boil, a summer tradition for both families who have been attending for over 10 years!



VOLLEYBALL: Dr. Stan Cowley, Jr. and Christian Cowley wait for the spike from Dr. Guy Hedrick and Paige Hedrick.



BEACHSIDE BOIL: Dr. John Ward and Kim Ward having a great time at the Beachside Boil.



SEMINAR: Colby Criswell shares information about CareCredit with Dr. Jerry Ferguson and Dr. Scott Taylor.



VOLLEYBALL WINNER: Dr. Guy Hedrick accepting his team's volleyball tournament prize from LDA Executive Director Ward Blackwell.



VOLLEYBALL: An intense bump pass by Emily Brasseaux.



(Above left) BEACHSIDE BOIL: Enjoying a night away from the kitchen, Kimberly Ardoin takes in the delicious buffet. (Above right) BEACHSIDE BOIL: All the way from Oklahoma, Dr. James and Linda Nicholson are having a fabulous time at the conference.



BEACHSIDE BOIL: Sarah Aviles, Theresea-Anne Sklar, Dr. Nick Governale and Elizabeth Governale show off their smiles at the Beachside Boil.

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LDA

from the executive director

Ward Blackwell, M.J.
Executive Director, LDA

News and Notes

Rare is the person who says “I don’t have enough meetings to attend.” But, most of us regularly attend SOME kind of meetings, and we usually get SOMETHING out of them.

I’ve personally attended quite a few meetings this year. Sometimes, the same old ground got covered; sometimes, a topic arose that was so new and interesting, I never looked back at my notes because EVERYONE was talking about it for weeks thereafter. My column this month is based on items I found interesting enough to make a note of during some meeting, though probably not things with which everyone reading this will be familiar.

Insurance trends: These potentially troublesome new provisions in provider contracts have been reported in other parts of the country:

- Insurer can disclose patient reviews. Reportedly, this may be negotiable, so be sure to ask before signing an agreement.
- Insurer can withhold 10% of payment due the dentist as part of the “risk” insurer assumes. Insurance company’s board would at year end determine its financial condition would allow payment of the 10%. The ADA has not heard of this provision being enforced yet, but is watchful. Should either of these provisions pop up in your dealings with insurers, please notify the LDA.

Dental-related governmental issues in other states: At least a few changes to laws, regulations or administrative practices in other states may be of interest to dentists here, including:

- When administration of dental Medicaid there went private (like the MCNA transition here), the Oklahoma Dental Association reports Medicaid participation dropped from roughly 1,000 dentists to 100.
- Oklahoma also has legislation pending that would mandate checking of the Prescription Monitoring Program database by providers for EVERY patient. Moreover, there is no ability in Oklahoma to delegate checking of the database (something the

LDA helped pass in Louisiana last year).

- Kellogg Foundation-sponsored bills to create mid-level providers are expected to again be filed next year in Kansas, New Mexico and a few other states.
- The Arkansas State Dental Association reports that their state successfully petitioned the Centers for Medicare and Medicaid Services (CMS) for permission to pay RAC Auditors a flat fee rather than a percentage of monies recouped from providers. LDA is looking into this for our state.

Member benefits: The ADA has developed some interesting new tools for members (which all LDA members can use, of course):

- The ADA Legal division put together an educational packet on employment contracts called *Dentist Employment Agreements: A Guide*. It can be found in the ADA’s Center for Professional Success, accessible from the home page of the ADA website.
- The new ADA Leadership Academy is a great resource for dentists looking to improve skills for business, communication, etc. Much of the material comes from Notre Dame, and approximately 15 hours’ worth of on-line training will be available starting this month.

IT: While the volume of traffic on social media sites makes it imperative to have a presence there, standing out in such a crowded arena can be tough. ADA’s social media guru suggests the following strategies (generally appropriate for any business):

- Have set posts for every day, e.g., Monday = new trends, Tuesday = specials/special events, etc. ADA plans this out 2 weeks in advance. This comprises 70% of what they post.
- Seek out relevant conversations from other sources – they can be used to share, re-post, comment, etc.
- Use hashtags; they make your posts more likely to show up in searches.
- Piggyback on trends.

Keep checking the LDA website (and of course, social media) for updates on all these issues and more!

Dr. Melisa Christian, a Fortress Dentist.

I live in Dallas, Texas. There is wonderful opportunity here, and diversity. There is also a really great running community.

I practice in a general dentistry office with the most supportive and energetic staff. I became interested in dentistry after meeting a dentist who inspired me by the way he made his patients feel so comfortable.

I recharge by running. It's an avenue to find your inner strength and do things you never thought possible. I compete in marathons and triathlons, and I also volunteer coach. In 2008, I competed in the Olympic Marathon Trials in Boston.

I love teaching. I've taught second year students at Baylor College of Dentistry how to design and fabricate removable prosthodontics. It was an amazing experience! I'd love to teach again when I have more time.

I hope to make a difference in my patients' lives. Dentistry is more than restorations, it's caring for people. Making patients comfortable and helping them trust me is just as important as making their smile beautiful.

I recommend Fortress professional liability coverage. I chose Fortress after discussing it with fellow faculty at Baylor. The coverage is broad, and I feel comfortable knowing that I have a trusted provider.



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When you choose Fortress for professional liability coverage, you can be confident 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 chosen Fortress. Our local agents are responsive and knowledgeable too. To get Fortress protection, call Stormy Blair at Brown & Brown Association Services Professionals (formerly Robert Ellis and Associates), 888-503-5547. Tell her Dr. Christian sent you.

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feature LDA

Jared Broussard
BlinkJar Media

Seven Reasons Your Dental Practice Should Invest In Facebook Advertising

When analyzing the growth opportunities of your dental practice today, you are most likely faced with a perfect storm. New technologies, healthcare amendments, and increased competition are just a few of the challenges your dental practice faces daily. At the same time, the marketing world is undergoing a revolution of sorts. Whether it is a new social media network or an update on the latest search engine algorithm, staying informed on the latest advancements in the marketing world requires time and expertise that you may not currently possess.

Dental practices that are relying on the same old rusty marketing techniques will run the risk of being irrelevant in the minds of new patients. If you want to grow your patient base in the future, embracing new marketing platforms may be the single most important step your practice can take. One of the new marketing platforms that deserves serious consideration for your ad dollars is Facebook. In a recent survey conducted by National Research Corporation, 94 percent of respondents had used Facebook to gather information on their healthcare. While this stat is impressive, it is probably not enough to convince you to invest advertising dollars in Facebook, right?

If you are like most successful dental practices, you need more evidence on why an advertising medium like Facebook is the right investment for your practice. For your reference, I have listed out seven valid reasons for investing in Facebook ads. They are:

1. **Lowest CPM in the history of advertising** – The average cost to reach one thousand people on Facebook is \$0.25. For comparison purposes, the average CPM for radio is \$4.50. The average CPM for broadcast TV is \$10.
2. **Controlled Spending** – You control how much you spend per day and how the investment is allocated. With this control, it is easy to keep your ad budget in line.
3. **Targeting** – Unlike most traditional forms of advertising, Facebook allows you to pinpoint your target audience by geography, education, income levels, and/or behaviors (to name a few). You can even target individuals on the likelihood of having dental insurance. Focusing on a more targeted market eliminates waste in your advertising efforts.
4. **Women** – Women have long been the undisputed family health care decision-maker. They are also social media power users. According to Pew Research, nearly 70% of

women use social media networks where they influence the health care decisions of other women in their online communities.

5. **Mobile** – A recent study by Nielsen indicated that 47 percent of smartphone owners use social media daily. According to HubSpot, mobile sponsored stories are generating more than 13x the click-through rates of all Facebook desktop ads.
6. **Social Proofing** – When your ad is served on Facebook, users can see their friends that currently like your page. Dental practices that advertise on Facebook can leverage the “wisdom and trust of friends” (social proofing) within the ad campaign. In a survey performed by Nielsen Global Online Consumer Survey, 92% of consumers trust recommendations from people they know.
7. **ROI** – Facebook ads eliminate any uncertainties in your marketing. If your goal is to generate five new patients in the next 30 days, you will know on day 31 if the campaign has succeeded. Metrics from conversion tracking codes or your current website CMS should provide every single detail needed to analyze your marketing efforts.

As anyone can see, the Facebook advertising tool puts the power in the hands of the consumer (the dental practice). Unfortunately, there are many practices that are misusing the tool, and are subsequently disappointed with their results. In our next blog, we will cover the most effective ways to use the Facebook ad tool, so your dental practice can reap the benefits of this extremely compelling advertising avenue.



BlinkJar Media is an Inbound Marketing Agency with a concentration in the medical sector. BlinkJar is based in Baton Rouge, but has professional and medical clients across the nation. For more information, visit <http://www.blinkjarmedia.com/>.



LDA

ladpac

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

Please Support the LDA's "Split the Pot" Raffle

I hope everyone had a great summer. It's hard to believe it is already September! Once again, I would like to thank all who contributed to LADPAC this year, and as you get your dues statement in the fall, I urge you continue to support this worthwhile cause – our grassroots advocacy efforts. We could never do alone what the LDA and LADPAC have been able to do.

The LDA is having its "Split the Pot" raffle again this year. Proceeds benefit our governmental affairs efforts. I would sincerely ask all who previously participated to participate and purchase raffle tickets again this year. This is our only fundraiser for the year. With your help, we will be able to make this fundraiser a success. You could win \$500, \$250,

LADPAC

or \$100 with the purchase of a \$25 chance. Please purchase several tickets, as this money goes to continue our legislative endeavors. We must maintain a good working relationship with our legislators so that we can try and keep government intervention out of our ability to practice our profession as we best know how.

Thanks again for your continued support of the LDA, our governmental affairs efforts, and LADPAC.

only \$25 a chance!

1st Place - \$500
2nd Place - \$250
3rd Place - \$100

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

Proceeds benefit LADPAC and the LDA's grassroots efforts.

Tickets available at the component level or by calling the LDA at 1-800-388-6642.

Drawing will take place at the LDA's Last Chance Seminar, Friday, Dec. 12, 2014, at the Renaissance Hotel in Baton Rouge.

Winner need not be present to win.



LDA

council on insurance

Dr. Lane Eddleman
Chairman, CHECAT/LDA Council on Insurance

LDA-Sponsored Health Insurance Update

As has been reported to you before in the LDA Journal, the LDA-sponsored health insurance plan will be undergoing a transition by November of this year. Companion Life continues to work with the LDA toward ensuring our members will have exclusive access to a competitive health insurance program featuring many of the same attractive benefits in force in our current plan. We anticipate similar rates for most of our members currently insured under the Companion Life health insurance program. Although we do not have all the details as of this date, we do know some important considerations:

1. The LDA is now endorsing our marketing agency, Brown & Brown Association Services Professionals (formerly Robert Ellis and Associates), for all health insurance plans available in the Marketplace (i.e., Exchange) in addition to the current Companion Life program which is terminating on November 30, 2014.
2. Our objective is to transition those members insured under the existing program over to a different type of plan that is similar in benefits and rates. This plan will utilize the same network of providers and Total Plan Services will continue to handle billing and claims.
3. One reason for the new structure of the program is to avoid many of the guidelines of the Affordable Care Act (ACA) that can significantly increase plan costs. This should keep premiums for most of our insured members very competitive compared to ACA plans through the Marketplace.
4. While we believe the new LDA-sponsored Companion Life plan will provide top quality benefits at competitive prices, you can be assured that our LDA insurance representatives at Brown & Brown Association Services are committed to assisting you in securing the coverage best suited



to your needs whether that is the LDA plan or an ACA compliant plan through the Marketplace. And, no one should have a lapse in coverage or be subject to pre-existing condition exclusions regardless of whether they choose to move to the new LDA plan or some other plan. You will be contacted by Brown and Brown well in advance of the transition date.

During the interim, let me reiterate that as work on the new sponsored program progresses, we will keep you informed as often and as quickly as possible. However, if you have any questions, please do not hesitate to contact Brown & Brown Association Services Professionals at 1 (888) 503-5547 or (985) 674-3880.

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LDA lsu school of dentistry

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

Strengthening Overall Health Through Education

Improvement of the overall health of our patients requires participation at all levels. In academics, a current focus to improve patient care is through Interprofessional Education (IPE). The initiative offers students the opportunity to engage in interactive learning with other health professionals to build an improved patient-centered health care system. Once students understand how to work as members of a collaborative practice team, they are better equipped to improve our fragmented health care systems and address the access-to-care needs of the population. Without this exposure, the recognized benefits of interprofessional practice—reduction in medical errors, improved health outcomes, better patient experiences, and lower overall costs—are difficult to achieve.

In 2009, six national professional health education associations formed a collaborative to promote and encourage efforts to advance interprofessional learning experiences. The Interprofessional Education Collaborative (IPEC), with representation from allopathic and osteopathic medicine, dentistry, nursing, pharmacy, and public health, identified core competencies for interprofessional collaborative practice to guide curricula development at all health professions schools. Although the panel initially focused its recommendations on the professions of medicine, nursing, pharmacy, dentistry, and public health, it continues to engage other health professions as well. For dental education, the American Dental Education Association (ADEA) is at the forefront of the initiative and is assisting dental schools across the country to incorporate IPE into their programs.

Faculty members at the LSU Health Sciences Center (LSUHSC) are working to integrate IPE into the curriculum. Sandra Andrieu, Ph.D., associate dean for academic affairs and past president of ADEA, served as a member of the IPEC and now serves as chairman of the LSUHSC Interprofessional Education Committee. She is working with a team of colleagues to spearhead the institution's move towards IPE in



*Sandra Andrieu, Ph.D.,
Associate Dean for
Academic Affairs and
chairman of the LSUHSC
Interprofessional
Education Committee.*

preparation for accreditation by the Southern Association of Colleges and Schools.

The first IPE course for students from the schools of allied health professions, dentistry, medicine, nursing and public health, debuted in 2012 as an LSUHSC-wide elective. The Xavier School of Pharmacy joined the elective in 2013. For its third term this fall, the elective has attracted record numbers of students from across the health sciences center. Students learn together as they engage in activities

and small group patient case-based discussions, focusing on teamwork, roles and responsibilities, ethics, and communication. Lunch and learn sessions, informal discussion, classroom instruction and patient education will also serve as platforms to strengthen the IPE initiative. Due to the magnitude of the program, LSUHSC is currently planning to appoint a director to manage and strengthen IPE throughout the institution.

Plans are also underway to establish an interprofessional primary care clinic at the dental school in cooperation with the schools of medicine and nursing to further strengthen the program. The clinic, which will serve as a valuable resource for the citizens of New Orleans, will offer scheduled appointments and assistance for dental emergencies.

Oral health care professionals are well aware of the relationship between oral health and overall

health. Early signs of illness and disease can be diagnosed in the oral cavity. Teaching our students to work as team members with other health professionals strengthens health care outcomes for both our patients and communities. Special thanks to Dr. Andrieu for serving in a leadership role to move this initiative forward for the LSU Health Sciences Center.

Upcoming LDA Events

Last Chance Seminar

December 12, 2014, Baton Rouge, LA

Bowden Leadership Development Conference

January 9, 2015, Baton Rouge, LA

Winter C.E. Lecture Series 2015 - Walt Disney World® Resort

February 15-17, 2015 (Mardi Gras), Lake Buena Vista, FL

LSUHSC School of Dentistry Upcoming Events

2015 REUNIONS (April)

Plans are underway for some reunion classes already. If you graduated from LSUSD in 1975, 1980, 1985, 1990, 1995, 2000, 2005 or 2010 and are interested in being involved or would like more details, please contact the Office of Alumni Relations. Traditionally, reunions are held in conjunction with the New Orleans Dental Conference/LDA Annual Session (April 9-11, 2015). For more information, contact Katie Kelley or Joanne Courville at (504) 941-8120 or kkell2@lsuhsc.edu.

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2015 LDA Distinguished Service Award

2015 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, 2014.** 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 _____

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.

2015 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, 2014.** 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.



LDA american dental association

*Dr. Charlie Foy
Council on ADA Sessions (CAS) for the 12th Trustee District*

“REMEMBER THE ALAMO”

Everyone remembers this famous battle cry uttered by Texans and others since 1836. The phrase has been used as a rallying phrase since that time. Well folks, 178 years later, it is time to rally the troops once again. The 2014 American Dental Association (ADA) annual meeting is being held in San Antonio, Texas, this October. The ADA meeting was in New Orleans last year, so hopefully many of you attended that meeting. This gave you the opportunity to experience all that the annual meeting has to offer. From the myriad of continuing education courses to the seemingly endless exhibit floor, as well as the multiple networking opportunities, there is nothing that compares to the ADA annual meeting for these opportunities.

Well, if you want to repeat the experience or see for yourself what our national meeting is all about, you have another chance. The meeting is coming to San Antonio THIS fall.

San Antonio is a beautiful, romantic and historic city, especially in the fall. The meeting runs from October 9-14. The Exhibit Hall will be open from October 9-11 and continuing education courses will be available until October 12. If you are interested in governance, the ADA House of Delegates (the governing body of the ADA, similar to the LDA House of Delegates) will be in session until October 14.

Whether you come for a long weekend or for the entire meeting, there is plenty to do, not just for you, but for your family as well. The Distinguished Speaker Series continues its stellar track record of excellent speakers. On Thursday morning, you can hear former President George W. Bush address the crowd. If you want to take a break from the C.E. courses or from the Exhibit Hall, you can meander down the River Walk and sample the flavors of San Antonio, from Mexican to German and everything in between. If you are thirsty, there are many places to quench the thirst whether it is with a margarita, a Mexican or microbrew beer or simply a nice lemonade.

If a nice vacation for your family is what you are looking for, then you have many activities to choose from: Six Flags Fiesta Texas, Schlitterbahn Waterpark, the Children's Museum, Zoo, cave exploration and so much more!

Do you want a romantic getaway? There is no better place than the River Walk. However, if you prefer something a little quieter, you can get away to the nearby Hill Country.

Are you a history buff? Not only do you have the Alamo to explore, but there is also the Menger Bar close by where Teddy Roosevelt recruited his band of Rough Riders. There are numerous missions in the area as well which represent the early spread of Christianity into the area.

So whether you are a C.E. junkie, looking to outfit or add to your office with new equipment, listen to a former President, or just looking for a family or romantic getaway, then there's no time to waste. San Antonio is the place for you. So, don't just "Remember the Alamo!"—go there and visit it, along with the rest of San Antonio. Just go to the annual meeting website (<http://www.ada.org/meeting>) and sign up for ADA 2014 – America's Dental Meeting. I'll see you there.



AMERICA'S DENTAL MEETING

October 9-14 • San Antonio

Education: October 9-12

Exhibition: October 9-11

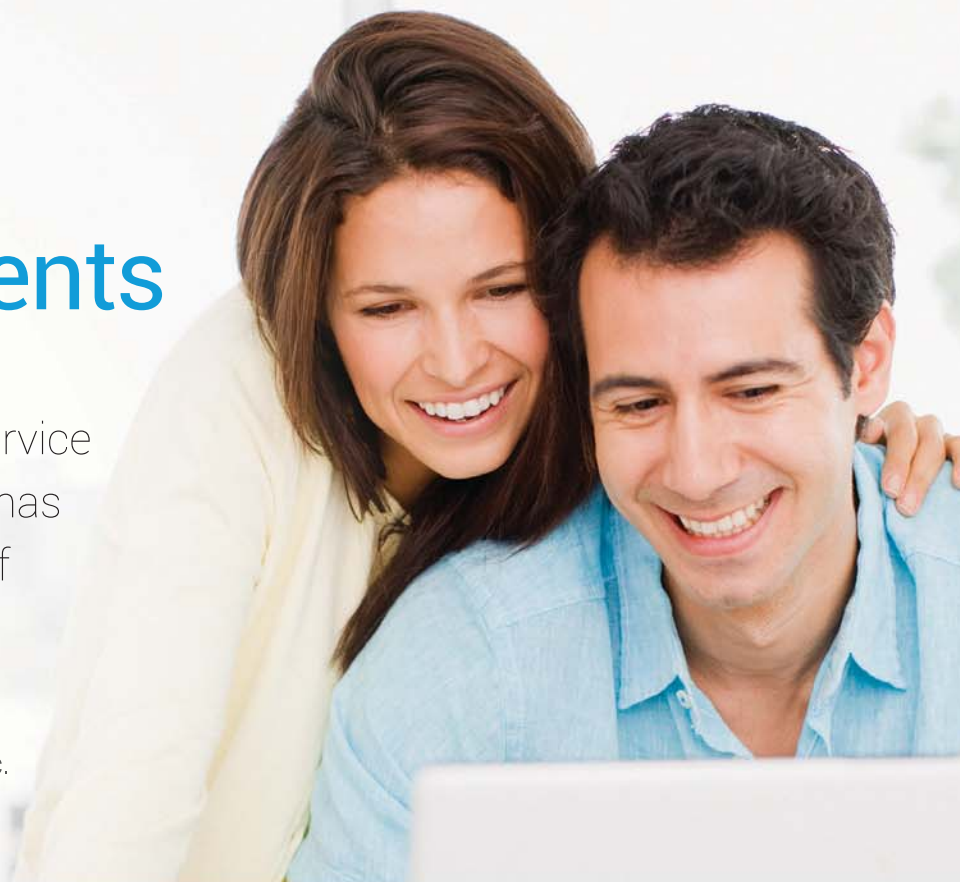
House of Delegates: October 10-14

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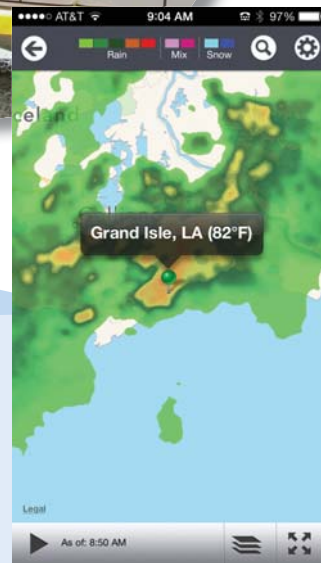
The Sand Dollar Marina in Grand Isle welcomed the eager 2014 fishermen (dentists, friends and students) competing in the 13th annual LDA Foundation Fishing Rodeo. Little did the participants know that not only would they be competing for the largest fish, but also to stay dry. The weekend was filled with plenty of rain, or in the words of Forest Gump, we experienced, “Little bitty stingin’ rain...and big ol’ fat rain. Rain that flew in sideways. And sometimes rain even seemed to come straight up from underneath,” but this did not stop the fun.



Above: Dr. Kevin Sanders, Dr. Mark LaHaye, Dr. Jake Henderson, Dr. Ryan Perry, Dr. David Gautreau, Dr. Ben Ber, Dr. Roy Cantrelle, and Dr. John Levin with their catch of the day. Above circle: Dr. Ann Uzee points out her prize fish on the leaderboard.

Even if the board may have been knocked down by the storm outside...the 13th annual Fishing Rodeo leader board was filled with many new names, along with a few familiar ones. Kevin Schexnayder dominated the speckled trout and trout stringer

categories, while Dr. Richard Cangelosi took over the redfish. Leslie Ber returned to the leader board this year with her 8 lb. 4 oz. redfish stringer. The 12 and under category was no surprise when Josh Noel took the gold and Ethan Smith came in right behind with the silver and bronze for the second year in a row. Winning by a landslide, Ryan Perry weighed in his 7 lb. 14 oz. mangrove snapper. Finally, Beau Grafton was able to reel in a nice cobia along with David Gautreaux taking the bluewater prize with his yellowfin tuna to help the Greater Baton



Rouge component reclaim their title as the “Best Fishermen in the State!”

For yet another year, the talented Kirk Holder was able to lift the rainy day mood with his musical performance. On Thursday, Campus Federal provided fried fish for all the early arrivers who were eager to get their weekend started. Participants had hamburgers and hotdogs on Friday, along with seafood pasta, fried shrimp and fried

fish for dinner (awards) on Saturday. Besides being entertained by a few old favorites, the best Boudreaux joke and Hardluck story, Dr. Nelson Daly’s incredible conversion from dentist to auctioneer proved to be the best show of all. With the help of a few sponsor-donated items and the hard working efforts of Drs. Daly, Burmaster and LDA staff, the first ever live auction raised \$2,255 for the Louisiana Mission of

Mercy (LaMOM). We also must recognize about 18 senior dental students who not only braved the rain to hang out in Grand Isle (only a few were actually about to fish), but also outbid the rest of the attendees in the live auction to win a four night stay in Gulf Shores!

Many great businesses and people helped sponsor in order to put this event on for the LDA Foundation. Corporate sponsors included, Brown and Brown of Louisiana, Drs. Nelson and Sally Daly, Bayou State Crown and Bridge Lab, Campus Federal Credit Union, Neodent Implants, Sign Express, and Barataria Dental. Also, thanks to our platinum sponsors, MassMutual Financial Group of Louisiana and Sand Dollar Marina. Our gold sponsors included, Louisiana Dental Services, Inc., Silk Screen Shop, and Superior Bait & Tackle. Last, but not least, our silver sponsors were LocalMed, Blumberg and Associates, and Classic Image Uniforms. Thanks to everyone who contributed to such a great event!

The LDA Foundation helps support dental education, research, patient care and community outreach. The contributions from this year's rodeo will help benefit the 2015 LaMOM, which we hope will also turn out as a great success! Join us next year for a fun filled weekend down in Grand Isle!



Above: Dr. David Kestel and Stormy and Jay Blair enjoy the reception.



Dr. David Gauthreau shows off his winning Yellow Fin Tuna.

More photos on next page!

	1st	2nd	3rd
Speckled Trout	Kevin Schexnayder GBR 1.6#	Dr. Blair Gremillion GBR 1.4#	Dr. Eddie Ring Bayou 1.2#
Trout Stringer	Kevin Schexnayder GBR 5.14#		
Redfish	Dr. Richard Cangelosi GBR 7.2#	Dr. Ann Uzee GBR 4.2#	Leslie Ber Bayou 3.2
Redfish Stringer	Leslie Ber Bayou 8.4#		
Mangrove Snapper	Ryan Perry GBR 7.14#	Roy Cantrelle NODA 3.2#	Dr. John Levin Acadiana 3.0#
Kids (12 & under)	Josh Noel GBR 9.8#	Ethan Smith GBR 5.2#	Ethan Smith GBR 4.8#
Cobia	Beau Grafton GBR 22.14#		
Bluewater Dolphin, Yellowfin Tuna, Tuna & Grouper	David Gautreaux GBR 37.0# Yellowfin Tuna	Jacob Henderson GBR 21.8# Blackfin Tuna	Dr. Ben Ber Bayou 20.0# Blackfin Tuna



Campus Federal Credit Union participants at the marina.

Right: Stormy Blair presents a donated Yeti cooler from Brown & Brown of Louisiana to Dr. Eddie Ring.

Below: Stormy Blair (sponsor, with Brown & Brown of LA) with dental students Mary Webster, Ariel Brown and Brittany Burke proudly display their catch of the day.



LSU School of Dentistry students enjoy a couple relaxing days at the marina.

LDA's Last Chance Seminar

Friday, Dec. 12, 2014
Renaissance Hotel,
Baton Rouge, LA

SPEAKER:

Denis Lynch, D.D.S., Ph.D.



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Patients frequently have unusual, interesting, and often significant oral diseases, infections, syndromes and conditions. This course is designed to provide dentists, dental hygienists and assistants with information on a variety of relevant, but otherwise unrelated, topics such as common oral infections and infectious hazards, vesiculo-ulcerative diseases and oral cancer. Emphasis will be placed on the clinical recognition, diagnosis and management of these entities.

Dr. Lynch received his doctor of dental surgery degree from the University of California at San Francisco and subsequently completed a residency in oral and maxillofacial pathology at the University of Alabama at Birmingham, as well as a Ph.D. in Experimental Pathology. He is currently professor of oral and maxillofacial pathology and associate dean for academic affairs at Marquette University School of Dentistry in Milwaukee, as well as professor of dermatology at the Medical College of Wisconsin. He is the author of numerous scientific articles and book chapters, as well as the co-author of "The Mouth: Diagnosis and Treatment." In 2009, Dr. Lynch was the 72nd recipient of the UCSF Dental Alumni Association Medal of Honor, the highest honor bestowed by the association to one of its members. In 2012, he was the recipient of the Irish Education 100, awarded to the 100 most influential educators in the United States with Irish heritage, as well as an honorary doctorate, *Doctorum honoris causa*, from Victor Babeş University of Medicine and Pharmacy in Timișoara, Romania. Dr. Lynch is currently a visiting professor in the faculty of dentistry of the University of Pancevo, Serbia.

To reserve a room, call (866) 469-5448 by Nov. 11, 2014. Brochures will be mailed to all LDA members. For additional information, visit www.ladental.org.

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LDA wealth management

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

What Gets Measured Gets Done

Author and famous management consultant, Peter Drucker, is often attributed with saying “what gets measured gets managed.” This is a common phrase in business. Companies are not successful by chance, but by establishing goals and constantly measuring those goals. The same idea applies to accomplishing your financial goals. In order to accomplish a goal you have to figure out how to measure it, and then track those measures on a regular basis. Your financial plan will establish the goals your family has throughout your lifetime. How do you measure your financial goals? Let’s look at how to measure your goals and work towards the goal of accomplishing them.

Having a Family Index Number

In the stock market, an index can serve as a barometer for a given market or industry and a benchmark against which financial or economic performance is measured. The Family Index Number is a percentage that represents the average annual return you need to earn on your investments to meet your goals. This annual rate of return may act as a benchmark to measure your investment portfolio and make sure you are on track in pursuing your goals, whether those be retirement, charitable giving, leaving a legacy behind, major purchases, or travel. For example, if your goal is to have an investment portfolio that can provide for a comfortable retirement, the Family Index Number can help guide how you are managing or nearing your retirement goal. Make sure the number is reasonable and attainable. This should not be a goal that is far-reaching, but needs to be a conservative, realistic number.

Making a Budget

Making more money often can lead to buying more stuff and creating more debt instead of accomplishing long term goals. Having a budget strategy is a simple way to measure your spending. Put your expenses on paper and constantly track them with an estimated budget for the year.

Managing Debt

If you have debt, always make a goal to pay it off. Keep a current list of any debts you have with the current interest rate and whether it is a variable or fixed rate. If you have debt with a variable interest rate, account for what happens if and when interest rates go up and what that will mean to the payments. Set a payoff date goal for each debt and how much to pay off each month to achieve that goal. Then use these goals to measure your success.

Insuring the Known and the Unknown

You purchase insurance to help alleviate any unknown that could have devastating effects on your family. This is another area that needs to be included in your plan and periodically measured against your goals. Proper insurance coverage can help ensure a disaster does not devastate the chances of hitting your goals. Ask yourself the following questions: If I become disabled how will it affect the family and each one of our goals? If I were to pass away during the accumulation phase of my career how will it change the family goals? If my spouse or I need long term care services in our retirement years what impact will it have on our retirement income or the family estate? If a lawsuit is rendered against me personally what will it do to the family assets? If one of the kids marries someone who has financial problems what will it do to his or her portion of the family estate?


I find that successful families have many things in common with large, successful companies. About 50% of new businesses fail within the first 5 years and nearly half of American families live from paycheck to paycheck, making decisions on what their needs are at that particular time.* Go the route of the successful companies and families by basing decisions on long term goals, having systems to measure against those goals, and work towards the goal of getting results.

¹ A distribution from a Roth account is tax free and penalty free provided that the five-year aging requirement has been satisfied and at least one of the following conditions is met: you reach age 59½, are disabled, make a qualified first-time home purchase, or die.

² For additional information on Delaware trusts, go to: www.advocatetrust.com/delaware-advantage.

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. This information is not intended to be a substitute for specific individualized tax or legal advice. We suggest that you discuss your specific situation with a qualified tax or legal advisor. Chad Olivier is author of *What Medical School Did Not Teach You about Financial Planning* and owner of the firm The Olivier Group, LLC in Baton Rouge, La., which specializes in retirement planning and wealth management for physicians, dentists and other affluent individuals and families. If you have any questions about this article or future topic suggestions, please call (888) 465-2112 or visit us on the web at www.oliviergroup.com.

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LDA

louisiana state board of dentistry

Dr. Wilton A. Guillory, Jr.
President, Louisiana State Board of Dentistry

Several Rule Changes Worth Pointing Out

I would like to take this opportunity to express how excited I am about the prospects of cooperation between the LSBOD and the LDA going forward. We have just put together a joint committee consisting of LSBOD members and of LDA members to work together on issues between the LSBOD and the LDA. For instance, one of the things that the LDA is keenly interested in is finding some way for the LSBOD to pre-screen dentist advertisements. I understand that the attorneys in this state have a program by which the Bar Association previews legal advertising. Lawyers are actually required to submit advertisements (with some exceptions) to the Bar Association Ethics Counsel and pay a \$175 fee. The advertisement must be submitted no later than the date of dissemination of the advertisement. If the advertisement is submitted 30 days or more before the advertisement is to run, then the Bar Association will provide the lawyer with a written advisory opinion on whether the advertisement complies with the rules. The LSBOD is certainly open to some form of pre-screening, whether mandatory or voluntary, if legislation could be passed to provide for the screening and for a fee.

On another note, the time for license renewals is approaching. Dentists and dental hygienists whose last name begins with M-Z need to renew this cycle and will be receiving post card reminders from the LSBOD soon. Renewals begin on October 1, 2014, through December 31, 2014, and can be done online at the board website, <http://www.lsbod.org/>.

The board has made changes to some of its rules that I believe are worth mentioning. The board amended LAC 46:XXXIII.1505 and .1509 to eliminate the limited permit to administer moderate sedation with parenteral drugs. Previously there were two types of moderate sedation permits: limited and full. Limited allowed the administration of parenteral drugs by any method except via an IV route, whereas full allowed the administration of parenteral drugs via any means, including via IV. There will no longer be a limited permit to administer moderate sedation with parenteral drugs.



The board also amended LAC 46:XXXIII.1709 which deals with the licensing exam for dentists. Prior to the change, the board accepted only exam results from CITA. Now, the board accepts exam results from any agency that administers the ADEX exam, which includes CITA, NERB, and SRTA.

Three other rules were amended to clarify them, rather than to make major substantive changes. Those rules are LAC 46:XXXIII.1202 and .123 (addressing the requirement that dental health care providers follow CDC guidelines for infection control) and LAC 46:XXXIII.1809 (making it clear that licensing background checks are valid only for 6 months).

There are several rule changes in the works that are not yet final, but should become final soon. In one of the proposed rule changes, LAC 46:XXXIII.1206 is added to the Dental Practice Act to explicitly require that dental health care providers keep a log of their weekly spore testing on their sterilizers for 2 years running. The log must include the date of the test, the method of the monitoring, the manufacturer and type of the monitoring system as well as the name of the individual performing the monitoring. The provider is also required to keep any and all documentation for the purchase of testing materials or kits and reports of each test conducted. All of this documentation is subject to random inspection by the board.

Another proposed rule change involves LAC 46:XXXIII.1508. As currently written, .1508 requires any dentist who administers oral Versed, even if the intent is to achieve moderate sedation, to have the same facilities, personnel and equipment that is required for to the administration of general anesthesia/deep sedation. The proposed change would require only the same facilities, personnel and equipment that is required for moderate sedation with parenteral drugs.

In closing, I would like to thank my fellow board members and the LDA who continue to work for the betterment of the profession.



LDHA Louisiana dental hygienists' assoc.

*Terri Linzay, R.D.H.
President, LDHA*

LDHA Representatives Staying Busy by Staying Abreast of All Dental Groups

And the journey continues with so many meetings and emails (SO many emails)! It has been a very busy year, but very educational, and I am working hard to achieve goals to make our association stronger. As I mentioned in the previous LDA Journal, our board is staffed with intelligent, helpful and wonderful hygienists who have made this journey a smooth experience for me. Our Executive Secretary Debbi Mitchell has become my right arm and dear friend. We correspond daily regarding LDHA needs and future plans. Since I am so new to all of the responsibilities, she keeps me on track.

Diane O'Connor, one of our past presidents who is still very involved, has also been a great support reinforcing the duties necessary for our association to continue to become stronger. She is responsible for encouraging me as president to attend meetings representing LDHA. I attended the June LDA Board of Directors meeting, and plan on attending again in September. I've also joined the state's Oral Health Coalition, which has given me the opportunity to meet many new contacts in the dental world. As president, I will be attending meetings at each of our five components, as well as with the students at each dental hygiene school in our state.

This year, Suzanne Farrar will be the constituent State Education Network representative for LDHA. Her main responsibility will be to serve as the communication link between ADHA and the dental hygiene community and the constituent dental hygiene associations. Suzanne is another past president who has provided much advice and guidance.

Let me address the "SO many emails" as being from our lobbyist, Jane Burgin! I'm not sure how she does all she does, but she works hard and accomplishes so much for our association.

Diane O'Connor, Suzanne Farrar and Jane Burgin have truly worked HARD not only for LDHA but for all registered dental hygienists in Louisiana. Only after reading through the many past emails in our president's binder did I realize just how hard these ladies worked for us. I know they have been told "Thank You" in the past, but I can assure you that they deserve our deepest appreciation. So, I would like to say "Thank You" again for your dedication to our association and our profession.

LDHA had four representatives at our Annual Session in Las Vegas in June 2014. They were Tammie Nelson (senior delegate), Kim Bourgeois (junior delegate), Joanna Peters (alternate delegate) and Shandi Romero (president elect). Tammie reported on the resolutions and bylaws that were voted on at the ADHA House of Delegates. Also, in her report was ADHA's 2015 Strategic Plan. Patty Cassidy, our state board representative, reported on her visit to ULM for the seven year accreditation site visit which is a two-day, intense look into the program. She also attended a Council of Interstate Testing Agency meeting, an American Association of Dental Boards meeting and the American Dental Association meeting all in New Orleans. Patty will also be attending a meeting in Chicago about CITA administering the ADEX test, which will help with being accepted by more states.

ADHA is working on a membership drive this year for all of the states. There are a total of 2,279 active dental hygienists in Louisiana, but only 289 LDHA members. We have just recently had an increase of 33 members (most being this year's graduates). Thank you to Daisy Poole who has worked closely with our hygiene students as vice president/membership chair. We will be addressing this issue at our next meeting. As I had asked the dentists in the previous article to encourage their dental hygienists to join, I am asking again. Our components offer continuing education locally, as well as participation in oral health organizations like The Oral Cancer Foundation and Institute of Oral Health and others. We also have a Facebook page created by Christy Wilson, our newsletter, editor, historian and photographer. Our Facebook page is Louisiana Dental Hygienists' Association. Please encourage your hygienists to join as we post important dates and activities and C.E. LDA members are free to contact us to help in your search for a dental hygienist.

In closing, I would like to thank all who have helped LDHA to become stronger. The following is a quote from Max DePree. "The first responsibility of a leader is to define reality. The last is to say thank you. In between, the leader is a servant."

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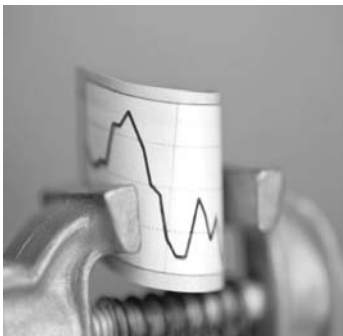
\$300 deposit (for non-members) for course (refunded upon return of CD/DVD)

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

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Well established, \$1.17 million revenue practice located in middle of Louisiana. Seven operatories, all digital with Pano, recent equipment, beautiful facilities. Hygiene collections alone exceed \$330,000. Selling doctor wishes to remain as associate working couple of days a week to aid in transition for first year. Large patient base. Expect to make in the high \$250,000 first year and over \$450,000 after doctor retires. This is a dream practice. If living in country but having the benefits of a city, and making alot of money, this is the opportunity for you. Call Clyde Dollens, D.D.S., AFTCO Practice Transitions, (281) 639-4703.

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LAFAYETTE - GENERAL or PEDIATRIC DENTIST position available in a PRIVATE PRACTICE that has been in the same location for 42 years. Individuals with an interest in non-pharmacological management of children's dentistry will find this opportunity rewarding from both educational and financial perspectives. PARTNERSHIP AND FUTURE OWNERSHIP FOR THE RIGHT PERSON. Contact Dr. Gonsoulin at (337) 232-0689 or email om@goodteeth4life.com.

FOR SALE: General Practice in Bossier Parish providing comprehensive care. Four operatories, 1,800 sq. ft. stand-alone building in fastest growing area of Louisiana. Owner will transition. Contact amco05@att.net or (318) 268-5634.

OFFICE SPACE AVAILABLE IN MANDEVILLE, LA: Great location at 5150 Hwy. 22, approximately 2 miles to/from North Causeway Blvd. 1,000-3,400 square feet spaces available with ample parking. If interested, please email ashley@kostmayer.com or call (504) 616-5895.

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Contact Renee Baron today at (404) 862-9685 or rbaron@benevis.com!

100% of Patients. Doctors Dental on Highland Road in Baton Rouge is seeking a full time dentist. Our office is a modern facility with a committed, well-trained staff and state of the art equipment.

All patients of the practice are yours to treat.

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Part-time General Dentist wanted for office in the CBD. Minimum daily compensation of \$700 or 40% of daily collections. Must be a Medicaid MCNA credentialed dental provider. Email info@HDLDDental.com.

DENTAL ASSOCIATE WANTED: Busy, productive, and efficient general dental practice in fast-growing Ascension Parish in need of a full-time associate dentist. Immediate opening available with excellent compensation (in the 90th percentile for associates) for experienced dentist. 100% FEE FOR SERVICE with well-trained staff. Please email resume to davtoni@aol.com.

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

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

For more information or to place a classified ad, contact *LDA Journal* Managing Editor Annette Drodgy at (225) 926-1986 or info@ladental.org.

DATE, CITY	COURSE NAME, LOCATION & AGD SUBJECT CODE	For...	FEES	HRS -C or NC
Sept. 19 New Orleans	Alumni Day – AM: Three Restorative Technology Presentations; PM: Sticks & Stones Exposed: The Truth about Words and Relationships! by <i>Dave Weber</i> – at LSUSD	Dentist RDH/DLT Assistants	\$249 ■ \$169 ■ \$109 ■	AM: 3 L/C PM: 3 L/NC
Sept. 26 New Orleans	Dummett Mem. Lecture (Dentistry for the Pediatric Patient) “New Paradigms in Pediatric Pulp Therapy” for Pediatric Dentists, General Dentists, & their staff – w/ Presenter & Director <i>Dr. Sue Seale</i> – at LSUSD	Dentist Team Member	\$389 ■ \$135 ■	7 L
Sept. 26-27 New Orleans	Dummett Mem. Lecture (Dentistry for the Pediatric Patient) & Pulpotomy Workshop for General Dentists Who Treat Children – w/ Presenter & Director <i>Dr. Sue Seale</i> – at LSUSD	Dentist	\$775 ■	7 L + 2 C
Oct. 10-12 Lafayette	Expanded Duty Dental Assistant (EDDA) w/ <i>K. Coco, EDDA, S. Neilsen, EDDA, & T. Mergist, EDDA, & C. Tocket, EDDA</i> – at Lafayette General Hospital	Assistant	\$540 ★	24 L/P, C
Nov. 14-16 Gonzales	Expanded Duty Dental Assistant (EDDA) w/ <i>E. Schmidt, CDA, EDDA, L. Hernandez, CDA, EDDA, & S. Renfroe, EDDA</i> – at Cabela’s	Assistant	\$540 ★	24 L/P, C
Nov. 21 New Orleans	Immediate Load Implant Placement & Provisionalization in the Esthetic Zone – an ideal course for Dentists who restore implants – Director & Presenter <i>J. Barksdale, Jr., DDS</i> – at LSUSD	Dentist	\$950	8(3L/5P), 5 SA
Dec. 5 New Orleans	LAST CHANCE: New Orleans – Speaker and Topic TBA – at LSUSD	Dentist RDH or DLT Ass’t/Other	\$295 ■ \$175 ■ \$95 ■	7 L, C
Dec. 5 Shreveport	LAST CHANCE: Shreveport – Speaker, Topic, & Location TBA	Dentist RDH or DLT Ass’t/Other	\$295 ■ \$175 ■ \$95 ■	7 L, C
Dec. 12-14 New Orleans	Expanded Duty Dental Assistant (EDDA) w/ <i>N. Weiss, RDH, EFDA, B.J. Triay, CDA, EDDA, & D. Williams, CDA, EDDA, & Tonicia Reeves-Martes, CDA, EDDA</i> – at LSUSD	Assistant	\$540 ★	24 L/P, C
Dec. 13 New Orleans	Digital and Conventional Radiology for the Dental Assistant – <i>Drs. Kavas A. Thunthy and J. Sean Hubar</i> – at LSUSD	Assistant	\$300 ★	7 L/P, C
Jan. 16-18 Lafayette	Expanded Duty Dental Assistant (EDDA) for the Dental Assistant w/ <i>K. Coco, EDDA, T. Mergist, EDDA & S. Nielsen, EDDA</i> - at Lafayette General Hospital	Assistant	\$540 ★	24 L/P, C
Jan. 23-27, 2015 New Orleans	LSU’s 38th Annual Perio Review w/ <i>R. Yukna, DMD, MS</i> – at LSUSD	Dentist	\$2,095 ■	35 L/P, C max
Jan. 30, 2015 New Orleans	The Smile Design Revolution: Management, Communication and Implementation w/ Speaker <i>C. Coachman, DDS, CDT</i> – at LSUSD	Dentist Team Member	\$349 ■ \$199	7 L, C
Ses. 1: Jan. 22-24, 2015 Ses. 2: Feb. 27-Mar. 2015 New Orleans	The LSU Dental Implant Training Program™ – Dentists perform live implant surgery on their own patients (a limited-attendance, 2-session program for Dentists w/ a LA license); Ses. 1 Presenter & Director: <i>M. McCracken, DDS, PhD</i> – Downtown New Orleans; Ses. 2 Presenters & Directors: <i>J. Barksdale, Jr., DDS & J. Smith, DDS</i> – at LSUSD	Dentist	\$7,550 □	Approximately 44 L/P, C
Feb. 6 -8, 2015 Gonzales	Expanded Duty Dental Assistant (EDDA) for the Dental Assistant w/ TBA - at Cabela’s	Assistant	\$540 ★	24 L/P, C

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

★ Eligible for tuition reimbursement through Louisiana’s Small Business Employee Training program – call **Jocelyn Wagner, EDDA/Radiology coordinator**, at 504-941-8198 to see if your practice qualifies

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

□ \$6,040 per dentist if the dentist registers with one or more dentists at the same time. Note: For a multiple registration, do not go online; call **Bob Leaman** at 504-941-8404.

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LDA

c.e. and lda events calendar

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

DATE: October 10, 2014 - Registration begins at 8:00 a.m. - Course 8:30 a.m.-4:30 p.m.

COURSE: Progressive Veneer Techniques for Optimal Esthetics

SPEAKER: Dr. George Priest

PROVIDER: ARK LA TEX ACADEMY OF DENTISTRY (AGD PACE Recognized Provider; ADA CERP Recognized Provider.)

LOCATION: Clarion Hotel, 1419 E. 70th Street, Shreveport, La. 71105

DESIGNED FOR: All

CREDIT HOURS: 7 lecture

FEES: Dentist, Staff or Lab Tech - \$245; Staff/Lab Tech of Member Dentist (each) - \$45

REGISTRATION: Contact Dr. Clint Bruyere at (903) 753-0337.

DATE: November 21, 2014 – Program 8:30 a.m. – 4:30 p.m.

COURSE: The Super General Dental Practice

SPEAKER: Michael Abernathy

PROVIDER: Louisiana AGD (AGD PACE and ADA CERP approved Recognized Provider.)

LOCATION: Baton Rouge, La.

DESIGNED FOR: General Dentist, Specialist, Hygienist, Assistant

CREDIT HOURS: 7 Lecture/Practice Management

FEES: Member - \$245; Non-Member - \$295; Hygienist/Technician - \$125; Staff - \$65

REGISTRATION: Call the Louisiana AGD at (800) 277-8356.

DATE: December 5, 2014 – Registration 8:00 a.m. – 9:00 a.m.; Program 9:00 a.m. – 12:00 noon

COURSE: Medical Emergencies in the Dental Practice

SPEAKER: TBA

PROVIDER: Northlake Dental Association (AGD PACE approved Recognized Provider.)

LOCATION: TBA

DESIGNED FOR: All

CREDIT HOURS: 3 CEUs

FEES: TBA

REGISTRATION: Call 985-807-4503 or visit www.northlakeda.com.

DATE: December 12, 2014

EVENT: Last Chance Seminar

LOCATION: Renaissance Hotel, Baton Rouge, La.

PROVIDER: Louisiana Dental Association (AGD PACE Recognized Provider)

SPONSORS: (As of 2/11/14) Brown and Brown Insurance (LDA Events Partner), Louisiana Dental Services, Inc. (LDS)

SPEAKER: Dr. Denis Lynch (oral pathology lecture)

DESIGNED FOR: All

CREDIT HOURS: 7 Lecture/Clinical

REGISTRATION: Registration details will be posted on www.ladental.org as they become available.

DATE: January 9, 2015

EVENT: L.H. Bowden Leadership Development Conference

LOCATION: Renaissance Hotel, Baton Rouge, La.

PROVIDER: Louisiana Dental Association (AGD PACE Recognized Provider)

SPONSORS: (As of 4/5/14) Brown and Brown Insurance (LDA Events Partner), Louisiana Dental Services, Inc. (LDS)

SPEAKER: Ryan Lowe

DESIGNED FOR: LDA Leadership

CREDIT HOURS: 4 Lecture/Practice Management

REGISTRATION: Registration is free, and attendance is COMPULSORY for component officers as well as for LDA officers, directors, and committee chairs.

DATE: February 6, 2015

COURSE: Smile Design and Practical Planning Tools for Contemporary Denture Esthetics

SPEAKER: John Nosti, D.D.S.
PROVIDER: Louisiana AGD (*AGD PACE and ADA CERP approved Recognized Provider.*)
LOCATION: New Orleans, La.
DESIGNED FOR: All
CREDIT HOURS: 7 Lecture/Clinical
FEES: Member - \$245; Non-Member - \$295; Hygienist/Technician - \$125; Staff - \$65
REGISTRATION: Call the Louisiana AGD at (800) 277-8356.

DATE: April 9-11, 2015
EVENT: New Orleans Dental Conference (NODC) & LDA Annual Session
LOCATION: Morial Convention Center, New Orleans, La.
PROVIDER: NODC/LDA (*NODC is an ADA CERP Recognized Provider*)
DESIGNED FOR: All
REGISTRATION: Registration details will be posted on www.nodc.org as they become available.

DATE: February 15-17, 2015 (Mardi Gras Holiday)
EVENT: LDA Winter C.E. Event
LOCATION: Disney's Beach Club Resort and Disney's Yacht Club Resort, Lake Buena Vista, Fla.
PROVIDER: Louisiana Dental Association (*AGD PACE Recognized Provider*)
SPONSORS: (As of 3/5/14) Brown and Brown Insurance (LDA Events Partner), Louisiana Dental Services, Inc. (LDS)
SPEAKER: TBA
DESIGNED FOR: All
REGISTRATION: Registration details will be posted on www.ladental.org as they become available.

The LA Dental News newsletter is now digital – **LDA E-Bites**. If you are not receiving a copy each month (around the 15th), call the LDA office or email info@ladental.org. You don't want to miss out on this valuable info!

LDA Offers C.E. with Character Over Mardi Gras Holiday

Walt Disney World® Resort
Sunday, Feb. 15 - Tuesday, Feb. 17, 2015
 (Courses held daily from 7:30 to 11 a.m.)
 Lake Buena Vista, Florida

Learn more at www.ladental.org and visit "C.E. and Events"



Disney's Beach Club Resort and Disney's Yacht Club Resort

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David N. Austin

Are You Ready For Some Football?

Many of our members are surprised to find out that our organization has an active college football recruiting division. This little known office is located in building six on the eighth floor within the vast LDA office complex in Bunkie.

Recently I had the privilege to sit down and interview Coach Brady Turnipseed about the upcoming recruits.

Two recruits that are his most promising:

William Bendson, 6' 6", 215 lbs. Wide Receiver. Hottest prospect from Nebraska in the last 10 years. Birth certificate indicates he is 27 years old. Thinks the "N" on Nebraska's helmet stands for "Knowledge," but still meets this schools stringent entrance requirements. Hopes to be able to wear No. 32 on his jersey since it matches his SAT score.

Abdul Hasheen Abba Abba Ali Quadabra, 6' 9", 305 lbs. Right Guard. Played high school ball in Texas under the name Gene Clemmons until he discovered religion. Doesn't know the meaning of the word "fear." Not sure he knows the meaning of many words. Thinks Taco Bell is the Mexican phone company. Will be signed as soon as some pending assault and battery charges can be dropped.

Coach Turnipseed also has a wild card quarterback recruit: **Frank "Night Train" Gleisner, 6' 4", 225 lbs.** Was born on an Amtrak train in Minnesota. Currently holds the world record for the most "you knows" during an interview (74 in one minute). Frank can print his complete name and has already signed letters of intent with eight colleges.

While I was there I was able to collect additional news about some of the other teams within our division.

Recently a Georgia football player nearly died from, of all things, drinking milk. Seems the cow actually fell on him.

We found out that absolutely no Texas A&M freshmen can change a light bulb. Probably because that is a sophomore course.

Many of the Alabama players actually got the same thing on their ACT tests. Drool.

Speaking of Alabama - LSU coach Les is so confident of this year's team, he has decided to only dress half of the players for the LSU v. Alabama game. He said the other half will have to dress themselves.

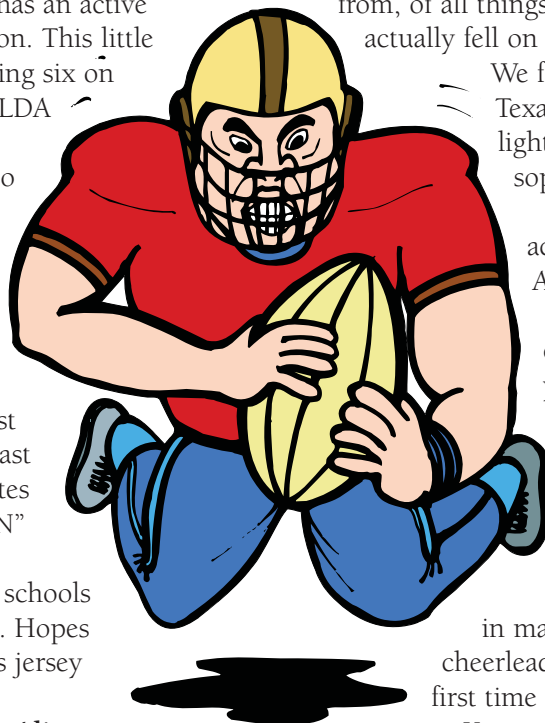
I am also happy to report that this year for the first time in many years, Arkansas will have 32 cheerleaders on the field. And so for the first time among them, a full set of teeth!

You can always tell if an Auburn player has a girlfriend because there will be tobacco juice on both sides of the pickup. Recently the Auburn campus has instituted a no "spit zone" on the campus grounds. It has made the players so mad that they are threatening to boycott this season.

Coach Turnipseed lamented the fact that many of the players throughout the league will actually have to attend counseling to help them through the first three years of being a freshman.

Coach wanted me to warn our readers about many of the former Ole Miss football graduates from this past season. He stated that if you should have trouble trying to get one of them to leave your front porch, go ahead and pay him for the pizza.

See you at the game!



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