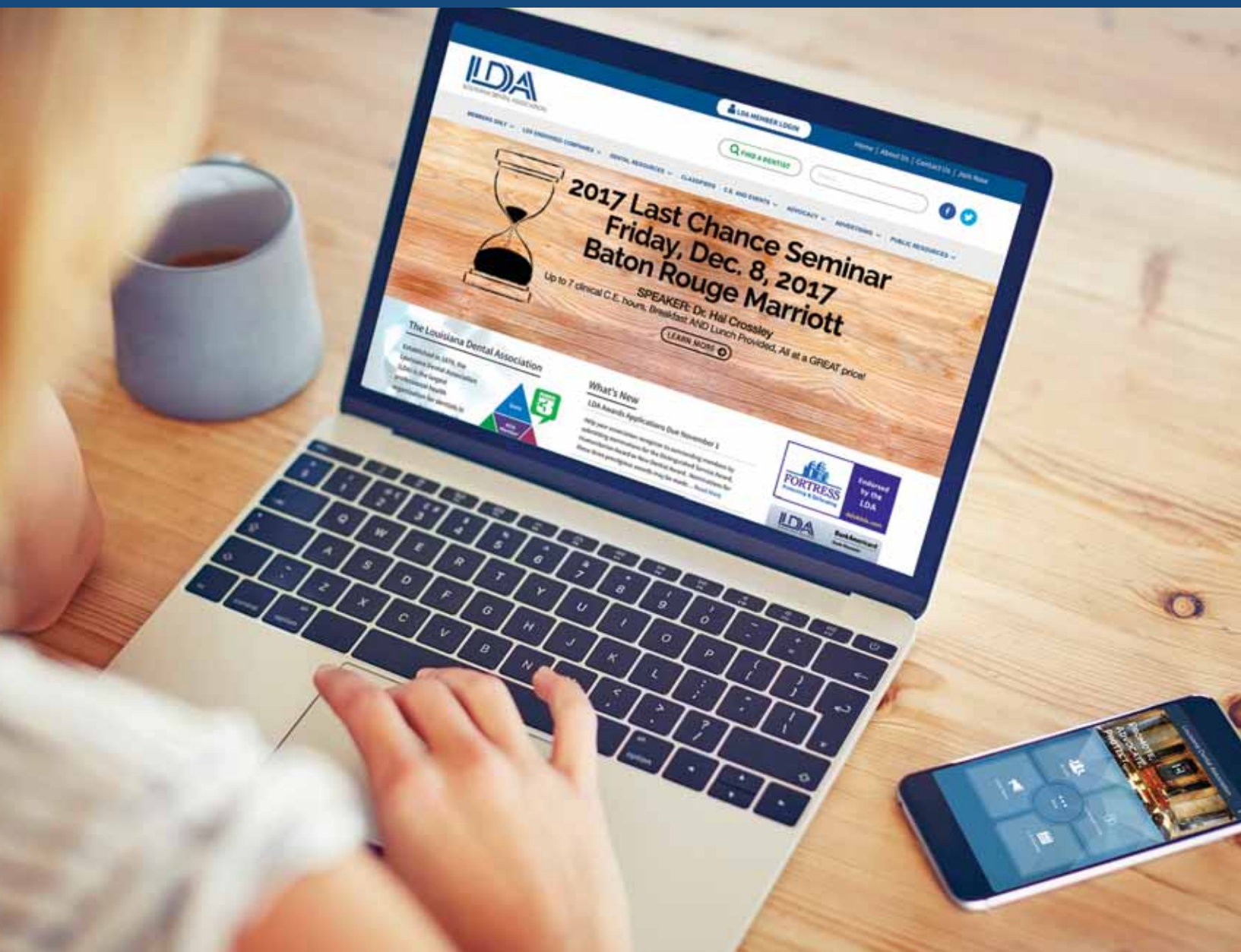


LDA Journal

VOL. 76, NO. 3 FALL 2017

Journal of the Louisiana Dental Association



New and Improved Communications for LDA Members

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LDA Journal

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VOLUME 76 NUMBER 3 Fall 2017

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A MEMBER PUBLICATION
OF THE AMERICAN ASSOCIATION
OF DENTAL EDITORS

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

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

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

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

Copyright 2017, LDA.



On the cover: The LDA is unveiling a new method to communicate with our members – a mobile app. If you are on an Android device, visit your Google Play Store and if you are using an iPhone or iPad, you would go to the App Store. Search “Louisiana Dental Association” and you should be able to download our app onto your device. The “Louisiana Dental Association” app will also be available in the Windows Store, the BlackBerry store and the Amazon/Kindle store.

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



LDA

editorial

Dr. Brian D. Basinger

Chair, Council on Communications and member of the LDA Journal Editorial Board

LDA Releases Membership App and Upgrades to Current Website

I am excited to announce that the LDA is unveiling a new method to communicate with our members – a mobile app.

In a world that is gradually becoming more digital every day, the LDA's 2016 Strategic Planning Committee decided that expanding the LDA's current web presence to include a mobile app would provide members with another avenue to communicate with the LDA and receive and search out information. In the past two years, no matter how many LDA members open our E-Bytes newsletter, over 60% of them open it initially on a mobile device. Therefore, our app was born and after careful planning and budgeting, you can now download it in both iPhone and Android formats.

If you are on an Android device, visit your Google Play Store and if you are using an iPhone or iPad, you would go to the App Store. Search "Louisiana Dental Association" and you should be able to download our app onto your device. The "Louisiana Dental Association" app will also be available in the Windows Store, the BlackBerry store and the Amazon/Kindle store.

A majority of the information on the app can also be found on the LDA website, www.ladental.org, but the app provides a quick and easy method of finding those resources. Have a quick question for the LDA staff or need to register for an event while running errands during a break, "Tap to Call the LDA" and an LDA staff member is there to help you. You have easy access to four of the most popular areas on

the website: member benefits, endorsed companies' listing, latest news and C.E. and events. Hit "more" and you can call us, email us, learn more about us, view the latest *LDA Journal*, check out rules and regulations that impact all dentists and so much

more! You even have easy access to our Facebook and Twitter feeds. We will continue to add links as we build our member resources.

Another nice feature of the app is that LDA staff will be able to send members "push notifications" via the app for updates. So, if there's a big legislative update or announcement that we need to get to our members immediately, we now have another way to do it!

Additionally, the LDA website was also updated in late 2016 in order to upgrade our software and freshen up the look of our site. The app and the website complement each other and share select pages. Our goal is to make the site informative and user-friendly for our members.

Go ahead and download the app! The website and app will continue to grow and develop to meet the informational and resource needs of our members. So, if you have thoughts and suggestions regarding the app or website, let us know. You can call the LDA office at (225) 926-1986 or email info@ladental.org. We'd love to hear from you!



Note: We are waiting on final approval from the app store for iPhones and iPads. The approval should come by the time this *Journal* is printed and mailed. If not, visit the Latest News on the LDA website for instructions.



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Melisa Christian DDS, a Fortress Dentist

DDSGuard is the powerful insurance program that Fortress Insurance Company has designed exclusively for the profession of dentistry. What makes DDSGuard different from other dental practice liability insurance? Fortress has a depth of clinical expertise unmatched in the industry, with firsthand knowledge of anesthesia, extractions, implants, and other complex procedures increasingly common to modern dentistry.

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Government Affairs News and Updates

Dentists Will Have 11% Reduction in PCF Surcharge

The Patients' Compensation Fund (PCF) Board approved an 11% reduction in the PCF surcharge for dentists and oral surgeons beginning September 2, 2017.

New State Requirements for Those Writing Prescriptions for Schedule Drugs

There is a NEW State mandate requiring 3 hours of opioid prescribing and abuse awareness C.E. for those doctors holding a controlled dangerous substance license permitting them to prescribe schedule drugs. The 3-hour course must be completed sometime between Aug. 1, 2017, and the first time you renew your license after Jan. 1, 2018, and must include drug diversion training, best practice prescribing of controlled substances, appropriate treatment for addiction, and any other matters regarding the prescribing of controlled dangerous substances that are deemed appropriate by the board. According to current law, you will never have to take the course again. **Note: The LDA's Last Chance Seminar (www.ladental.org/lastchance) Dec. 8, 2017, will satisfy this requirement.**

Rulemaking Process Started to Change C.E. Requirements

At its Friday, Aug. 18, 2017, LA State Board of Dentistry meeting, the LSBDD voted to begin the rulemaking process in order to change C.E. requirements. For dentists renewing licenses at the end of 2018 and thereafter, 30 hours will be required every 2 years, and all 30 hours must be clinical. Further, 20 of the 30 hours must be obtained in person (not online C.E.).

Welcome to the LDA

LOUISIANA DENTAL ASSOCIATION

Welcome to our New Members (as of August. 7, 2017)

Acadiana District Dental Association

Dr. Chelsea Guilliot
Dr. Jared Guilliot
Dr. Minh Le
Dr. Joshua Reaves
Dr. Carla Smith

Bayou District Dental Association

Dr. Leigh Griffin
Dr. Kalisha Hanley

Central Louisiana Dental Association

Dr. Morgan Hilton
Dr. Lex Pierre

Greater Baton Rouge Dental Association

Dr. Brian Chisholm
Dr. Kyle Free
Dr. Alexander Galliano
Dr. Taylor Hayden
Dr. Destanee Hughes
Dr. Bradley Killebrew

Dr. Leah Larson
Dr. Garrett Lipsey
Dr. Archie Melcher
Dr. Edwin "Buddy" Trauth

New Orleans Dental Association

Dr. Ashlon Albert
Dr. Ashleigh Attaway
Dr. Daniel Cummins
Dr. Kaitlyn Ducote
Dr. Emily Eggart
Dr. Leon Flettrich
Dr. Danny Giang
Dr. Allyson Hanson
Dr. Sarah Haydel
Dr. Ainsli Hollier
Dr. Nhu Le
Dr. Lindi Perkins
Dr. Evan Riley
Dr. Christopher Spencer
Dr. Mark Tinney
Dr. Hillary Wright

Northeast Louisiana Dental Association

Dr. Ryan Rachal
Dr. Leigh Robinson
Dr. Daniel Sharbono

Northlake Dental Association

Dr. Adam Berthelot
Dr. Jason Chawla
Dr. Talia Crain

Northwest Louisiana Dental Association

Dr. Jeremy Alexander
Dr. Samantha Gray
Dr. James Lowder
Dr. Richard Moore
Dr. Morgan Van Zandt

Southwest District Dental Association

Dr. Ashley Azevedo
Dr. LaTedra Collins
Dr. Briggs McKey
Dr. Jessica Wilkins



Donated Dental
Services (DDS)

A Program of



Dental Lifeline
Network.

More than Dentistry. Life.

When Gloria was just 37 years old, she survived two strokes that left her paralyzed on her left side. She worked for Volunteers of America but was forced to resign because of her post-stroke side effects. Her oral health suffered a great deal and she had no means to pay for treatment. Thanks to long-time LDA member and DDS volunteer, Dr. Walker P. McVea, and volunteer Blue Box Dental Lab, Gloria was given the chance to smile again. "They did a wonderful job, everybody complimented me on the dentist's work. I can smile confidently. No pain," Gloria said.



More people like Gloria are in need of dental care in Louisiana. But, we are frozen in place. Additional funding for the DDS program will allow us to increase Rebekah's hours and coordinate care for more neighbors-in-need. WE HAVE THE VOLUNTEERS, WE JUST NEED THE COORDINATION. Your action will benefit these patients, you, dentistry, your community, and our State. Will you consider donating to the DDS program? If each LDA member contributed \$100, we could start reducing the backlog of people like Gloria who need our help. "To give a new smile to someone who is truly in need, and in pain, is very satisfying. It helps change people's lives," added Dr. McVea.

Donated Dental Services of Louisiana Is In **DESPERATE** Need of Your Financial Support

Will you donate \$100 and help us help your neighbor in need?

Dental Lifeline Network • Louisiana has operated the Donated Dental Services (DDS) program in partnership with the Louisiana Dental Association since its inception in 1987. **The program helps people with disabilities, the elderly or medically fragile get access to dental care, who can't afford it, through a network of volunteer dentists and labs.** Together, 345 Louisiana dentists and 73 labs have provided care to more than 5,000 people in Louisiana; care valued at more than \$10 million! **The program is now in desperate need of your financial support.**

DLN•LA received state funding for the program beginning in 1991 and received appropriations almost every year until 2009, when it was cut. Since then, DLN•LA has relied on private funding to operate the program. Repeated natural disasters throughout the state has caused private grant funding to be redirected to help flood and hurricane stricken areas, and has drastically reduced funding previously directed to DDS.

As a result, DLN has gradually been forced to reduce the number of hours Rebekah, the Louisiana DDS coordinator, spends helping patients. Our coordinator is the heart of the program. She vets the applications and matches the patient with the dentist who can help; shepherding them through treatment, start to finish. Formerly utilized 40 hours a week, Rebekah worked only 16 hours a week last year, and this year we are down to only 8 hours a week managing cases - for the entire state of Louisiana!

Because of the decreased hours, more than 200 individuals are waiting for dental care through DDS, and no new applicants can be accepted until the backlog is substantially reduced. Although 345 dentists are willing to help, more funding is needed to increase Rebekah's hours and provide the case management needed to coordinate the care for these patients. **The Dilemma: lots of very sick patients, lots of volunteer dentists wanting to see them, and no way to get them together!**

**The Dilemma:
lots of very sick
patients, lots of
volunteer dentists
wanting to see
them, and no
way to get them
together!**

Donations can be made to DLN in the upcoming LDA dues statement or online at www.dentallifeline.org/donate.



LDA president

*Dr. David J. Hildebrandt
President, Louisiana Dental Association*

Supporting Our Members and Improving Advocacy

I recently attended the 2017 ADA President-Elect's Conference hosted by the American Dental Association and Dr. Joe Crowley, president-elect of the ADA. In one of the sessions of the conference, every state's president or president-elect had the opportunity to speak about the challenges his or her state is facing. Common issues often mentioned included complaints about dental insurance such as: low reimbursement rates, denial of claims, delays in payments, exemption from local insurance commissioner review by becoming ERISA entities, and related issues that affect our practices.

One bright spot was the discussion about a recent victory by the California Dental Association (CDA) in its suit against Delta Dental. The CDA achieved a successful settlement with Delta Dental, which had lowered reimbursement rates contrary to its contracts with its member dentists. California member dentists will be receiving reimbursements from Delta Dental approaching prior reimbursement levels.

This example has given us hope that we may be able to collectively take on any similar issues here in Louisiana. At my recommendation, a dental insurance conference took place in conjunction with the recent ADA 12th District Caucus meeting. Among other things, we would like to begin collecting information from our LDA members about such issues as insurer interpretations of standard of care that in some instances reflect a misunderstanding of our profession. If you have information about such issues that you would be willing to share, please send it to the LDA at:

LA Dental Association

Attn: Insurance Issues

7833 Office Park Blvd.

Baton Rouge, LA 70809

Or, email Candice@ladental.org

Please include corresponding x-rays, EOBs, and documentation with the patient information removed for HIPPA compliance.

As we did at the recent insurance conference, we will at future meetings be discussing options the LDA has for better representing our member dentists.

Another interesting session of the ADA President-Elect's Conference involved membership and the legislative influence of the ADA. I was encouraged to hear that our ADA is one of the more effective lobbies in Washington. One speaker stated, "The ADA lobby is similar in power to the NRA." Because the ADA represents the majority of dentists, our voice has greater and more effective strength than, for example, the American Medical Association which represents only a minority of physicians. It is critical that we maintain a high percentage of membership. In Louisiana, the percentage of practicing dentists who are LDA members is over 70%, and we hope to increase that number to 80% in the near future.

In our session about the ADA business model, research indicated that the majority of ADA members see collective value in the benefits of ADA membership. The research showed that many dentists who do not belong to organized dentistry tend to be individualists. They may only join when they see a direct correlation between membership and direct benefit to their personal practice. Part of our responsibility is to remind our colleagues who are not members that our membership in the LDA engenders significant benefits to our practices, both individually and collectively. Our ability to educate Congress, the Louisiana Legislature, and even insurers derives from strong membership.

Another critical component to improving our advocacy is for more members to consider supporting our political action committees. LADPAC (state level) and ADPAC (federal level) stand up for our practices every day. Every donation, large or modest, is important and significant. Currently, only some 25% of LDA dentists make LADPAC donations. Yet, LADPAC was still a critical factor in the LDA's success during the recent legislative session. In spite of the

budget crunch of the state, LDA passed legislation restoring the sales tax exemption on dental devices (effective July 1, 2018). This repeal can save member dentists hundreds, perhaps thousands of dollars in sales taxes every year. But, it almost certainly wouldn't have happened had LADPAC not been so instrumental in getting the ear of key legislators.

ADPAC recently had a major victory when the U.S. House of Representatives voted in favor of a measure long sought by the ADA: repeal of the McCarran-Ferguson Act. (The bill is currently awaiting a vote in the U.S. Senate.) This Act has allowed certain insurers to be exempt from anti-trust laws. If you are not presently making LADPAC and/or ADPAC contributions, I encourage you to consider doing so. You can contribute yearly on your LDA dues statement or call the LDA office at (225) 926-1986.

In summary, at the ADA President-Elect's Conference, I learned that the health of our LDA and ADA is very strong. But, we have the ability to grow even stronger. With your help, we can be better prepared to protect our profession and increase our membership market share. And with

our contributions to LADPAC and ADPAC, we can continue to win key legislative battles, both here in Louisiana and nationally.

Take advantage of an incredible member benefit and update your Find-a-Dentist profile and upload a photo.



ADA.org/MyADA



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 New Orleans Dental Conference and LDA Annual Session
May 25, 2018, at the
Hyatt Regency Hotel, New Orleans.*

Winner need not be present to win.

LDA Offers C.E. with Character Over Mardi Gras Holiday *Walt Disney World® Resort*

Sunday, February 11 - Tuesday, February 13, 2018

(Courses will be held each day from 7:30 to 11 a.m.)
Lake Buena Vista, Florida at *Disney's BoardWalk Inn*



PRIVATE DESSERT RECEPTION

Monday, Feb. 12, 2018, 8:30 - 9:30 p.m.

Finish the day with a front-row presentation of the premier fireworks spectacular at Epcot® while indulging in ice cream sundaes, floats, and other delectable treats.

Thanks for your Support! (as of 9/18/17)

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Making a Reservation - *Disney's BoardWalk Inn*

Call the Group Reservations Line at (407) 939-4686.

Use the Group Name (LDA Winter C.E. 2018) or the Group Code (G0724830) and the Cast Members will be happy to assist you with booking your room reservations and explain all available room options.

Email Jeanne@ladental.org if you have any questions!

Sunday, Feb. 11, 2018, 7:30 - 11 a.m.

Dr. John Gammichia

"Bringing Sexy Back to the Posterior Composite"

Monday, Feb. 12, 2018, 7:30 - 11 a.m.

Dr. John Gammichia

"Conservative Dentistry...Thinking Outside the Box"

Tuesday, Feb. 13, 2018, 7:30 - 11 a.m.

Dr. John Portwood, Jr.

"30 Things to Do Before Thursday"



L.H. Bowden Leadership Development Conference

Friday, January 12, 2018 · 8 a.m. – 1 p.m.

*(Incoming Component Presidents Meeting
Evening of Thursday, Jan. 11)*

Renaissance, Baton Rouge, LA

**Speaker: Dima Ghawi, "Elevate Your Business:
Engage Your Team and Patients"**

Dima ignites the untapped potential in individuals across the globe, empowering them to shatter limitations and become courageous, purpose driven leaders. After participating in the seminar, attendees will:

- Know how to communicate more effectively within their business and the association.
- Be able to elevate their professional brand by using communication skills.
- Know how to elevate employee engagement.
- Know how to future proof their company: engaging Gen Y to Z.

LDA Board of Directors meeting to follow at LDA office.



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LDA Louisiana dental services, inc.



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

Is Your Staff Ready for a Sudden Cardiac Event?

Doctor, are you ready? More importantly, is your staff ready to handle a patient with Sudden Cardiac Arrest? CPR training is vitally important, as well as a requirement for renewal of your dental license.

Louisiana Dental Services is here to help with Bayou CPR, an LDA endorsed company that offers individual and team training at a discounted rate for LDA members. Bayou CPR offers this training, at their location or yours, with courses tailored to the dental practice setting.

LDA members will enjoy savings on course fees. Bayou CPR has been providing health and safety training in Southeast Louisiana since 2008. Their training courses include: CPR and First Aid Certification; OSHA Compliance for Dental Practices; AHA Basic Life Support; and "Instant Assistant" 1-Day Boot Camp.

Use this website to schedule a training session at your office: <http://www.bayoucpr.com/lda.html> or call (985) 807-1036.

Also, note a special offer from D-MMEX, another endorsed company. Members already earn a 5% bonus on the precious metal refining, however, the news gets even better. Attached is an additional 2% bonus coupon. Members just need to cut it out and include it inside their next shipment and receive an added 2% on the total value of their metal submission—for a



Visit our website for course information: www.BayouCPR.com

total of a 7% bonus! Coupons/shipments must be received by D-MMEX by Nov. 23, 2017.

And, we have more exciting news from one of our endorsed vendors! ProSites, our endorsed website designer/provider achieved recognition on Inc. 5000 list for the fifth time, ranking among the list of America's Fastest-Growing Private Companies. The list represents a unique look at the most successful companies within the American economy's most dynamic segment—its independent small and midsize businesses.

Founded in 2003, ProSites is renowned for helping dental and medical professionals accelerate practice growth through a comprehensive suite of online marketing solutions including website design, search engine optimization, social media management, pay-per-click advertising, and most recently, automated patient communications. As an LDA member, you get a 25% discount off the initial website set-up at ProSites. To learn more, or to start your free website trial, visit www.ProSites.com/LDA or call (888) 932-3644.

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.



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Congratulations!

LEFT: Dr. Dennis Donald for transitioning his Lake Charles, LA practice to Dr. Matt George



RIGHT: Dr. Beth Saacks for transitioning her Mandeville, LA practice to Dr. Jason Alvarez

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LDA summer conference

Jeanne Parr
LDA Director of Conference Services

Heavy Wind & Rain Won't Keep LDA from A Good Time

Members and non-members alike traveled in heavy wind and rain to get to Pensacola for this year's Summer Education Conference June 21-24. There was no stopping us from getting to sandy beaches and fruity drinks at the Hilton Pensacola Gulf Front.

After many years in Destin, Summer Conference-goers voted to move the much-loved conference to a closer destination. With change, comes uncertainty, but as always, LDA members pulled through and made the new meeting location a great success! From our wonderful speakers, Dr. Marco Brindis, Will Scott, and Dr. Richard Akin, to the beautiful seafood boil with family and friends, the trip couldn't have gone better!

The Hilton property received rave reviews by all and we can't wait to bring YOU and your family back next year. So save the date and find your perfect beach chair for June 20-23 at the Hilton Pensacola Gulf Front. Visit our website to learn more information on how to book your room NOW, www.ladental.org/summerconference.



The Cowley Family, Volleyball CHAMPS, Dr. Stan Cowley, Isabella, Casey, Kevin, Krista, and Dan Romance with Tax Saving Professionals.



Dr. Phillip Griffin and Dr. Joshua Jones brought the whole family for the Seafood boil! (Family members from left to right) Andrea Griffin, Jillian Griffin, Jacob Griffin, Matthew Jones, Sophia Jones, and Wendy Jones.

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Premier Event Sponsors



Association Services Professionals



Sustaining Events Sponsor



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- Louisiana Dental Services, Inc. (LDS) • Search Influence •



Dr. Donald Henagan (far right), brought wife and staff member Kelly, dental student daughter, Abigail (middle left), Logan, Jordan, and Shae Daly along for a fun trip!



Sibling Love! Dr. Ashley Fish (left) and Dr. John Ward joined us for C.E. every morning and loved every moment together!



Dr. Garry Salvaggio (left) and Dr. Wallace Serpas catching up during a break.



Lots of great conversations during the C.E. breaks! (From left to right) Dr. Michael Hoffritz, Dr. James Stafford, Dr. Lance Donald, and Dr. John Roberson.



Dr. Kimberly Bibbins, husband Aaron, and daughter, Paityn were all on #vacationmode during this trip.



(From left to right) LDA Executive Director Ward Blackwell, Cathy Griffanti, Bayou State Crown & Bridge Lab Staff, Kirk Layrisson, Darius Hall, Tristian Hall, and Brown & Brown of LA staff, Brent Luquette, and Jennifer Luquette all at one table!



(From left to right) Dr. Steven Latiolais, Renee Latiolais, Patsy Dayries and Dr. Scott Taylor enjoying the beautiful sunset.



new orleans dental conference & lda annual session

*Dr. Gizelle Richard
NODC/LDAAS Chair Elect and Co-Chair of the Scientific Program*

Why the change of date and location?

*New Orleans Dental Conference & LDA Annual Session, May 24-26, 2018
Hyatt Regency Hotel*

Many of you have already heard that the 2018 meeting has moved date AND location! Many of you may also be asking, WHY?

Well, the opportunity to place our entire convention under one roof: hotel rooms, meeting rooms, exhibit hall, restaurants, reception areas, and comfort areas for gathering are all supported within the beautiful and comfortable Hyatt Regency Hotel on Loyola Ave. And, as April dates have gotten more competitive for conventions, hotel room rates have risen. Our new date in May allows us to secure an excellent room rate for those who travel to the convention.

There is also the opportunity to have two full days off after the convention since it is a holiday weekend. Plus, not to mention that New Orleans is a GREAT family vacation destination with the Audubon Nature Institute's Cool Zoo (the wild and wet splash park), Aquarium of the Americas, Butterfly Garden & Insectarium, Audubon Zoo, swamp tours, Carousel Gardens Amusement Park, Children's Museum, Preservation Hall (dedicated to the preservation of New Orleans jazz music), the National World War II Museum, Blaine Kern's Mardi Gras World, riverboat cruises, streetcar rides through downtown and the Garden District, Clue Carré (live escape games), and so much more.

Additionally, this weekend will coincide with the New Orleans Greek Festival at the Hellenic Cultural Center and the New Orleans Wine & Food Experience downtown. The annual Greek festival is filled with Greek food, music, culture, and fun for kids and adults alike. Kids will love the Athenian playground. Families can rent a canoe and tour Bayou St. John or climb Mount Olympus. The Wine & Food Experience includes seminars, wine dinners, parties, the Royal Street Stroll, and grand tastings. And, for all you country music fans, the Bayou Country Superfest will be back at the Superdome and very close to our hotel!

When visiting New Orleans, your trip is not complete without a visit to at least one of our fine dining establishments. Meeting all budgets and culinary goals, there's a dining establishment in every crease of the Big Easy to satisfy all visitors. You might just want to place the diet on hold and plan to visit us May 24-26, 2018! For a complete listing of speakers and up-to-date info, visit www.nodc.org.

Just a few of our top notch speakers include:



Dr. Lee Ann Brady
(Restorative Dentistry)



Dr. Robert Convissar
(Laser Dentistry)



Dr. Alan Jeroff
(Oral Surgery for the
General Dentist)



Tom Limoli
(Insurance Reimbursement)



Dr. Stanley Malamed
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LDA

executive director

Ward Blackwell, M.J.
Executive Director, LDA

Down and Dirty Update

Medicaid

In response to an LDA proposal, the Louisiana Department of Health (LDH) in March filed documents with the Centers for Medicare and Medicaid Services (CMS) that would further amend an existing amendment to Louisiana's Medicaid plan. The existing amendment allows for a Full Medicaid Pricing (FMP) program that draws federal Medicaid money that is then used to make supplemental payments to physicians based on the amount of treatment they render to Medicaid patients. To be eligible, physicians must be part of an Independent Physician Association (IPA) affiliated with the LSU Health Sciences Center. The new amendment would expand this to include dentists who are part of an IPA to be created by LDA and affiliated with LSU School of Dentistry – a significant benefit to LDA members who are Medicaid providers.

On August 14, 2017 LDA learned that LDH had submitted its response to some CMS questions about the amendment. CMS must respond no later than 90 days after the answers were submitted. While that response could simply be more questions, LDH officials are optimistic that CMS will eventually approve the amendment.

There was also a meeting of MCNA's Dental Advisory Committee (DAC) on June 14. Since then, MCNA has initiated several policy changes that would appear to address some of the issues brought to them by the DAC. Details of the changes can be found on the LDA web site.

The LDA also recently conducted a 2017 survey regarding dental Medicaid. Many of the questions were similar to last year's survey on this topic. That was done to enable LDA to track changes in dentists' attitudes about Medicaid over time, which can be very helpful in our discussions with LDH about how to improve the program.

Additionally, LDA is developing an informational guide for members to understand the "value-added" dental benefits being offered by Healthy Louisiana plans (i.e., the five MCOs that do the same thing MCNA does, only for medical expenses). These "Medicaid" dental benefits, which are totally different from the benefits administered by MCNA, have confused most dentists who have patients come in to utilize them. A finished guide should be ready for dissemination to all members in the very near future.

MEWA (Health Insurance)

It took nearly two years, a small army of lawyers and consultants, and a small but committed group of dentists serving as trustees for a new entity. But, an application more than 280 pages long has been submitted to the Louisiana Department of Insurance (LDI) to establish the LDA Health Plan Trust. It could easily take several months before LDI actually issues to LDA HPT a certificate of insurance (i.e., a license to operate an insurance company). But, this is a major step on our path to providing many members with a flexible, affordable alternative to the current health insurance market.

ADA Find-A-Dentist

The ADA's Find-a-Dentist campaign is continuing to provide great membership value by attracting more patients to ADA members. In this 3-year campaign, the ADA will be investing \$6 million annually on search and digital advertising to direct consumers to make an appointment with an ADA dentist. You may have already seen ads on social media platforms you frequent.

But, the success of the campaign is up to you. Having a complete profile on Find-a-Dentist will make you more visible to prospective patients. Login to your My ADA page and complete your profile – it takes just 5 minutes. You can add multiple addresses, contact information, office hours, and what types of payment and dental benefits you accept. Don't forget to upload a photo! Profiles with photos get 11 times more clicks and also show up higher in search results. If you have trouble updating your profile, call the LDA office and a staff member will assist you!

LSBD

The LSBD voted in August not to change the moderate sedation rules, which currently require a dentist to have an EKG, regardless of method of administration (e.g., enteral, parenteral). After significant disagreement was expressed at the September LDA Board meeting, LSBD officials announced they will not yet begin enforcing the rule as written, pending further discussion and review.

Keep checking the LDA website for updates on all sorts of issues on which LDA is working for you!

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Dr. Claudia A. Cavallino
President, Louisiana State Board of Dentistry

Busy Days at the LSBD

New Requirements for Those Writing Prescriptions for Schedule Drugs

This has been a busy summer for the Louisiana State Board of Dentistry. Planning for our move to Baton Rouge has proven to be a daunting task but we are making progress. As of the writing of this LDA article, we are currently working with the state Office of Facilities and Control, Canal Place management, and several state legislators to determine all of our options and to ensure that the board is complying with the intent of the law. It is our goal to meet all of the needs of the board staff, current and future board members, licensees, dental students, and of course, the public whom we serve. We will do our best to keep LDA members informed of our progress.

The board has also been working on rule changes to implement new state law requirements set forth by Act 76 (Senate Bill 55). Senate Bill 55 was introduced by Senator Fred Mills and passed during this year's legislative session. The bill went into effect Aug 1, 2017. The law affects all current and future CDS/DEA license holders and imposes new requirements for those writing prescriptions for schedule drugs.

Provisions of the bill include:

1. It provides for automatic enrollment in the prescription monitoring program (PMP) for anyone with a CDS license.
2. It requires prescribers to access the PMP prior to prescribing any opioid if more than a 7 day supply is given.
3. It requires the board to come up with rules to enforce the PMP accessing requirements.
4. It requires the board to establish C.E. rules for opioid training, requiring 3 hours of opioid training once in a dentist's career. **The board is prohibited from renewing the dental license of any dentist who has not obtained this C.E.**



5. It requires the board to provide its licensees with information on how to access the required opioid C.E. courses.

6. It requires the board to "retain annual compliance documentation" on the C.E. requirement, which must be submitted to the legislature.

The enforcement of the C.E. provision of this new law does not go into effect until January 1, 2018, which means licensees who renew their dental license this year will not be affected. **However, licensees that renew at the end of 2018 will be denied a dental license if they fail to take the required C.E.**

Also stated in the law, "the continuing education hours required by this Section shall be considered among the credit hours required of the prescriber and shall not be considered an additional requirement to be met by a prescriber." Therefore dentists will not be required to have C.E. hours in excess of 40 hours as this opioid prescribing course will count towards those 40 hours. **Because of the C.E. requirement, we will be requiring that all licensees sign up for C.E. Broker.** This will also help us keep the required statistics needed to submit to the legislature annually.

In closing, we would also like to welcome our newest board member, Dr. Glenn Appleton, of Baton Rouge. Dr. Appleton was appointed by the Governor in July and will start attending board meetings while awaiting his Senate confirmation during the next legislative session.

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LDA foundation fishing rodeo

Jeanne Parr
LDA Director of Conference Services

Baton Rouge Wins It...AGAIN...But LDA Foundation Is Ultimate Winner

For the fifth year in a row, Greater Baton Rouge put their name on the infamous plaque in the LDA office. The win came with a little animosity from the NODA folks present. Dr. James Burns even commented, “The gauntlet is thrown down. That will not happen in 2018. Calling all NODA anglers. Where y’at!” It’s great to see this healthy, or what we like to think of as healthy, rivalry between the components during the LDA Foundation Fishing Rodeo.

The sense of competitiveness brings the state together to raise thousands of dollars for dental outreach programs throughout the state. The proceeds from the LDA Foundation Fishing Rodeo benefits programs such as: Louisiana Mission of Mercy, grants for access-to-care programs, and grants for dentists who are impacted by natural disasters.

This year’s fishing rodeo was the most successful year yet, raising over \$13,000! Blowing last year’s record-breaking year out the water by a few thousand, the rodeo has continued to grow tremendously and we see no stopping in site for this great Grand Isle weekend event. Dr. Daly, longtime volunteer and “rodeo king,” proclaimed, “I can’t believe drinking beer and telling lies is so popular!”

Planning for the 2018 Fishing Rodeo is already underway. We plan for next year’s rodeo to be a bigger success for our fishermen, guests, and sponsors, so mark your calendars and book a Grand Isle camp for the weekend of July 12-14, 2018! Don’t forget to bring the whole family! This is a weekend of catching fish, drinking beer, and telling lies you won’t want to miss!

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2017 LDA Foundation Fishing Rodeo Winners

	1st	2nd	3rd
Redfish	Jonathan Doucet (LSUSD student) 4.12 lb	Dr. Leanne Smith Baton Rouge 4.0 lb	Ernie Canon Baton Rouge 2.4 lb
Redfish Stringer	None Entered		
Speckled Trout	Dr. John Levin Acadiana 2.6 lb	Dr. Thomas Nash Baton Rouge 2.2 lb	Dr. Sean Smith Baton Rouge 2.1 lb
Cobia	Dr. Nick Rauber Baton Rouge 32.14 lb	Dr. Nick Rauber Baton Rouge 26.6 lb	
Mangrove Snapper	Theo Kennedy NODA 10.0 lb	Dr. Nick Rauber Baton Rouge 9.8 lb	Dr. Nick Rauber Baton Rouge 9.4 lb
Red Snapper	Chris DeGenova NODA 17.14 lb	Alex DeGenova NODA 16.4 lb	Dr. Nick Rauber Baton Rouge 13.8 lb
Trout Stringer	Dr. Sean Smith Baton Rouge 9.14 lb		
Bluewater	Dr. John Roshto Baton Rouge 104.6 lb	Dr. Nick Rauber Baton Rouge 78.4 lb	Dr. John Levin Acadiana 56.14 lb
Kids (15 & under)	Philip Savoie Acadiana 2.8 lb	Nathan Savoie Acadiana 2.2 lb	Corbin Collinsworth Baton Rouge 2.1 lb

LDA President Dr. David Hildebrandt (right) and sons, Chris and Ryan, may not have made it on the leader board but they sure did have an awesome time!

Continued next page.

foundation fishing rodeo



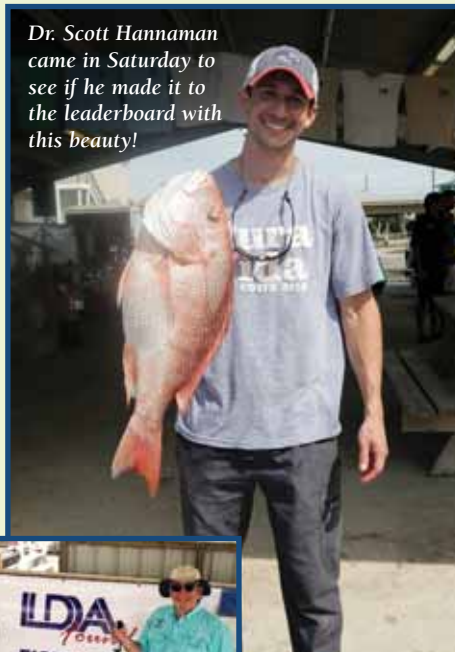
Dr. James Burns (right) and son Kyle take a breather after two long days fishing.



Dr. Phillip Gastinel taking a "joke picture!"



Dr. Nick Rauber (left) and Darren Drouant show off this 78.4 lb grouper which made the leaderboard (second to Dr. John Roshto's 104.6 lb tuna).



Dr. Scott Hannaman came in Saturday to see if he made it to the leaderboard with this beauty!



Grant Smith (right), son of Dr. Leanne Smith, and friend Eli Pearson show off their catch! The family loved fishing in the rodeo so much they plan to come back to Grand Isle later this year, after placing the winning bid on Dr. Soileau's camp in our live auction!



LDA Executive Director Ward Blackwell (left) and LDA Foundation President Dr. Chip Simon really reeled 'em in this year!



Dr. John Levin (left) takes the first place award (presented by Dr. Chip Simon) for his 2.6 lb speckled trout, putting Acadiana on the board, unfortunately he couldn't give them enough points to pull out a win.



Dr. Kristi Soileau (left), brought all her boys to the rodeo to enjoy a great weekend of fishing and that they did! They are Chris DeGenova, Alex DeGenova, Adam DeGenova, and Theo Kennedy.



Dr. Lance Savoie (front right) made it a family affair with wife, Debra, sons, Philip and Nathan, and friend Greg Waguespack. Both Savoie boys made it on the leaderboard! WOW!



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2018 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, 2017.** 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.

2018 LDA Distinguished Service Award

2018 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, 2017.** 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 _____

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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.



LDA wealth management

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

The Benefits of Giving Benefits

Harvey Mackay, the successful businessman, writer, and columnist, once said, “Employee loyalty begins with employer loyalty. Your employees should know that if they do the job they were hired to do with a reasonable amount of competence and efficiency, you will support them.” Employees serve as the lifeblood of an organization. Building high morale can lead to lower turnover rates and ultimately a competitive advantage over counterparts who do not. A mutually beneficial solution for both parties, the employer and employees, is the administering of employee benefits. Let’s look at a few elements to consider when creating a benefit plan that’s right for your practice or business.

1. Group Health Insurance

Health insurance has increased at astonishing rates. In 2016, the average family premium for employer-sponsored health insurance has increased 20% since 2011 and 58% since 2006.¹ Many dental practices and small businesses will simply allow employees to purchase individual health coverage through the public marketplace or broker and then reimburse them for some of the premium expenses. However, many insurance companies will allow as little as two employees for a group plan. Offering an employer sponsored high deductible health insurance plan may help combat the astonishing rate at which premiums have grown recently. With this type of plan the employee and employer can contribute to a Health Savings Account up to \$6,750 per family (\$3,400 for self-only) in 2017 with those over age 55 or older eligible to contribute an additional \$1,000 catch-up. These deposits are tax deferred and treated as a deduction on your tax return while withdrawn tax free for prescription medicine and qualified medical expenses.

2. Long-term Group Disability

The fear of a short-term disability (injury or sickness) impacting one’s current earning capabilities is something we all face. However, many employees are less likely to consider the possibility of a long-term disability which may prove detrimental to their financial future. According to the Council for Disability Awareness, over 1 in 4 of today’s 20-year-olds will become disabled before they retire with a 38% chance that the disability lasts 5 years or longer.² Introducing long-term disability insurance to employees will promote loyalty as it insures at least part of their income in the unlikely case of a life-altering event.

3. Group Life Insurance

Life insurance can be a relatively inexpensive overture made by a company that requires minimal effort on behalf of the employee with some policies not even requiring a medical examination. The first \$50,000 of employer paid group-term life insurance coverage can be tax-free to the employee and tax-deductible to the employer. To the insured though, this is invaluable as they are given the peace of mind knowing their most valued asset, their family, will survive if they were to pass unexpectedly. This is a benefit that many larger businesses provide and it can help distinguish your practice from others.

4. Company Retirement Plan


Offering a good retirement plan and encouraging the employees to participate can be very beneficial for both the owner and employees. If your company already has a 401(k) plan, you may want to look at adding a profit-sharing plan in conjunction with the 401(k) to enable you to maximize your contribution limits for the employee and employer. For 2017, the business owner can contribute a total of \$54,000. If permitted by the 401(k) plan, participants who are age 50 or over at the end of the calendar year can also make an additional \$6,000 catch-up contribution. Also, the profit-sharing plan is purely discretionary, allowing an employer to cancel contributions for the year if the practice cannot afford to share in profits.

¹ 2016 Employer Health Benefits Survey by the Kaiser Family Foundation (<http://www.kff.org/report-section/ehbs-2016-summary-of-findings/>)

² http://www.disabilitycanhappen.org/chances_disability/disability_stats.asp

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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. Securities and Financial Planning are offered through LPL Financial, a registered investment advisor, Member FINRA/SIPC. Please note that the above article is for informational purposes only. Financial planning requires detailed individualized analysis of each person’s specific situation.

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lsu school of dentistry

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

When It Rains—It Pours!

It has been a wet spring and summer in Louisiana! The worst for the LSU School of Dentistry was mid-summer. On July 22, a slow-moving storm dumped more than four inches of rain on parts of the New Orleans area and left low-lying streets flooded. Because the burst of rain was more than the city's drainage system could handle, several streets and underpasses were flooded, particularly in Mid-City where the dental school is located.

Due to the sustained rain over such a short period of time, the school experienced a foot and a half of water in the basement, resulting in the shutdown of the electrical system and phones. However, due to the rapid response of our facilities department, the damage was limited as workers stopped the flow fairly quickly. Because of their coordinated efforts, and with the support of our information technology staff, operations were down for only two days. The good news is that the electrical system will be moved into the Advanced Clinical Care and Research Building, out of reach to future disasters. It was only located in the basement temporarily until the new building was complete.

Although the rain caught us in a difficult situation, the outpouring of support from the LSU Health team was remarkable. They were the real heroes in making sure that we resumed services for our students and patients in record time.

Speaking of support, in the past two years the LSU School of Dentistry has been fortunate to receive \$320,000 in matching funds for endowed scholarships from the Louisiana Board of Regents. The annual interest from the endowments will be used for resident and dental student scholarships and to provide learning opportunities outside of the classroom—including conference travel and field work. The latter exposes students to organized dentistry, opportunities in dental education and research, and the urgent need for dentists in the public health arena. The new program was made



available by the Louisiana Board of Regents in 2016, and since its inception our school has received matches for five endowed scholarships. We are immensely grateful for the generous support of our alumni and the Louisiana Dental Association for making these endowments possible.

Although the rain caused temporary challenges for the school this summer, we have experienced a tremendous number of improvements over the years. In addition to strengthening of the school's endowment, the campus has undergone some of the most significant changes since the school was built in the late 1960s. Nearly \$100 million worth of construction has been completed or is underway since Hurricane Katrina—including the renovation of the student preclinical laboratories, outside improvements such as landscaping and new parking lots, renovation of teaching auditoriums, upgrading patient reception areas, and construction of the Advanced Clinical Care and Research Building and the Interprofessional Education Clinic.

So when it rains, it does sometimes pour, not only literally, but figuratively in our case. The outpouring of support over my tenure at LSUSD has been remarkable. When you combine all the variables—public and private funding, alumni involvement, and a strong team—anything is possible. We are so grateful to the entire dental community and genuinely appreciate your commitment to LSUSD!



Five LSUSD Endowed Scholarships Receive Matching Funds from Louisiana Board of Regents

- Alliance to the Louisiana Dental Association (ALDA) Scholarship in Dentistry*
- Committee of 100 Scholarship in Dentistry
- Linda Cao and Phuong Nguyen Scholarship in Pediatric Dentistry
- Orthodontics Alumni Scholarship in Orthodontics
- Thomas E. McNeely Scholarship in Dentistry

**Donated to the school in the late 1990s by the ALDA and recently converted to a scholarship in order to qualify for matching funds.*

Drs. Linda Cao and Phuong Nguyen with children Kaylie & Balian. Both graduates of LSUSD, Drs. Cao and Nguyen established the first endowed scholarship to benefit pediatric dental residents.



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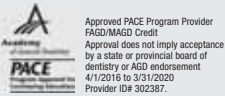
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Dental Marketing Trends: Checking In

Submitted by ProSites, an LDA/LDS endorsed company

It seems like just a few weeks ago we were penning our New Year's resolutions and vowing to eat less processed food, but here we are soaking up the last of summer - hot dog in hand. Before year-end lists dominate the headlines, we thought we would take a moment to dust off our Magic 8 Ball and check-in to see how some of the Top Trends and Recommendations for Dentistry & Marketing in 2017 (<http://www.prosites.com/Dental-Marketing-2017-Trends/>) are tracking.

1. Trust of authority and experts is decreasing. When we asked our Magic 8 Ball if this was still a thing, "Signs point to yes" quickly appeared in its foggy little window. While the prevalence of unsubstantiated news stories is disturbing on its own, it also results in a decrease in general trust of authority and experts which has a different set of ramifications. A great example of this is how the Associated Press article titled, Medical Benefits of Dental Floss Unproven quickly transformed into an anti-floss movement promulgated by headlines such as, Dentists Forgot to Study Flossing For a Century, Recommended It Anyway (published by website, Ars Technica). Now, if that were actually true, we would be all for a full-on dental floss boycott. Of course, that's not exactly accurate but in the frenzy of Shares and Likes who can be bothered to fact check?

What does this mean for you? While we don't recommend burning your dental school letters to show the masses you're not one of those out-of-touch experts, we do suggest demonstrating that you care what patients think. Aside from requesting feedback through satisfaction surveys, try social listening on your practice's Facebook and Twitter pages. Once you understand what's on patients' minds you'll be able to address concerns and focus on topics of interest – both of which will help to carve out your niche as an expert who can be trusted.

2. Belief in crowds and social networking is increasing. Is this trend still going strong? The Magic 8 Ball says "Without a doubt". Despite the influx of documented "fake news," we just can't stop ourselves from passing along salacious headlines. After all, who has the time to read an entire article? It's much easier to take your Facebook friend's word for it – besides, they probably verified it anyway.

What does this mean to you? As belief in crowds and social networking continues to increase, it's more important than ever for dental practices to find a way to insert themselves into the conversation. This means that having a social media presence isn't enough; you need to participate. Don't worry, this isn't as daunting as it might sound. Simply responding to comments on your practice's social media pages helps to set you apart and makes users feel like you're one of their social network friends, and not just another dental clinic.

A great way to expand your social footprint is to provide incentives for your patients to share information online about your practice. Depending on your patient base, this might include raffles or giveaways for Liking your page or referring a friend. Whichever method you choose, the first step is to make sure patients know you're there. Use your patient newsletter, waiting room signage, and website to announce your social media presence and encourage patients to connect online.

3. Everything is going mobile. Do we even need to consult our trusty Magic 8 Ball for this one? The fact that a Magic 8 Ball app exists should be a good indicator (insert winking emoji here). This trend is one that shows no signs of slowing down. In fact, 80% of adult Internet users own a smartphone, and 25% of them can't remember the last time it wasn't next to them.

What does this mean for you? This is one trend that's pretty cut and dry. You need a mobile website – full stop. Without it, you run the risk of alienating over 50% of the prospective patients that visit your website from a mobile device. We don't think you need to consult the Magic 8 Ball to see if that's a risk you should take.

4. Video content is becoming necessary to engage your audience. The Magic 8 Ball's take on this trend? Outlook good. The move towards video content is indisputable; we'll let you decide if our insatiable appetite for the screen (4x as many consumers would rather watch a video about a product than read about it) is rooted in Netflix or the Disney Junior app.

What does this mean for you? Just as having a Facebook page is no longer enough (remember, participation is key), having a website alone doesn't guarantee visitor engagement. Video is a great way to raise the bar. Try creating a library of how-to videos that address common concerns (i.e. the fruit of your social listening labor), such as "How to help my child manage braces". Plus, video has been shown to keep visitors on your site longer, with the average time spent on a website jumping from 42 seconds to 350 seconds when video was present.

For help on how to get started, contact ProSites at (888) 932-3644 because before you know it you'll be revising those New Year's resolutions for 2018.

How well is your website performing? Does it appear toward the top of search results like Google when potential patients search for a dentist in your area? Do you worry that your website isn't attracting as many new patients as it could? Get a FREE website analysis from LDA endorsed partner, ProSites. To request your analysis, click here: <http://www.prosites.com/website-analysis/>

¹ Lunden, Ingrid. "80% Of All Online Adults Now Own A Smartphone, Less Than 10% Use Wearables." TechCrunch. TechCrunch, 12 Jan. 2015. Web. 14 Aug. 2017.

² "25% of smartphone owners ages 18-44 can't remember the last time their phone wasn't next to them." Fast company. N.p., n.d. Web.

³ Heisler, Yoni. "Mobile internet usage surpasses desktop usage for the first time in history." BGR. N.p., 02 Nov. 2016. Web. 14 Aug. 2017.

⁴ HubSpot. "2017 Marketing Statistics, Trends & Data - The Ultimate List of Marketing Stats." HubSpot. N.p., n.d. Web. 14 Aug. 2017.

⁵ "Video Increases Brand Engagement & Website Conversions." The best showreel for major clients all over the world. N.p., n.d. Web. 14 Aug. 2017.

Dr. Henry Gremillion Elected to National Dental Education Leadership Post



Dr. Henry Gremillion, dean of the LSU School of Dentistry, has been elected Board Director for Deans of the American Dental Education Association (ADEA) 2017-18 Board of Directors. He will serve as a liaison between the ADEA Board of Directors and the Council of Deans.

The composition of the ADEA Council of Deans includes the dean of each dental school in the United States, the chief dental administrative officer of each affiliate (non-dental school) member institution conducting non-hospital-based advanced dental education programs, the chief dental officer of the U.S. Air Force, Army, Navy, Public Health Service and Veterans Administration, as well as the president of the Association of Canadian Faculties of Dentistry.

As the sole national organization representing academic dentistry, the American Dental Education Association (ADEA) is the voice of dental education. ADEA members total more than 21,000 students, faculty, staff, and administrators from all of the U.S. and Canadian dental schools, many allied and advanced dental education programs, and numerous corporations working in oral health education.

Dr. Lane Eddleman Top 20 Under 40



The Monroe Chamber of Commerce awarded Dr. Lane Eddleman as one of their TOP 20 UNDER 40. He was chosen because of his outstanding accomplishments professionally and personally, and because of his service in local community projects.

Swollfest (Begun by Dr. Nick Rauber in 1997) Pledges a \$500,000 Donation to Our Lady of the Lake Children's Hospital



Tricia Hollis and Dr. Nick Rauber of Swollfest (center) and Swollfest supporter Jerry Copeland (left) present \$250,000 check to Our Lady of the Lake Foundation team at the 20th annual Swollfest Fishing Rodeo held June 8-10 in Grand Isle.

The Swollfest Fishing Rodeo has grown into a premier fishing event in the last 20 years, and now Swollfest is playing a major role in the growth of Our Lady of the Lake Children's Hospital. The organization recently donated \$250,000 toward building the freestanding children's hospital and has announced an additional pledge of \$250,000 to be fulfilled over the next five years. In recognition of this \$500,000 donation, the cafeteria in the new facility will be named after the Swollfest Fishing Rodeo. Dr. Nick Rauber, a Baton Rouge dentist and LDA member, began the tournament in 1997 as a high school student and awarded the winner with a \$5 trophy. His dedication over the years not only to running a top-notch event but also to giving back to the community has catapulted Swollfest into a hugely successful weekend-long event with live music, artists, food and more.

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Please take a minute to “LIKE”
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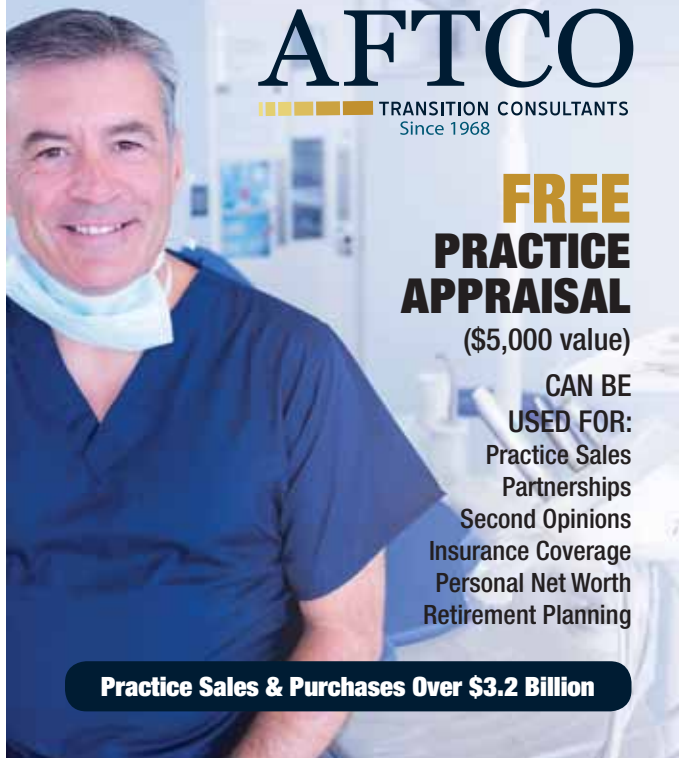
www.facebook.com/lda1878

(or search Louisiana Dental Association
in the Facebook search bar).

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*LDA/ADA Member Benefit: Attract More
Patients by Updating Your Member Profile*

The ADA has launched a new advertising campaign to bring more patients to YOUR practice. In this 3-year campaign, the ADA will be investing \$6 million annually on search and digital advertising to direct consumers to make an appointment with an ADA dentist. As part of this campaign, the ADA Find-a-Dentist® tool has been enhanced to make it easier for patients to find you.

Help patients find you by updating your Find-a-Dentist profile! **Login to your My ADA page and complete your profile in only 5 minutes.** You can add multiple addresses, contact information, office hours, and what types of payment and dental benefits you accept. **Don't forget to upload a photo!** Profiles with photos get 11 times more clicks and also show up higher in search results.

Having a complete profile will make you more visible to prospective patients!

Login to [ADA.org/MyADA \(https://ebusiness.ada.org/login/login.aspx\)](https://ebusiness.ada.org/login/login.aspx) to complete your profile. You'll be glad you took advantage of this awesome membership benefit!

Price and Associates Family Dentistry is a thriving practice that is seeking a full-time associate dentist in Lafayette to provide exceptional care and high quality dentistry for our patients. We love working with and giving back to our community. Our ideal candidate should be able to provide both cosmetic and general dentistry services to our patients, as well as molar endodontics, extractions, pediatrics and should be growth oriented and eager to learn new dental procedures. We offer unlimited positional income and great working conditions. Please email all resumes to ashley@ashleypricedds.com for more details and subject line should read "associate resume."

Excellent opportunity for an OMS to work 4-6 days per month in our established and growing offices in Baton Rouge, Denham Springs, Lafayette and Metairie. Contact Ed at looname@pacden.com.

Dentist of Slidell is Seeking a Full-Time Hygienist to Join Our Team. This is an outstanding opportunity to join one of the most successful practices in Slidell, Louisiana. State-of-the-art facility, competitive salary and excellent benefits! We aim to provide the best patient experience and are looking for a friendly and positive R.D.H. Please contact: mazzarinoe@pacden.com.

Full-time associate dentist needed for a well-established family practice in Sulphur, LA. Our facility has 7 operatories and the latest technologies (digital radiographs, Cerec, CB/CT, etc.). Potential candidates should be knowledgeable in all areas of general dentistry. Malpractice insurance and Lab fees will be paid. **Position will be available in the summer of 2017 due to senior partner retiring.** Email CV to info@manningdental.com. Visit practice website at www.manningdental.com.

FOR SALE: FOTONA LightWalker Powerlase Laser. Purchased 09/2015. Excellent condition. Please contact Jessica at Dr. Lisa Loescher's office if interested, (985) 643-6620.

Opportunities available for part-time/associate dentists immediately, Bossier City/North Bossier. Days and hours may vary based on providers' availability. Guaranteed daily minimum or percentage of production. Long-term or buy-in opportunity available pending senior doctor's disability status. 2,000 sq. ft. office with 4 operatories, built in 2008 with digital x-rays and new computers. Open M-F; hours vary with provider availability. Please contact Lisa L. Mathews, D.D.S. at mathewsdentistry@att.net or (318) 747-2666.

Unforgettable Smiles is seeking an experienced or new associate general dentist to join my practice. Full or part time available. To perform most general dentistry procedures, Invisalign and conventional/orthodontics, implants, and all phases of cosmetic dentistry. Associate dentist have the clinical autonomy enjoyed within an upscale private practice yet have the added advantage of my mentorship along with over 3 decades of stewardship building a successful business. Please contact Dr. John Moreau at (318) 442-9555 or john@drjohnmoreau.com.

Grand Family Dentistry is Seeking a Full-Time Hygienist to Join our Team. This is an outstanding opportunity to join one of the most successful private practices in Mandeville, Louisiana. State-of-the-art facility, impressive team with efficient systems that literally run the practice so you can focus on the practice of dentistry! Again the position is in the family oriented community of Mandeville, LA with work hours being Tuesday - Friday from 8:00 a.m. - 5:00 p.m.

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

We provide a competitive compensation package, including comprehensive health benefits (Health, Vision, Dental), Life Insurance, Continuing Education Allowance Program, Professional Liability Insurance, 401(k) program and leadership opportunities. Please contact Dr. Grand at (985) 705-3786 or email granddds@grandfamilydentalcare.com.



Associate Dentist Needed - SHREVEPORT, LAKE CHARLES, MONROE, LAFAYETTE. As a dentist at Kool Smiles, you will be changing lives, one smile at a time. Dentist-owned and operated since 2002, Kool Smiles believes everyone deserves access to quality, affordable dental care - and this belief drives everything we do. Join us and you will

Continued next page.

enjoy: Working for a Mission-oriented organization, making a difference in the communities we serve and beyond - including mission trips, and other community outreach initiatives. **\$20K Sign On, Paid Relocation, and up to \$825/day with some offices offering a guaranteed salary of \$200k.** Company-provided ADA-approved continuing education, leadership and practice ownership opportunities, benefits, 401k, Visa and green card sponsorship. Contact a recruiter in your area today at <http://www.koolsmilesjobs.com/connect>, or for more information, contact us by email at jobs@koolsmilespc.com or by phone at (866) 853-0781.

Dental Office Suite Mid City Baton Rouge for Lease. 1,530 Sq Ft., 3 operatories, waiting area, reception desk, x-ray room, lab, separate entrance private office, 2 bathrooms, break room, storeroom. \$1,800 per month. (225) 936-5327. cbm1208@gmail.com.

Fremaux Dental Care, Slidell, Louisiana: We are looking for a general dentist to cover maternity leave the month of November and early December, 2-3 days/week. Guaranteed daily minimum or a percentage of adjusted production. Opportunity available to stay as a part-time associate available as well. Please email drbeard@fremauxdental.com or call (985) 445-9656.

Partnership/ownership opportunity in mainly fee-for-service practice in Southwest Louisiana. This practice has been serving our community for 37 years. Our owner dentist is a third generation dentist, so our name is well known in our area. Currently four full-time dentists in two practices taking home a minimum of \$300,000 annually. Income opportunity in the top 1% of private practices in the nation. Looking to expand to three locations soon. These two practices consistently see between 250-300 new patients every month. Please email dentalnirvana@gmail.com.

Bluebonnet Dental Care Baton Rouge is looking for a Full-Time Energetic, Experienced Dental Assistant to work in our fast paced multi doctor practice. State-of-the-art, modern facility with the latest equipment and technology. Dentrax and digital charting/x-rays. Full benefit package including Medical, Vision, Life, 2 weeks paid time off, 401k and paid holidays. Please send resume to sloomis@heartland.com.

Dr. Chris Wright at Fresh Dental is seeking a full time general dentist to serve the tight knit community of patients in Shreveport, LA! This opportunity is open to doctors at all levels of experience ready to give exceptional patient care with 100% clinical autonomy. Interested in high income potential, full benefits and opportunities for ownership? Send your CV to Dr. Wright at DrWright@mb2dental.com to discuss the next great step in your career!

Aspen Dental is now opening 11 offices across Louisiana! We have a Lead Dentist opportunity for our brand new

location in **Bossier City**. All offices have Hygiene and Denture Lab on site.

- \$15,000 Sign On Bonus
- \$50,000 Student Loan Package Available
- Competitive Salary with Full Benefits: Health, Vision and Dental, Paid Time Off and Paid Holidays, and 401k plus Matching
- Relocation Provided
- C.E.'s through AspenDentalLearning.com

Advance your career by sending your resume/CV to RPanganiban@AspenDental.com or call (315) 264-2724 to learn more.

Family oriented dental practice for sale. Located in Kenner. Dentist retiring. One dentist, one hygienist, one receptionist. Four operatories. \$220k gross 2016. \$214k gross 2015. Based on 20 hours per week with 4 weeks vacation. Contact Ben Coffman, D.D.S. at (504) 905-5870.

Louisiana Dental Center, a well-established and fast-growing group dental practice, is seeking General Dentists interested in working Saturdays. Please contact Terry Ernst at (985) 893-2240 or send CVs to ternst@ladentalcenter.com.

Mandeville Dental Office: Located in the heart of Mandeville, La. on a wooded lot. 3 operatories plus 3 offices. 2,400 square feet **FOR LEASE**. Call or text Jennifer, (985) 502-8088.

Bluebonnet Dental Care Baton Rouge is looking for a Full-Time dynamic Hygienist to work in our fast paced multi doctor practice. New graduates welcome! State-of-the-art, modern facility with the latest equipment and technology. Dentrax and digital charting/x-rays. Full benefit package including Medical, Vision, Life, 2 weeks paid time off, 401k and paid holidays. Please send resume to sloomis@heartland.com.

Juban Crossing Modern Dentistry is looking for a general dentist to join their growing team in Denham Springs, LA. The dentists in this beautiful practice see approximately 15 patients a day in a PPO/FFS (no Medicaid) environment. Office is modern with Cerec® Omnicam, intra-oral cameras, soft tissue lasers, and digital charts/x-rays. Great work environment with an emphasis on quality versus quantity while keeping patients for life. Great income potential with full benefits, malpractice insurance, CE, and 100% of lab fees paid. To learn more, please e-mail clarka@pacden.com.

Louisiana Dental Center, a well-established and fast-growing group dental practice, is seeking full-time general dentists for its **new location in Houma**. Please contact Heather Baham or Terry Ernst at (985) 893-2240 or email your CV to ternst@ladentalcenter.com.

Orthodontist Needed, Part Time, West Bank: Busy, two doctor, general dentistry practice seeking a part-time orthodontist on the West Bank. Our private practice has a need for an orthodontist 4 days per month to help support our ortho patients. Join a team that is experienced in supporting general dentists, as well as specialists. Guaranteed daily rate based on experience. Malpractice and 401(k) provided. Contact Zac at zrhinesmith@benevis.com or (770) 710-3042.

Our thriving dental practice is seeking a full-time associate dentist to provide exceptional care and high quality dentistry for our patients. We are looking for someone who can complement our practice; this doctor would be performing cosmetic and general dentistry, molar endodontics, extractions, pediatrics and E4D technologies. I will handle all of the marketing, new patient generation and management hassle. We offer great income potential and working conditions. I think we have it all! Please email all resumes to newiberiasmiles@yahoo.com for more details.

BRIAN M. BEGUE is now available to represent Louisiana dental professionals in disciplinary and other proceedings. From 1992-2015, he was Counsel, Louisiana State Board of Dentistry. From 2002-present, he is Chairman, Louisiana State Bar Association Administrative Law Section. Contact: (504) 944-8443 or e-mail beguebrianatty@bellsouth.net.

The Delhi Community Health Center is seeking full and part-time general dentists for clinic locations in Delhi, LA. Our continual focus on quality care, community involvement and professional development

makes for a rewarding career. Enjoy the traditional doctor-patient relationship in a team environment with professional and clinical support to best serve your patients. The Dental Division works jointly with the Medical and Behavioral Health Divisions to provide complete care to patients, regardless of ability to pay, through this non-profit, community health center. Competitive compensation and benefits package. Relocation allowance. Qualified dentists may be eligible for loan repayment programs. Please send letter of interest and resume to Linda Goode at lgoode@delhihospital.com.

We are looking for a pediatric or general dentist with a passion for kids and can see themselves thriving in a fast pace, kid friendly environment. We are based of of the Shreveport/Bossier City area. We provide access to comprehensive dental care at schools, in a state-of-the-art mobile facility, (318) 317-2800, smile@milesforsmiles.com. (6/12/17)

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 Drodny at (225) 926-1986 or info@ladental.org.

ADA Offers Credentialing Service

The ADA is here to help reduce the friction and frustration around credential attestation. The ADA credentialing service will make it easier to submit and maintain your credentials in one central place, accessible to participating organizations.

The new technology allows member dentists to enter their credentials into a securely designed portal through ADA.org. This information will be available by request to all payers, including insurance companies, federal agencies, hospitals and employers.

Payers, hospitals, employers and third-party administrators will use a separate ADA website link to access the ADA Credentialing Service and download the provider information.

This replaces the current method where dentists must respond individually to each payer request for credential information — a process that can be slow, cumbersome and can take months for approval. The ADA Credentialing Portal offers a one-stop shop with accessible accurate information and supporting documentation.

For more information or to register, visit ADA.org/credentialing.

Upcoming CE Courses: During 2017-2018

For registration and latest course updates: www.LSUHealthNewOrleansCDE.org
or call 504-941-8193 Questions? Email info@LSUCDE.org

Every effort has been made to present this course listing as accurately as possible from information available on August 7, 2017. Notice of changes will be announced on the website. Check for the most up-to-date list of courses here: www.LSUHealthNewOrleansCDE.org.

Course Date(s) & City	Course Name, Speaker(s) & Location	For	Fees	Hours* C or NC, L and/or P, SA
Sept. 8 New Orleans	The 11 th Annual Clifton O. Dummett, Jr. Memorial Lecture on Dentistry for the Pediatric Patient (Friday Only). Presented by <i>Carla Cohn, DDS</i> – at LSU School of Dentistry	Dentist Hygienist, Assistant, or Lab Tech	\$399 \$145	7 C, L
Sept. 8-9 New Orleans A "Hands-On Course"	The 11 th Annual Clifton O. Dummett, Jr. Memorial Lecture on Dentistry for the Pediatric Patient (Friday Lecture & Saturday Workshop). Presented and Workshop Led by <i>Carla Cohn, DDS</i> – at LSU School of Dentistry	Dentist Hygienist, Assistant, or Lab Tech	\$835 \$285	13 C (7L/6P)
Sept. 15-17 Lafayette	Expanded Duty Dental Assistant (EDDA) – Lafayette. Presented by <i>Karen Coco, EDDA, Loretta Hoyer, EDDA and Telisa Rogers, EDDA</i> – at Lafayette General Medical Center	Assistant	\$650	24 C, (12L/12P)
Sept. 22 New Orleans	Alumni Day 2017 at LSU School of Dentistry. • AM Presenters: <i>Waleed Zaid, DDS, MSc & Beomjune Kim, DMD, MD; Tina P. Gunaldo, PhD, PT, DPT, MHS & Jane M. Walsh, RDH, JD</i> • PM Presenters: <i>Marco Brindis, DDS & Julio Zavala, MCDT; Janice Townsend, DDS, MS & Suzanne Fournier, DDS</i> – at LSU School of Dentistry	Dentist Hygienist Assistant	\$269 \$169 \$109	6 C, L
Sept. 22 Video Conference	– or take by Video Conference if you live outside of Louisiana – Streaming LIVE from LSU School of Dentistry in New Orleans to your home or office desktop, or laptop. This course is limited attendance. REGISTER EARLY! Please call (504) 941-8193 to register.			
Sept. 29-Oct. 1 Baton Rouge	Expanded Duty Dental Assistant (EDDA) – Baton Rouge. Presented by <i>Anne Klasser, EDDA, Leslie Hernandez, EDDA, and Brook Mason, EDDA</i> – at National EMS Academy in Baton Rouge	Assistant	\$650	24 C, (12L/12P)
Starts Oct. 27, 2017 and ends April 8, 2018 A New Live Surgery Program	2017-2018 LSU Dental Implant Continuum™. Presented by <i>John M. Barksdale, Jr., DDS, Director and Rick Ferguson, DMD, Co-Director</i> with 9 additional faculty members – Course lectures held at Renaissance Baton Rouge Hotel and Live Surgery held at a private practice. This course is limited attendance. REGISTER NOW! – all sessions held in Baton Rouge	General Dentist or Specialist	\$13,000 For seven 3-day sessions: Oct. 2017 – April 2018	Maximum of 120 C, (L/P TBD)
Nov. 3-5 New Orleans	Expanded Duty Dental Assistant (EDDA) – New Orleans. Presented by <i>Nancy Weiss, RDH, CDA, EFDA, Dana Williams, CDA, EDDA, and Brianne Mannino, CDA, EDDA</i> – at LSU School of Dentistry	Assistant	\$650 ★	24 C, (12L/12P)
Nov. 17-18 New Orleans A "Hands-On Course"	How to Fabricate a New Generation of Hybrid Dentures for Edentulous Patients. Presented by <i>Marco Brindis, DDS</i> with <i>Julio Zavala, MCDT</i> – at LSU School of Dentistry	Dentist Dental Assistant	\$1,995 ♦ FREE ♦	10 C, (6L/4P)
Dec. 1 Baton Rouge	The Last Chance Course: Out With the Old, In With the New – A Crash Course on State-of-the-Art Dentistry. Presented by <i>Ron Kaminer, DDS</i> – at Lod Cook Alumni Center on LSU Main Campus	Dentist Hygienist Assistant	\$325 ■ \$205 ■ \$115 ■	7 C, L
Dec. 1 Video Conference	– or take by Video Conference if you live 150 miles or more outside of Baton Rouge – Streaming LIVE from Baton Rouge at the Lod Cook Alumni Center to your home or office desktop, or laptop. This course is limited attendance. REGISTER EARLY! Please call (504) 941-8193 to register.			
Jan. 19 New Orleans	Treating the Medically Complex Dental Patient, Oral Pathology & Medical Emergencies. Presented by <i>Drs. Michael Glick, Kitrina Cordell, Molly Rosebush, and Alfredo R. Arribas</i> – at LSU School of Dentistry	Dentist Hygienist Assistant	\$325 ■ \$205 ■ \$115 ■	7.5 C, L
Jan. 19 Video Conference	– or take by Video Conference if you live 150 miles or more outside of New Orleans – Streaming LIVE from New Orleans at LSU School of Dentistry to your home or office desktop, or laptop. This course is limited attendance. REGISTER EARLY! Please call (504) 941-8193 to register.			

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

- ★ You may be eligible for tuition reimbursement through LA's Small Business Employee Training Program – call CE at (504) 941-8193 to see if your practice qualifies.
- This is the regular tuition. Register 4 weeks before and SAVE – see website for Early Bird savings and deadlines.
- ♦ Restorative dental assistant may attend the course at no additional charge and may attend the Friday lectures and observe the Saturday "hands-on" workshop. Restorative Dentists: If you are bringing your assistant, please call (504) 941-8193 to register; do not register online.

LDA

c.e. and lda events calendar

Visit www.ladental.org
for the statewide
C.E. 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: September 28, 2017
TOPIC: "CPR"
SPEAKER: Iggy Rosales
LOCATION: Avenue Family Dentistry 3600 St. Charles Ave., #202, New Orleans, LA 70115
SPONSOR: NODHA
FEES & REGISTRATION: Payment collected at the door \$50, RSVP to RDH@nodha.org by Sept. 22; Free parking in garage below building.

DATE: October 6, 2017
TIME: 8-3:30 pm
SPEAKERS: Daniel Lester, D.D.S., Gregory J. Folse, D.D.S., William A. Puckett, D.D.S., Katie Evans Moffitt, D.D.S., Aaron Mangum, D.D.S.
TOPIC: The Art and Science of Endodontics
EVENT: LDHA Fall Session
LOCATION: Holiday Inn, 701 4th Street, Alexandria, LA
FEES & REGISTRATION: \$15-\$135; 6 CE Clinical Hours, up to 2 CE Non-Clinical Hours; lunch on your own; ldhaannualsession@gmail.com; <http://www.sbdha.net/Services.html>; <https://www.eventbrite.com/e/ldha-fall-session-2017-tickets-36618452778>

DATE: October 10, 2017
TOPIC: "Jewels You Can Use On Monday"
SPEAKER: Mark Gotleib
LOCATION: Baton Rouge, Louisiana
CONTACT: LA Academy of General Dentistry, (855) 542-5243, lagd@cox.net, www.lagd.org

DATE: October 12, 2017
TOPIC: "Education & Training for the Dental Clinician in Regards to Patients with HIV/AIDS"
SPEAKER: Dr. Christine Brennan, Ph.D., R.N. N.P.-B.C.
LOCATION: New Orleans Hamburger & Seafood 4141 St. Charles Ave., New Orleans, LA 70115
SPONSOR: LSUHSC School of Public Health
FEES & REGISTRATION: Register by October 6th for discount rate; ADHA Members (bring ADHA card)/\$30, Potential Member/\$40 (\$45 if you pay at the

door), LSUSD-DH Students/\$15
RSVP Mandatory one week prior. To reserve your place see BOOKING AND PAYMENTS (http://www.nodha.org/?page_id=356). For questions, email RDH@NODHA.org
Registration/Social 6-7pm, Dinner 6:45, CE 7-9pm

DATE: October 13, 2017
TIME: 8:30 a.m. – 4:30 p.m. (lecture)
SPEAKER: Wayne Kerr, D.D.S.
TOPIC: Stuff Worth Knowin': "About Money, Practice and Life"
Course Format: Lecture Course Objectives, Synopsis, and Biography Enclosed
LOCATION: Wyndham Garden Hotel, Shreveport, Louisiana
PROVIDER: THE ARKLATEX ACADEMY OF DENTISTRY
FEES & REGISTRATION: REGISTRATION MUST BE RECEIVED NO LATER THAN OCT. 6, 2017. Contact Dr. Clint Bruyere at (903) 753-0337. Staff/Lab Tech of Member Dentist (each): \$45 (Non-refundable 7 days prior to meeting) Non-Member Doctor, Staff or Lab Tech Fee: \$295 (Non-refundable 7 days prior to meeting) Non-Member Doctor's Staff Fee: \$150 for each staff member attending with non-member doctor

DATES: October 17, 2017
SPEAKER: Tracy Jacobs with Phillips
TOPIC: Teenagers: What Their Mouths Are Telling You but They Are Not
PROVIDER: Shreveport-Bossier Dental Hygienists' Association
REGISTRATION: <http://www.sdha.biz/Services.html>

DATE/EVENT: October 18, 2017 - General Membership Meeting / C.E. Lecture Dinner
CONTACT: NODA, (504) 834-6449; www.nodental.org/upcoming-events/

DATE: October 27, 2017
SPEAKER: Mark Gotleib, D.D.S.
TOPIC: "Jewels You can use on Monday"
LOCATION: Baton Rouge, LA
SPONSOR: Louisiana Academy of General Dentistry
FEES & REGISTRATION: <http://lagd.org/continuing-education/ce-courses/>; phone 855-542-5243; email: lagd@cox.net; AGD member dentist \$245; non-member dentist \$295; hygienist \$125; staff \$75

Event details continued next page

DATE: November 9, 2017
TOPIC: "Periodontics: Soft Tissue Grafting and Advances in Root Coverage"
SPEAKER: Dr. David Wilson (Periodontist)
LOCATION: Heritage Grill 111 Veterans Blvd., Metairie, LA 70005
CREDIT HOURS: 2 Hours
SPONSOR: Dr. David Wilson
FEES & REGISTRATION: Register by November 3rd for discount rate; ADHA Members (bring ADHA card)/\$30, Potential Member/\$40 (\$45 if you pay at the door), LSUSD-DH Students/\$15 RSVP Mandatory one week prior. To reserve your place see **BOOKING AND PAYMENTS** (http://www.nodha.org/?page_id=356). For questions, email RDH@NODHA.org Registration/Social 6-7pm, Dinner 6:45, CE 7-9pm

DATE: November 10, 2017
TIME: 8:30 a.m. – 4:30 p.m. (lecture)
SPEAKER: John Molinari, Ph.D.
TOPIC: Infection Control
LOCATION: Wyndham Garden Hotel, Shreveport, Louisiana
SPONSORED: THE ARKLATEX ACADEMY OF DENTISTRY
FEES & REGISTRATION: REGISTRATION MUST BE RECEIVED NO LATER THAN NOV. 3, 2017. Contact Dr. Clint Bruyere at (903) 753-0337. Staff/Lab Tech of Member Dentist (each): \$45 (Non-refundable 7 days prior to meeting) Non-Member Doctor, Staff or Lab Tech Fee: \$295 (Non-refundable 7 days prior to meeting) Non-Member Doctor's Staff Fee: \$150 for each staff member attending with non-member doctor

DATE/EVENT: November 15 - General Membership Meeting / C.E. Lecture Dinner
CONTACT: NODA, (504) 834-6449; www.nodental.org/upcoming-events/

DATES: November 28, 2017
SPEAKER: Dr. Benjamin C. Foster
TOPIC: Mixed Dentition: Pearls of Knowledge *4th Tuesday of the Month
LOCATION: Rotolo's Pizzeria, 1409 E. 70th Street, Shreveport, LA 71105
FEES & REGISTRATION: <http://www.sbdha.net/Services.html>

DATE: December 8, 2017
EVENT: LDA Last Chance Seminar
TOPIC: Street Drugs Exposed: What Your Patients and Your Kids Are Not Telling You!!
NOTE: PART OF THIS SEMINAR WILL SATISFY THE NEW STATE REQUIREMENTS FOR THOSE

WRITING PRESCRIPTIONS FOR SCHEDULE DRUGS
SPEAKER: Dr. Hal Crossley
LOCATION: Marriott, Baton Rouge, LA
PROVIDER: Louisiana Dental Association (AGD PACE Recognized Provider)
DESIGNED FOR: All
REGISTRATION: www.ladental.org/lastchance or call (800) 388-6642 or (225) 926-1986

DATE/EVENT: December 20, 2017 - General Membership Meeting / C.E. Lecture Dinner
CONTACT: NODA, (504) 834-6449; www.nodental.org/upcoming-events/

DATE: January 12, 2018
EVENT: L.H. Bowden Leadership Development Conference
SPEAKER: Dima Ghawi, "Elevate Your Business: Engage Your Team and Patients"
PROVIDER: Louisiana Dental Association (AGD PACE Recognized Provider)
LOCATION: Renaissance, Baton Rouge, LA
REGISTRATION: www.ladental.org/bowden or call (800) 388-6642 or (225) 926-1986

DATE: January 16, 2018
LOCATION: Rotolo's Pizzeria, 1409 E. 70th Street, Shreveport, LA 71105
PROVIDER: Shreveport-Bossier Dental Hygienists' Association
REGISTRATION: <http://www.sdha.biz/Services.html>

DATE: January 26-27, 2018
SPEAKER: Robert Convissar, D.D.S.
TOPIC: Laser
LOCATION: Lafayette, LA
SPONSOR: Louisiana Academy of General Dentistry
FEES & REGISTRATION: <http://lagd.org/continuing-education/ce-courses/>; phone 855-542-5243; email: lagd@cox.net; AGD member dentist \$245; non-member dentist \$295; hygienist \$125; staff \$75

DATE: February 9, 2018
TIME: 8:30 a.m. – 4:30 p.m. (lecture)
SPEAKER: Nader Sharifi, D.D.S., M.S.
TOPIC: Uppers Are From Mars, Lowerers Are From Venus: "Over Denture Solutions"
COURSE FORMAT: Lecture Course Objectives, Synopsis, and Biography Enclosed
LOCATION: Wyndham Garden Hotel, Shreveport, Louisiana
PROVIDER: THE ARKLATEX ACADEMY OF DENTISTRY
FEES & REGISTRATION: Deadline, Feb. 2, 2018. Contact Dr. Clint Bruyere at (903) 753-0337. Staff/Lab Tech of Member Dentist (each): \$45 (Non-refundable 7 days prior to meeting) Non-Member Doctor, Staff or Lab Tech Fee: \$295 (Non-refundable 7 days prior to

meeting) Non-Member Doctor's Staff Fee: \$150 for each staff member attending with non-member doctor

DATE: February 11-13, 2018
EVENT: LDA Winter C.E. – C.E. with Character
SPEAKERS: Dr. John Portwood, “30 Things to Do Before Thursday,” Dr. John Gammichia, “Bringing Sexy Back to the Posterior Composite” and “Conservative Dentistry... Thinking Outside the Box”
LOCATION: Walt Disney World® Resort, Disney’s BoardWalk Inn
PROVIDER: Louisiana Dental Association (AGD PACE Recognized Provider)
DESIGNED FOR: All
REGISTRATION: www.ladental.org/character or call (800) 388-6642 or (225) 926-1986

DATE: February 20, 2018
LOCATION: Rotolo’s Pizzeria, 1409 E. 70th Street, Shreveport, LA 71105
PROVIDER: Shreveport-Bossier Dental Hygienists’ Association
REGISTRATION: <http://www.sdha.biz/Services.html>

DATE: March 16, 2018
TIME: 8:30 a.m. – 4:30 p.m. (lecture)
SPEAKER: Hal Crossley, D.D.S., MS, Ph.D.
TOPIC: Street Drugs Exposed: “What Your Patients and Your Kids Are Not Telling You”
PROVIDER: THE ARKLATEX ACADEMY OF DENTISTRY
LOCATION: Wyndham Garden Hotel, Shreveport, Louisiana
FEES & REGISTRATION: Deadline, MARCH 9, 2018. Contact Dr. Clint Bruyere at (903) 753-0337. Staff/Lab Tech of Member Dentist (each): \$45 (Non-refundable 7 days prior to meeting) Non-Member Doctor, Staff or Lab Tech Fee: \$295 (Non-refundable 7 days prior to meeting) Non-Member Doctor’s Staff Fee: \$150 for each staff member attending with non-member doctor

DATE: March 20, 2018
LOCATION: Rotolo’s Pizzeria, 1409 E. 70th Street, Shreveport, LA 71105
PROVIDER: Shreveport-Bossier Dental Hygienists’ Association
REGISTRATION: <http://www.sdha.biz/Services.html>

DATE: April 17, 2018
LOCATION: Rotolo’s Pizzeria, 1409 E. 70th Street, Shreveport, LA 71105
PROVIDER: Shreveport-Bossier Dental Hygienists’ Association
REGISTRATION: <http://www.sdha.biz/Services.html>

DATE: May 15, 2018
LOCATION: Rotolo’s Pizzeria, 1409 E. 70th Street, Shreveport, LA 71105
PROVIDER: Shreveport-Bossier Dental Hygienists’ Association
REGISTRATION: <http://www.sdha.biz/Services.html>

DATE: May 24-26, 2018
EVENT: New Orleans Dental Conference/LDA Annual Session 2018
DESIGNED FOR: All
LOCATION: Hyatt Regency Hotel, 601 Loyola Ave. New Orleans, LA 70113
CONTACT: www.nodc.org or (504) 834-6449

DATE: June 20-23, 2018
EVENT: LDA Summer Education Conference
LOCATION: Hilton Beach Gulf Front, Pensacola, FL
PROVIDER: Louisiana Dental Association (AGD PACE Recognized Provider)
DESIGNED FOR: All
REGISTRATION: www.ladental.org/summerconference or call (800) 388-6642 or (225) 926-1986

DATE: July 13-14, 2018
EVENT: LDA Foundation Fishing Rodeo
LOCATION: Sand Dollar Marina, Grand Isle, La.
DESIGNED FOR: All
REGISTRATION: www.ladental.org/fishingrodeo or call (800) 388-6642 or (225) 926-1986

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Please Let Me In

What is wrong with the world today? We live in an era of fear. Fear of getting sick, fear of getting hurt, fear of losing our job, fear of being in an accident, fear of climate change, fear of terrorism, fear of nuclear annihilation...But the most horrendous fear of all, according to a recent LDA statistical study funded by The Bacon Growers of America, is the fear of not being able to remember a password.

Unless you've been living under a rock, you need a password for virtually everything you do. Before long you will need a password to start your car or flush the toilet. Actually, some cars and toilets already have that requirement.

The other day I couldn't remember my password to get into my bank account on my computer, so I gave the bank a call. Fortunately, the young lady that was on the other end of the phone was a long time patient of mine. Unfortunately, I needed to know my password in order for her to help me. She did enable me to go back online to reset it but I was unaware of the new security questions that would need to be answered to confirm that I am who I am.

Of course, the first thing I had to type in was my social security number, and even though I'm not feeling very socially secure, I'm used to giving that out.

Next was my mom's maiden name: Chriceol.
Favorite pets name: Killer. Worst crime ever committed: Murdering a perfectly good computer.
City where you were born: Truth or Consequences.
Name of your elementary school: St. Bubba's Reform School. Blood type: A-. Make of first car: Hupmobile.
Favorite tattoo: Momma.

Next when I pushed 'Enter' to submit these answers, more questions came up to more thoroughly prove that I am indeed me. These were of a more personal nature.

Have you ever had a drinking problem?: I am about to. Have you ever been diagnosed with a

mental disorder?: As soon as I complete this, probably.
Date of last colonoscopy: This afternoon. Do you have an anomaly on chromosome 16?: Not Yet.

I'm not trying to board a commercial flight, I'm just trying to get into my bank account.

The last question before allowing me to reset my password was: Are you a robot? Of course I answered 'No,' but was that good enough???? Heaven's to Betsy, no. You had to then type the letters that were presented in squiggly and distorted ways to prove that I am not a robot. It took me 3 times to master this, so honestly, I may be part robot, I don't know.

So now, I am ready to present and reset my new password. Drum roll please: StankyGingiva.

Sorry, that one is taken. OK: StankyGingiva4697. Sorry, that one is taken. Good grief, I mean how many folks have StankyGingiva? Well, I guess I should know. Finally after 13 rejections: StankyGingiva57!@89.

Am I going to remember all of this? No way. So, I've written it all down in my little black book. If I lose that, I may never flush a toilet again, much less be able to exchange money from my bank.

And to top it all off, my periodontist called me. It seems my bank called him and they have requested he do a thorough gingival check on me. And yes, his receptionist gave me a password to use when I sign in: StankyGingivaIsNotFunny71. It is now in my little black book.



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