

JOURNAL

LDA

JOURNAL OF THE LOUISIANA DENTAL ASSOCIATION



Connecting with community is one way we stay current, focused, and passionate about dentistry. Take a look at this issue and learn more about what dentists in our LDA community are up to across the state.



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

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On the cover: The LDA is introducing a new section in the *Journal*. This section, "What's Going On?," highlights exciting professional and personal news from member dentists across the state. To see what's going on in the LDA, turn to page 30.

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

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All for One, One for All

By Dr. Brian Basinger
Editor, LDA Journal

Recognize the saying? It's one of those you've probably heard but may have trouble placing. Well, I'm here to help! It was the motto of the Three Musketeers in the book by Alexandre Dumas written way back in 1844. The full quote is actually "All for one, one for all, united we stand divided we fall." I looked in Wiktionary (yes, there is such a thing) and their explanation of the quote is that each individual should act for the benefit of the group, and the group should act for the benefit of each individual. And with that, I'd like to use this space to introduce a new feature that we're starting in the *Journal* beginning with this issue.

As I write this, I'm sitting in the waiting room of a surgery center where my wife is having foot surgery (it went well). A number of people sent texts with well wishes and prayers and several others have let me know about meals that will be brought to us in the coming days and weeks (I don't cook) as she'll be off her feet for probably a month. My wife has done the same countless times for others and, as someone on the receiving end this time, it's very much appreciated! A great example of connection with others and a sense of community.

Connection and community.

Traditionally in dentistry there has not been a lot of either as dentists often practiced independently in their own offices. Clearly, that has been changing over the years. More dentists practice together now than ever before, whether it's with a

single associate, in a group setting, or in a DSO. I would argue that being able to interact and collaborate with other dentists on a regular basis is a good thing. Even though the landscape has been changing, the majority of dentists in Louisiana (including myself) are still in solo practice. Sometimes you can feel isolated, like Tom Hanks in *Cast Away*, with no one to talk with except Wilson. And he doesn't usually talk back. One thing that Covid brought to our attention again was that we crave personal interaction with others. As dentists, how can we get that?

Organized dentistry! There are a myriad of opportunities: monthly local component meetings with your friends and peers, several C.E. opportunities each year through the LDA at a variety of fun vacation spots, and, if you'd like to go to a bigger meeting, the NODC/LDAAS and ADA Annual Session (SmileCon) are also good choices. Continuing education is a part of these meetings but more and more the connection with others in the dental community is being emphasized.

That fact brings me back to where we started. You'll find a new

section in the *Journal* this time called "What's Going On?" The best I can describe it is we'll have some sort of something from each component in there. A new opportunity for some connection and fostering a sense of community among dentists in Louisiana. If you or one of your fellow dentists has won a local award, opened a new practice, just completed their first marathon, killed an 82-point buck, caught the largest redfish in recorded history (must have a picture!), or just had quadruplets, we'd like to help you share it with the world and your fellow dentists. North Louisiana can often feel like a long way from New Orleans or Lake Charles, and vice versa. It's always fun to see what old classmates or someone you've lost touch with in another part of the state may be doing. It just might be a way to build a little better sense of community in our state and a way to encourage more communication.

And with that I'll leave you with one last quote from *The Three Musketeers* - "Never be afraid of opportunities, always be on the lookout for adventures."

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Interview with the President-Elect: Dr. Vincent DiLeo

As some of our members might not know you, can you tell us a little about your background, education, family, and hobbies?

I was born and raised in New Orleans and came from a family with a long line of physicians and dentists. I am a graduate of De La Salle High School in New Orleans where I earned a merit diploma. I am also a graduate of Louisiana State University in Baton Rouge, where I was a member of Alpha Epsilon Delta, a pre-medical honor society.



Dr. DiLeo with his brand new granddaughter, Vivvian.

While attending the Louisiana State University School of Dentistry, I was a member of Psi Omega Fraternity, where I was awarded the Fraternal Brotherhood Award. There I also participated in the Advanced Studies Program under Dr. Samuel McCluggage, and received the South East Academy of Restorative Dentistry's Award. I have managed a private practice in Metairie for the past 41 years.

Over those years since graduating from dental school in 1982, continuing



On the way back to New Orleans after attending the Northwest Installation, Dr. DiLeo made a pitstop in Krotz Springs to get a taste of Billy's Boudin cracklins.

education has been a big priority. I achieved: Fellowship in the Academy of General Dentistry (FAGD), Master in the Academy of General Dentistry (MAGD), Fellow of the International College of Dentists (FICD), and Fellow of the American College of Dentists (FACD).

After joining the American Dental Association (ADA), Louisiana Dental Association (LDA), New Orleans Dental Association (NODA), and the Academy of General Dentistry (AGD), I participated in the Emergency Dental Services Program in association with Touro Infirmary, chaired by Dr. Frank Martello, and served on numerous NODA committees. The following are a few that I worked on: Strategic Planning, Nominating, and New Orleans Dental Enterprises (NODE). I also served as the NODA chairman of the Louisiana Dental Political Action Committee (LADPAC). I have volunteered for many years as speaker host and room monitor for the NODC/

LDAAS, along with service to local arrangements when the ADA Annual Session was in New Orleans. I went on to be the chairman of the NODC/LDAAS in 2021. It was a big challenge to be part of the Covid comeback. We managed to pull off a successful conference amidst the numerous challenges



Dr. DiLeo enjoys working on cars and is restoring a 1965 Mustang convertible.

presented. I still maintain involvement on the NODA Board and committees. I have served several years on the LDA Board of Directors leading to my election as LDA president-elect.

I try to donate my spare time to a number of charitable organizations, such as Knights of Columbus, Triumph Over Kids Cancer (an organization whose mission is to find a cure for pediatric bone cancer), as well as Donated Dental Services (to help those in need of services that cannot afford them). I have also enjoyed participating in past Louisiana Mission of Mercy (LaMOM) events. When I am able, my hobbies include art, travel, restoring vintage autos, and woodworking.

What inspired you to take an active role in LDA leadership?

Reflecting on what inspired me to get involved in organized dentistry, I recall the memory of receiving a phone call one night many years ago by Drs. Darrell Bourg and Raymond Unland. They asked me if I wanted to get involved in NODA and said I could start off with something easy. Well, that was it. I soon realized that I was addicted, and the rest was history. As I progressed up the ladder to president, I soon realized that the rewards far exceeded the time spent. People like Dr. Glenn Dubroc on the conference committee and Dr. Mark Chaney, always encouraged me to keep going to the top, the LDA president position. These are just two of the incredible people I've had the opportunity to work with. As time went on, it turned out that I just couldn't say no.

What, in your opinion, are the most critical issues facing dentists right now?

The most critical issue facing organized dentistry right now is the recruitment and retention of members. The age-old expression, "there is

strength in numbers," could not be more true. Not adhering to this concept will result in surrendering our profession to those outside of dentistry, thus losing complete control of our destiny.

If we go back 30 years to 1993, 74.3% of every active licensed dentist was a member of the ADA. That means that 7 – 8 out of every 10 dentists in the country voluntarily paid dues to be a member because they believed it was worth it to do so. They believed not only that it was the right thing to do, but that they also gained something of value to be a member and that it was good for our profession.

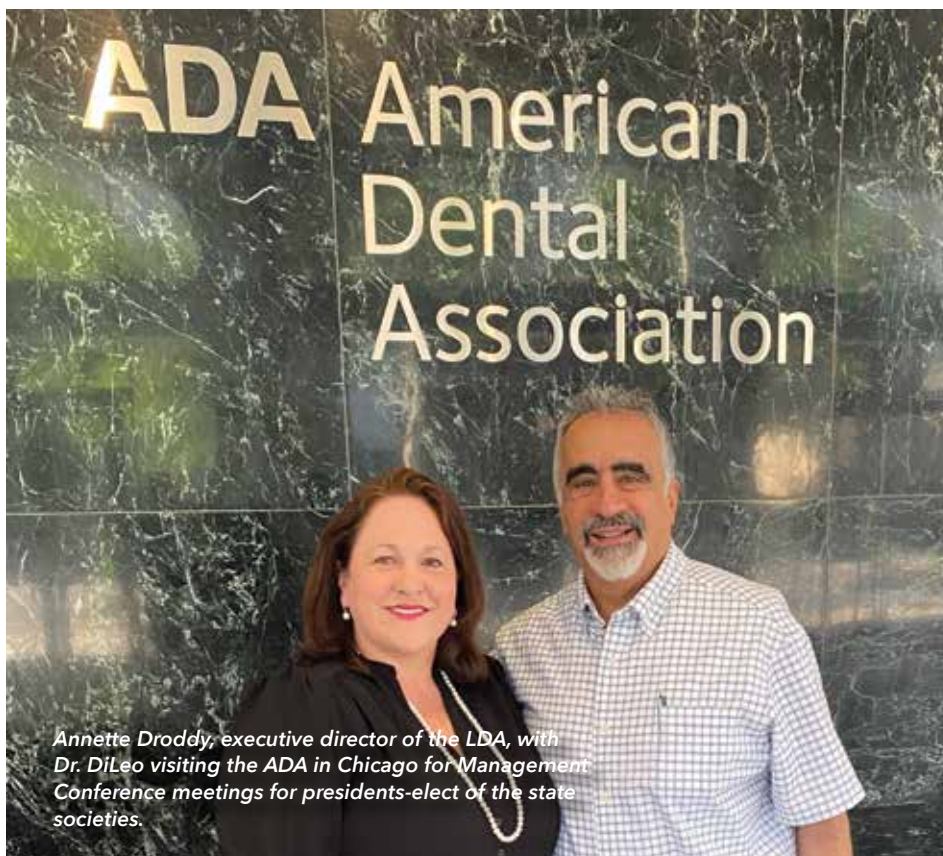
Membership of physicians in their primary organization, the American Medical Association, was already declining by the early 90's. What ensued was a gradual deterioration in the independence of physicians to operate their private practices and to care for their patients with as little intervention from outside interests as possible. Today, as you all well know, insurance companies, attorneys, and government interfere in every aspect of healthcare. Ask almost any physician today (I know some of you have parents or siblings who are physicians), and most of them will concede that they are being asked to see too many patients in not enough

time and they struggle to be their best selves every day because of the changes forced upon their profession by outside interests.

With the loss of their collective voice, physicians had little to no influence to prevent these undesirable changes upon their profession. They lost their unified voice and, consequently, their independence. I'll daresay, in some measure, they lost their quality of life as physicians because of what they are being compelled to do. In an article from 2011, the headline was "American Medical Association membership woes continue." The article stated, "The decades long membership decline at the American Medical Association shows no signs of slowing, which has some doctors worried that the national voice of their profession may one day fall silent. If that were to happen, the medical profession in the United States would lose its biggest advocate in Washington, D.C.," said AMA President, Dr. Cecil Wilson. He was right. It happened. Today, membership in the AMA stands at 17%. It's now a weaker organization, and physicians, after all those years of training and sacrifice, have lost their voice and control over their destiny.

Another example of what organized dentistry is doing to benefit the profession is supporting the Massachusetts ballot initiative which concerns insurance companies Medical Loss Ratio (MLR). Knowing our members' concern over insurance reform initiatives, the LDA Board of Directors at their Sept. 16 meeting voted to contribute \$20,000 to the Dental Insurance State Ballot Initiative in Massachusetts. The initiative's goal is to ensure that patient dollars are spent on patient care. The ADA contributed \$5 million to get the initiative moving forward, the thought being if we have a successful campaign in Massachusetts, we can be successful in other places. Delta Dental put up \$20 million to fight with the dentists.

Since the ballot initiative was successful, we anticipate legislation will be filed all over the country in the next few years. This landmark decision creates a first-in-the-nation insurance reform that ensures patients' premiums are spent on their care. The new law in Massachusetts requires dental insurance companies to refund the difference back



Annette Drodgy, executive director of the LDA, with Dr. DiLeo visiting the ADA in Chicago for Management Conference meetings for presidents-elect of the state societies.

to the covered individuals or groups if the 83% MLR is not met.

Our ADA and LDA have continued to serve us. The success of the LDA can be illustrated by the numerous awards bestowed upon the association in the past year. You may remember, on the cover of the Vol. 81, NO.3, Fall 2022 edition of the *LDA Journal*, you can see the LDA membership awards, as recognized by the ADA.

1. Most Improved Active Member Retention Rate
2. Most Improved Active Market Share
3. Greatest Net Gain of New Dentists
4. Converted Highest Number of Nonmember Women Dentists to Membership
5. Converted Highest Number of Diverse Dentists to Membership
6. Greatest Net Gain in Membership
7. Recognition of Collaborative Recruitment Efforts for the Class of 2021 to Tripartite Membership

Needless to say, these overwhelming accomplishments would not be possible without the fabulous LDA

staff, headed by our Executive Director Annette Droddy and her team, Director of Membership Development Colin Zvosec, Director of Communications Rebecca Bordelon, Director of Accounting Tiffany Waddell, Director of Conference Services Jeanne McFall, and Executive Assistant Candice Castro.

The LDA finished 2022 with 73.3% of the market share of the dentist of Louisiana, putting us in the top 10 states in the nation! Congratulations, but we must keep our foot on the gas. Recruit and retain.

Other issues of concern are solving the shortage of staffing in dental practices. This is both a state issue and a national one. Rising overhead due to inflation, supply chain issues, insurance reform, to name a few, are all on the radar for the upcoming year.

What are your goals for the LDA during your term as president?

In the last year I have had the pleasure of serving as your president-elect. During this time, I have travelled to Chicago and visited the ADA headquarters, where I met the presidents-elect of the other 49

states. There is much to learn from these leaders if you're willing to take the time to listen and participate. I travelled to Houston and Dallas for ADA meetings and crossed the state many times for the installation of officers of several component associations. I found the experience very rewarding and fulfilling.

My goal as president of the LDA really isn't much different from my wonderful predecessors. I hope I have gained valuable wisdom from them. Even though my career may be heading down the home stretch, I truly want to work for you as your president to ensure that the profession of dentistry continues to strive in every respect. Through the attention and corroboration of the Tripartite, my focus will be to do whatever it takes to succeed, and together, we will prevail.

In closing, I would like to thank all of you past, present, and future, that I have been associated with by making my life better and more rewarding. Your friendship, support and camaraderie are greatly appreciated. To quote a famous lyric, "I get by with a little help from my friends."

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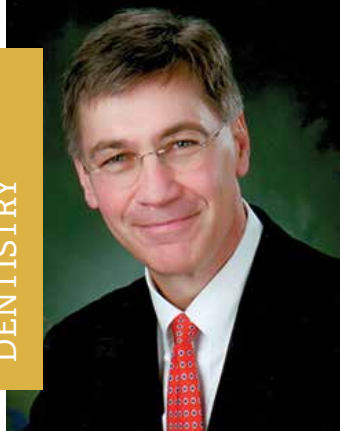
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This list includes all LADPAC contributions submitted with payments of 2022 LDA membership dues and/or received from individual dentists through Dec. 31, 2022. Membership contributions for LADPAC are the following: Contributing Member - \$1 - \$99; Century Member - \$100 - \$199; and Capital Member - \$200 and above.



The Greatest School

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

As I begin my appointment as Dean of the LSUHSC School of Dentistry, I find that I have been blessed to be in the greatest school, in the greatest university, in the greatest city in the world. After serving as a faculty member in four different dental schools, I am even more convinced of the unique qualities of LSUSD. My belief is founded in our exceptional curriculum supported by world class scholarship by our dedicated teaching faculty for our brilliant students. Further, I have been impacted by the profound commitment and intense affection that alumni have for our school.

To be the greatest school, in the greatest university, the school of dentistry must continue to recruit students who are the best in the world and we must strive to provide opportunities to develop their talents. The cornerstone of their educational experience is a contemporary basic/clinical science curriculum combined with state-of-the-art clinical care of patients. This curriculum, from foundational to the most advanced, transforms dental students, dental hygiene students, and residents from brilliant pupils to talented, thoughtful, and creative clinicians.

To be the greatest school, in the greatest university, the school of dentistry must continue to offer a superb clinical experience for students. An outstanding clinical education is the result of faculty members who engage and inspire



students in the classroom and clinic, and mentor them in research and clinical care of the highest caliber. Our faculty must not only be the best teachers but must also be the best scholars in the nation. As such, the school must recruit and retain faculty of distinction.

To be the greatest school, in the greatest university, the school of dentistry must continue to have alumni serve as advisers, as

role models and as inspiration for current students. Among the most important assets alumni can contribute to current students are the life experiences that show the many and varied paths of success that a LSU dental education opens.

As the dean of the School of Dentistry, I know that our greatness is our community, a reflection of our curiosity, creativity, integrity, empathy, and kindness. I am honored to have been appointed the dean of the LSUHSC School of Dentistry and look forward to serving the greatest school in the greatest university.

Welcome to the  LOUISIANA DENTAL ASSOCIATION

Welcome New LDA Members (January 1 – March 15, 2023)



<p>Acadiana District Dental Association</p> <p>Dr. Steven Swan Dr. Duyen-Anh Tran Dr. Ainsli Hollier</p> <p>Greater Baton Rouge Dental Association</p> <p>Dr. Jordan Boone Dr. Robert Edwards Dr. Teryl Emery Dr. Destanee Hughes</p> <p>New Orleans Dental Association</p> <p>Dr. John Burney Dr. Emily Eggart Dr. Terrence Augillard</p>	<p>Dr. Christin Bryant Dr. Matthew Henson Dr. Alice Ho Dr. Robert Laughlin</p> <p>Northlake Dental Association</p> <p>Dr. Natalie Persson Dr. Troy Verges Dr. Rebecca deVerges</p> <p>Southwest District Dental Association</p> <p>Dr. Navdeep Thind Dr. Philip Moses</p>
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Beyond Dental Education

By Marcy O'Leary
Director of Development, LSU Health School of Dentistry

The beginning of a new year is a very busy time at the LSU Health School of Dentistry. Dental education continues to be our primary mission; it is our duty to educate skilled and caring health care professionals.

The LSUSD Office of Student Affairs and Admissions has been busy educating the community and potential students about opportunities at the dental school. We host mini admissions workshops on March 3, March 31, and April 28 of this year. The process of applying to dental school is as competitive as ever. The Department of Admissions received 876 applications for the DDS program. Of those, 120 were interviewed and 75 applicants accepted a spot for the upcoming school year.

One of the ways we engage with the public and provide services to the community is through outreach programs. The dental school has been abuzz with activity in preparation for these programs. After years of events being held virtually or cancelled altogether, we were able to host several events here at the dental school. In partnership with Central Louisiana AHEC, LSUSD hosted 44 high school students for our "Dash into Dentistry" program. 28 Louisiana high schools were represented. Throughout the day, students learned about dentistry, dental hygiene and dental laboratory technology. Central Louisiana AHEC develops programs that will



D3 student Blaire Land, Dr. Linda Cao, and D3 student Grayson Lambert.

encourage future health care professionals to practice in rural and underserved communities. LSUSD was proud to host such a promising group of young people.

A few days following our "Dash into Dentistry" program, LSUSD once again hosted a group of students. This time, 70 first graders from Dr. John Ochsner Discovery

Health Sciences Academy arrived at LSUSD on February 3, 2023, for our "Give Kids a Smile Day." LSUSD dental faculty, dental hygiene faculty, dental students, residents, and dental hygiene students teamed up to screen the children and apply sealants as needed. This was the first time since 2020 that this event was held in person. Give Kids a Smile Day launched nationally in 2003 as a way for dentists across the country to provide dental services to underserved children at no cost.

Events like these are just two of the many examples of outreach that faculty, staff, residents, and students participate in throughout the year. The LSUSD community is still committed to serving. It is through our collective efforts that a real difference is made in the lives of so many.



Dr. Angelo Mariotti with Dash into Dentistry participants.



Practice Housekeeping - Patient Credit Balances and Accounts Receivable

By Preston Lovelace J.D., M.S.
ADS Lovelace and Associates (LDA/LDS Endorsed Company)

The most common surprise my clients experience when transitioning their dental practice concerns the accounts receivable. Every dentist knows that they have accounts receivable, but very few are aware that those receivables also include patient credits. These credits are both a financial and legal liability for the practice and can build up to astounding sums over the span of a career. When you sell or close your practice, these liabilities need to be satisfied. No matter what stage of your career, addressing patient credits regularly is essential.

First, identify the extent of your problem. All practice management software packages have a ledger that tracks billing and payments and can generate an accounts receivable aging report. You can usually filter these reports by account balance or check a box in the menu for a credit balance report. (In Dentrix, go to Office Manager> Reports>Ledger>Aging Report and check the "Credit balances" box). Alternatively, you can generate a standard A/R aging report and just look for negative numbers, which indicate a credit balance. If you need help with this, call me and I can set up a time to walk you through it.

Patient credit balances are usually from three sources (i) funds paid by patients in advance of treatment, (ii) funds from overpayments by the patient or insurance claim payments which exceeded the estimated amount, and (iii) book-keeping errors or employee fraud.

Many of my clients are amazed to find they have \$20,000 or more in credit balances on their books when they get ready to sell their practice.

To address credits, first compare the practice ledger to the patient charts to make sure the credit is not an accounting error. Before refunding any money, you should audit the account. Clerical errors or malicious errors and fraud from past employees may result in false positive balances on your books. You should track down the actual payment that caused the positive balance to make sure it was not a clerical error. Your computer will show the payments in the patient's ledger and should also show a copy of that payment on the computer deposit slip for that day. If it is an accounting error, document the error before adjusting it off the practice ledger.

If the credit is legitimate, try to contact the patient and schedule them for treatment. You would rather work off the credits than refund them, and your staff can use the credit as an incentive for the patient ("It's time for your cleaning and you have a credit on the account, so it will only cost X"). If the patient does not wish to return to your office, you should refund the patient's money.

If the credit is old and the patient cannot be located, the situation gets more complicated. Unlike old receivables, which dentists can decide to write off as uncollectable, credit

balances never expire. In Louisiana and many other states, there are laws concerning how long a business can hold unclaimed property before it is obligated to refund those amounts or send them to the state. The holding period for different types of property varies. For patient credits and other retail business transactions, the period is 36 months. Consequently, if a patient has not been seen and the money remains on your ledger for three years without activity, it should either be refunded or sent to the State Treasurer if the patient cannot be located. More information on reporting unclaimed property can be found at <https://louisiana.find-yourunclaimedproperty.com>.

Though the law on unclaimed property is clear, very few dentists ever file a report and write a check to the State Treasurer. Most dentists are not aware about even having credits, there is little enforcement against small businesses, and no one likes to send the government money. However, that is not an excuse, and our state's unclaimed property law provides that holders who fail to comply with the law may be audited, and the holder may be required to pay the costs of the examination. Additionally, all holders are required to pay interest at the annual rate as

provided in Louisiana Civil Code Article 2924 on all property not reported or delivered when due as required by law.

Because there is almost no enforcement against dentists, many practitioners let the credit balance problem fester for their entire career. Many of my clients are amazed to find they have \$20,000 or more in credit balances on their books when they get ready to sell their practice. Like a bank loan or any other practice liability, credit balances must be satisfied in order to sell an unencumbered asset to the buyer. How this is addressed can be negotiated between the parties, but usually the buyer is either given proof the credits have been satisfied (directly to patients or to the state treasurer) or

is given a reduction in the price paid in return for assuming responsibility for refunding or treating patients with credits.

Start working on your accounts receivable today. Write off or send to collection any unpaid accounts over 2 years old, and then have your staff start working through the credit balances. By discounting services based on what you already owe them, you may get some of your reluctant patients back into your office to complete their work. Bite the bullet and send old credits to the State Treasurer before they become unmanageable, and educate your staff on handling positive balances in order to avoid the problem in the future. Doing so will also provide you with a healthier practice when

it is time to retire and a little larger check from the sale of your practice.

Preston Lovelace, JD, MS is the president of ADS Lovelace and Associates, Inc., which has been endorsed by the LDA for practice transition services. He has been evaluating and transitioning dental practices in Louisiana for 17 years. He is an attorney admitted to practice in Louisiana. All LDA members are eligible for a free consultation lasting up to two hours as well as discounts on transition and valuation services. He may be reached at 225-614-7700 or PLovelace@gmail.com.

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Recognizing LSBD Central Office Staff

By Dr. Tom Price

President, Louisiana State Board of Dentistry

It is both an honor and privilege to be elected and serve as the President of the State Board for 2023. I am thankful we have an amazing staff at the central office, which makes this position easier. In writing my first article for the *LDA Journal*, I thought recognizing the staff would be appropriate.

Arthur (Rusty) Hickham Jr. is the LSBD executive director. His duties include the oversight of all office operations and board member support. Rusty is uniquely qualified for this position as he holds both dental and legal degrees.

Erin Conner is our assistant executive director. She has many operational duties, including investigating and confirming data presented for licensure.

Rachel Daniel is our administrative assistant. She handles complaints, organizes data requests, and assists the board members assigned to review individual cases. She also makes sure that the board meetings run smoothly.

Alexx Smith is our office inspector. Since all offices are inspected rotationally by the board, she is probably the person most dentists are familiar with. Alexx reports back to the board with noncompliance issues. When she is not out inspecting offices, she assists with licensing matters.

Iris Pourciau is our administrative coordinator. She handles the bookkeeping and financial matters at the



office, and assists in licensing matters.

Megan Wooten is our receptionist and probably the first person you will speak with should you need to call in. She is also responsible for directing the inflow of materials arriving daily.

One of the blessings I have as president is that all of these people do an outstanding job and work very well together.

Having served on the LSBD for one term (5 years) and now starting my second term, I have experience in reviewing numerous complaints. I will finish this article with a request to all licensees in our state: practice with the highest ethical standards and document everything.

LSBD Meeting | March 10, 2023

Submitted by Annette Droddy

Licensing & Credentials Committee

The board approved a recommendation from the Licensing & Credentials Committee to change the rule regarding the length of time a licensing exam is valid for obtaining a license in Louisiana. Forty-seven states allow the license to be valid up to five years. One state allows seven years, and two states allow three years. As voted on Friday, Louisiana will file a rule change to go from three years to five years for a valid licensing exam.

For those who did not renew their license, the board voted on the revocation of dental and dental hygiene licenses due to non-payment.

Office Management Committee

The 2022 online renewal process went very smoothly, and the board has been running at a surplus.

Rulemaking Committee

The board approved a recommendation from this committee to file a change in rules to do away with the actual list of specialties and acknowledge someone as a specialist if they have done a two-year residency in a CODA accredited specialty.

It was also voted on to update the license rules regarding third party sedation to take out the words "oral surgeon" and replace them with a Louisiana licensed dentist with a permit for the appropriate level of sedation, making it clear that nurse anesthetists, anesthesiologists, and any Louisiana licensed dentist with a sedation permit may provide third party sedation in dental offices.



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Exit Planning For Your Dental Practice

By Chad Olivier
CERTIFIED FINANCIAL PLANNER™

Let's make 2023 the year of long-term vision and planning with the big picture in mind. This involves examining what your goals are both personally and for your business. Your dental practice is your business, and that business should be being built for the long-term, to continue beyond having you at the helm. Planning how you want your dental business to continue is a process, and the sooner you start that process, the better.

Along with being a Certified Financial Planner Practitioner™, I am also a Certified Exit Planning Advisor (CEPA). This is a credential for professional advisors who want to effectively engage and advise business owners through the process of Exit Planning.¹ As a CEPA, I learned the process of The Value Acceleration Methodology, which integrates a business owner's business, personal, and financial goals into a singular strategy executed by a team of advisors.²

There are three general steps to the Value Acceleration Methodology: Discover, Prepare, and Decide.

Step 1. Discover

- Conduct an Annual Business Valuation
- Assess Personal Financial Business
- Create a Prioritized Action Plan

Step 2. Prepare

- Personal and Financial Planning
- Business Improvements

Step 3. Decide

- The business owner decides to either exit or strategically keep their business.

Like the HGTV show, *Love It or List It*, in which homeowners are looking to increase their existing home value through renovation to decide if they want to keep it or sell, in Exit Planning, business owners are tasked with maximizing their business' value, which includes identifying, protecting, and building that value. When conducting an annual business valuation, you can identify factors that will accelerate the value of your business. Then, in the process of protecting that value, you must consider the 5 D's: Death, Disability, Divorce, Distress, and Disagreement. When building your value, you can find ways to increase your cash flow and improve your business multiple. Your multiple is the number assigned by the private capital market to the value of the tangible and intangible assets and their risks.

There are four intangible assets or capitals in your business, also called the 4 C's. These intangible capitals include, Human, Social, Customer, and Structural Capital. Human Capital is the measure of talent on your team. Finding and retaining quality talent is necessary in building business value. Social Capital, also known as company culture, represents your brand, how your team works together, the way you interact with customers, and how the customer feels after dealing with your business. Customer Capital involves having empathy for your customers and seeing your business through your customers' eyes. The fourth C, Structural Capital, consists of processes that make your business work, including considering how your knowledge should be documented and transferable.



As a CEPA and business owner myself, I actively evaluate the 4 C's on a regular basis. Bolstering the results in positive business interactions, which typically translates into more profit and higher valuation. When dental office practices are planning some form of succession of a practice or exit of a practitioner, a forward-looking process needs to be in place, and many factors and options should be considered. There is a personal planning process cocreated with the business planning process. It is possible to have a well-managed exit plan to help ensure your patients continue to receive uninterrupted care after you exit the practice, however many years away that may be.

It is reported that the most common reason for not creating a business succession plan is that the owner doesn't know where to start.³ This article is a general overview of the Exit Planning for Your Business process, which takes time and is complex. A key feature of the exit planning vision is defining what true wealth and financial freedom look like for you personally. It also includes defining your financial needs to get there and building your business to create the financial means to reach your goals.⁴ If you are interested in learning more about Exit Planning and how to incorporate it into your strategic plans, please request more information at oliviergroup.com.

¹ Exit Planning Institute. www.exit-planning-institute.org. 2-11-2023.

² Christopher Snider, Exit Planning Institute CEO introduced The Value Acceleration Methodology.

³ *Succession Planning for Owners of Small and Medium Businesses*, Conerly, Bill, Forbes, March 11, 2022, forbes.com, accessed February 13, 2023.

⁴ My next article will discuss the book, *Find Your Freedom*, by Jamie P. Hopkins and Ron Carson, which details "Financial Planning for a Life on Purpose." Harriman House 2022.

This material is not intended to provide specific legal, tax, or other professional advice. For a comprehensive review of your personal situation, always consult with a tax or legal advisor. Neither Cetera Advisor Networks LLC nor any of its representative may give legal or tax advice.

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



The LDA Foundation hosts LaMOM charitable dental clinics (Louisiana Mission of Mercy) and we need your support and volunteer efforts! Visit www.lamissionofmercy.org for more info.

To make a contribution to the LDA Foundation's LaMOM, you can:

- Call the LDA office at 225-926-1986.
- Write a check to the LDA Foundation, and mail it to:
 - 5637 Bankers Ave., Baton Rouge, LA 70808
- Contribute via PayPal by scanning the code below
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Louisiana Practice Administrator Receives National Recognition

Julie Moreau, practice administrator at MoreSMILES Dental in Covington, received a Practice Administrator of the Year Award of Distinction from the American Academy of Dental Office Managers (AADOM) at their recent national conference in Scottsdale, Arizona.

She was one of several hundred dental practice administrators from across the country nominated for Practice Administrator of the Year, and was one of only five to receive the Award of Distinction. She also earned the designation of Fellow, American Association of Dental Office Managers, in 2021.

Julie is a 1979 journalism graduate of the University of Alabama and has worked alongside her husband, Dr. Jim Moreau, in practice for 38 of their 40 years of marriage. She was previously a publications editor at Tulane Medical Center.

AADOM was launched in 2005 to connect dental office managers and administrators from across the nation and provide opportunities for learning and growth. Over 1,000 dental team members were in attendance at the most recent annual conference in Scottsdale, Arizona. For information about how to connect your team with AADOM, visit www.aadom.org.



You can also contact Julie Moreau, MoreSMILES/ James A. Moreau Jr., D.D.S. at 7007 Highway 190, Covington, LA 70433, P: 985-809-7645, F: 985-893-2485.

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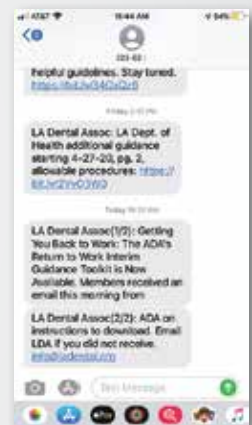


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Donated Dental Services (DDS) Program Report



Dental Lifeline Network is grateful for the Louisiana Dental Association's partnership in developing a Donated Dental Services (DDS) program in 1987, and for its long-time support for people with disabilities or who are elderly or medically fragile and have no other access to dental care. DLN is also thankful to the Louisiana Dental Association Foundation and the many LDA members who continue to contribute through their annual Dues Statements. Special thanks to the Louisiana dentists and labs who have donated over \$12 million worth of comprehensive donated treatment for 5,533 people since 1987, and those who continue to do so. **Additional revenue is needed to coordinate patient care. Donate today through your LDA Dues Statement, at www.DentalLifeline.org/Donate or scan the QR Code.**



Are you interested in getting more involved with DLN and the Louisiana DDS program? The DLN•LA Board is looking for additional dentists to serve. **For more information contact Dr. Kris Rappold, Board President, at krappolddds@gmail.com, or any of the Directors listed below.**

The Story

The Louisiana DDS program helps patients like 'Devon', 64, who lives alone in St. Bernard County. Formerly a hotel manager, he was forced to retire after an injury resulted in severe neck damage requiring two fusions. Devon's hardships continued as he lost his wife several years ago, followed by his daughter last year. His dental health presented another problem. He had a partial upper denture, but it did not fit well and his lower teeth were in poor shape. He survives on only a Social Security Disability benefit and struggles to make ends meet. Sadly, Devon could not afford the dental treatment he needed, and stated that he had not smiled in a very long time.

This all changed when a generous DDS volunteer dentist agreed to help. Conducting eight restorations and fitting Devon with a new denture, the volunteer provided Devon with over \$2,500 in donated dental treatment. Through this generosity, Devon's oral health was restored, once again giving him a reason to smile.

Scan the QR code to donate today!



The Louisiana DDS program is part of a network in which services are available in all 50 states. DLN volunteers provided nearly \$19 million in donated treatment nationwide in fiscal year 2021-2022.

DDS Totals for Fiscal Year 2021-2022

- Patients Served¹ = 131
- Patients on Wait-list = 176
- Volunteer Dentists = 390
- Volunteer Labs in LA = 78
- Participating Labs outside LA = 9
- Value of Care to Patients Treated² = \$289,177
- Average Value of Treatment/Case³ = \$3,717
- Value of Donated Lab Services = \$26,791

¹Number of Patients Served includes: patients who completed their treatment plan; patients who received services but treatment plan is not yet complete; and patients who are linked with a volunteer but haven't yet received treatment.

²Value of care to patients treated includes value of donated lab services.

³Average value is based on patients that have completed comprehensive treatment; does not include active patients, or

Get Involved

Please Visit: DentalLifeline.org
 Or Contact: Michelle Aiken, DDS Coordinator
 225.926.8062 (local)
 225.208.1226 (fax)
maiken@DentalLifeline.org

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Please Visit: WillYouSeeOne.org

Connect with us



Patient Treatment (DDS Program Totals 7/1/22 to 1/31/23)



Patients Served



Patients on Wait List



Volunteer Dentists



Volunteer Labs

Financial



Value of Care to Patients Treated
\$137,090



Average Value of Treatment/Case
\$3,077



Value of Donated Lab Services
\$10,742

Since Program Inception (1987)



Total Patients Treated
5,533



Total Value of Care to Patients Treated
\$12,134,552

Dental Lifeline Network • Board of Directors

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| Kris Rappold, DDS, President | Steve Brisco, DDS |
| Mohammad Zadeh, DDS, Vice President | Jennifer K. L. Hew |
| Laurie Moeller, DDS, Secretary/Treasurer | David J. Hildebrandt, DDS |
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Meet Your New Component Presidents



Dr. Lauren Becnel

I originally joined the Acadiana District Dental Association in order to reconnect with friends that were then becoming colleagues and to establish new connections with other dentists and specialists

in the area. Having the ability to be a part of an organization that gathers like-minded professionals is such a great opportunity and one that I wanted to be a part of. Being a part of this organization for the past couple of years has allowed me to witness the influence and impact of the organizational side of dentistry. The ability to develop encouraging, community-based relationships with each other allows us to grow both personally and professionally.

As president of the ADDA, my goal is to continue growing our group and engaging our community. I want to continue to provide fun events and speakers that allow us to come together to discuss challenges and unify over common interests and goals. I am grateful to be a part of the ADDA community, and I look forward to continued growth here, as well as in the LDA.

Acadiana President

Bayou President

Dr. Lauri Daigle

My first experience with organized dentistry was when Dr. Stephen Morgan approached me to take on the role as president-elect of the Bayou District Dental Association (BDDA) last year. Since then, I have been enlightened on everything the ADA and LDA are capable of and have accomplished for our profession. With my new role as the president of the BDDA,



I hope to continue to grow my understanding of what these entities do, and to help prepare for the future.

It has truly been an eye-opening and rewarding experience being a part of an organization full of dentists that share the same goals. I look forward to continuing my leadership role this year and helping my fellow dentists

in whatever way I can. Though our Bayou District is small, we have a great presence in LDA leadership. In the next

year, I will try and reach out to some of our current non-members to show them the true value of membership. I look forward to an exciting 2023!

Dr. John Moylan Central President

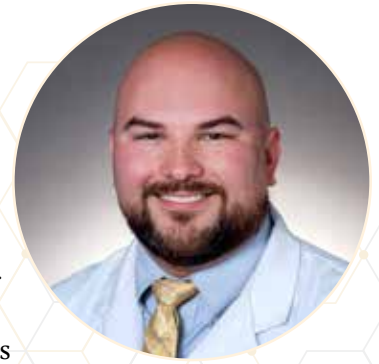
At this time in our profession's history, organized dentistry is more important than ever. Insurance companies continue to lower reimbursements, politicians propose legislation that could drastically alter the structure of our profession, and our services are shifting more and more towards a commodity than necessary health care. We need a strong, unified voice to help protect our profession. The ADA and LDA provide an amazing platform for dentists all over the nation to let their voices be heard. I was inspired to serve to help educate the younger dentists in our area on how important organized dentistry is. I also want to help bring valuable C.E. to the

CENLA community of dentists and monthly meetings where fellow professionals are excited to come, participate, and develop the camaraderie we need during this trying time. Our goals this year are to increase attendance at our meetings, increase enrollment in our area, and get our members more involved in the LDA. Everyone's voice deserves to be heard, and it is our job as our communities' representatives to make that vision a reality.

Greater Baton Rouge President

Dr. Seth O'Shee

In 2021, I decided that I would like to be more involved in the ADA. At the time, my local chapter was in need of a treasurer. It was such a good experience that I continued to serve. I think that being in an active role with our organization is essential to keep our profession thriving. I am a fairly recent graduate (2018), started a practice from scratch, and am married to a dentist who has a thriving private practice. I want to bring fresh eyes to some of the struggles that others have put in their rear-view mirror and be an active change for good in the profession to ensure that we do not follow the same path as other professions. My main goal as president in 2023 is to increase participation in our local community, especially with recent graduates.



Dr. Aubrey Baudean NODA President

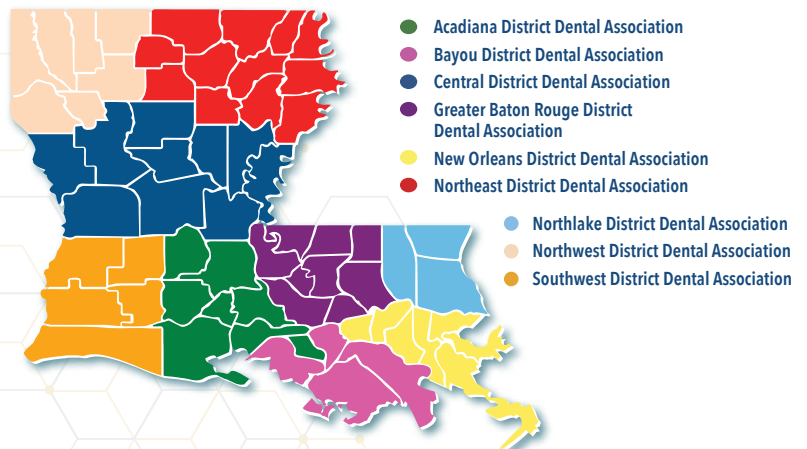
My interest in organized dentistry began a little over two decades ago. I wanted to see some changes in legislation in our state, and one of my mentors, Dr. Guy Ribando, approached me and said, "If you want to bring change, join the board." So, I joined the board and never looked back. Being part of LDA, NODA, and the ADA gives us as dentists a strong voice of unity in our profession. It helps us control the vision of dentistry in our country. I have learned so much from my fellow members, and I will continue to learn. I would tell all young dentists to be a part of something that's bigger than yourself, as well as help guide and control our profession.

Dr. Nick Gregory

I got into organized dentistry at the local level to be involved in the decision-making process that shapes our profession. Being part of organized dentistry to me means that I am part of a community of colleagues that want to protect the practice of dentistry and to provide the highest level of care for our patients. No one dentist can make the impact that all of us working together can make. Some of the goals I have for my time as president of the Northeast component are to bring more continuing education opportunities to our members and encourage new dentists to take an active role in the leadership of our organization.



Northeast President





Dr. Jack O'Neill

I was very involved in my local ASDA chapter at the Medical College of Georgia. I served in a national capacity for three years as the chair of ASDA's Legislative Grassroots Network and on the Board of Trustees. Once I completed my dental education, I always intended to maintain my involvement within organized dentistry. Being a component officer in the Northwest LDA was the next step in staying involved.

I learned from many mentors and family that giving back to our community, especially through service, is an important part of any career. Being a part of organized dentistry allows me to help shape how our profession is practiced and ensure that it continues to be the greatest profession in the world. Seeking out a leadership role was simply a matter of when, not if.

We have had tremendous success in growing the participation at our monthly meetings in the past few years, and we have added a significant number of new, younger members. I have a goal of achieving an 85% membership share from active dentists within our component, which should strengthen the momentum the Northwest component has been building.

Northwest President



Dr. Gage Ritter

When I graduated from high school in 2011, I began shadowing Dr. Edward Hebert in my hometown of Lake Charles, Louisiana. At the time, I had never heard of "organized dentistry" and did not know it even existed!

Dr. Hebert is a former LDA president, among countless other leadership roles in dentistry. When I spent time at his office, I learned a great deal about what a dentist does day-to-day, but also was intrigued at how much a dentist can do outside of traditional patient care, whether it be for the community or other dentists in our state.

I graduated from LSU School of Dentistry in 2019 and returned home to practice in Lake Charles with my mentors, Drs. Edward Hebert and Scott Hannaman. I wanted to not only provide the best dental care possible to my patients, but also give back to the profession that has already given me so much.

Southwest President

Dr. Philip Puneky Northlake President

Becoming involved with organized dentistry seemed like an automatic part of graduating from dental school. Organized dentistry offered solidarity with colleagues and a network for sharing information.

Also, it provides services such as valued continuing education and legislative influence to protect our interests both locally and nationally. As such, I have long benefitted from organized dentistry and felt the need to give back and become more involved. My participation began with filling empty committee positions at Northlake Dental Association, and I was glad to fill the offered leadership roles. As president of Northlake Dental Association, I plan to carry on the good work of my predecessors by providing important services such as continuing education, an active voice to protect our collective interest, and the chance to build long lasting friendships.



I served as the president of our local dental Study Club, treasurer of the Southwest Component of the LDA, and am currently in my second year as a member of the LDA's Council on the New Dentist.

I take great pride in serving my patients in the clinical side of dentistry, as well as serving other dental professionals in my community. I plan to build on the foundation that our former leaders have laid. I look forward to a year of camaraderie and growth in the Southwest component of the Louisiana Dental Association.



LDS Endorses Four New Companies to Provide Value and Service as LDA Member Perks

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

Louisiana Dental Services works to provide members as much value as possible when purchasing crucial items for their homes and practices. We've started this year off strong by endorsing four new companies that will offer you security and savings you need to thrive in your practice.

To save time and money this year, outsource your insurance verification with **iCoreVerify**. This endorsed company gives your staff more time during the day, fewer errors in claim submissions, and unlimited verifications with no per-transaction fees. LDA members can also receive a 40% discount off the monthly price of iCoreVerify. Take back your time and feel confident in your insurance verifications!

A data recovery plan is crucial for an efficient and secure practice. This year, consider a contract with **Time Traveler Backups**. This endorsed company can provide data recovery and encryption so that you can retrieve your data if you experience a natural disaster, user error, or software failure.

Embezzlement can be a catastrophic loss for any size practice. **Prosperident** is a new endorsed company that provides investigations, documentation, and protections from embezzlers. Stay proactive this year and take charge of your practice with Prosperident.

For your commute, week-end errands, or scenic vacations, consider Volvo, a new LDA endorsed company.*



If you set up a pin and use your ADA number to register when you buy a Volvo vehicle, **Volvo** will give you \$1,000 off your purchase. Treat yourself to some new wheels and drive to the office in style!

Louisiana Dental Services knows that dentists today are inundated with so many options for essential supplies and services. We thank you for choosing us and our endorsed companies.

For even more information about these and all other LDA endorsed companies, visit ladental.org/LDS.

*Restrictions apply. For active members of the American Dental Association with an address in a U.S. state.

Available toward the purchase or lease of a new 2023 Volvo; a Certified by Volvo vehicle purchase; or an Overseas Delivery purchase. Retired Service Loaners/Courtesy Vehicles and Retailer Demonstrators are also eligible for the Affinity program. While supplies last, subject to availability. Volvo Car USA reserves the right to exclude or modify model or trim eligibility at any time.

Must take new retail delivery within 90 days of PIN creation date. Only one (1) Volvo PIN allowed per vehicle. Limit two (2) Volvo PINs per participant per year. Additional purchase eligibility is extended to the eligible individual's spouse and/or members of their immediate household. The buyer/lessee and the Volvo PIN participant's legal home address must match the sales or lease contract. Co-buyers or co-lessees are permitted.

The Authorized Volvo Car retailer determines final sale price, base MSRP does not include packages, options, destination charge, port installed accessories or dealer accessories (if applicable). Purchase Bonus, Lease Bonus, Loyalty Bonus, Conquest Bonus and/or Volvo Allowance when and if available are subject to change at any time and may vary from month to month and may differ based on geographic location. Not compatible with other A-Plan by Volvo or Public Affinity Offer PINs. Volvo Car USA reserves the right to discontinue this offer at any time without notice. Vehicles may be shown with optional equipment at an additional cost. European specification vehicles may be shown. See Volvo Car retailer for complete details and eligibility.



www.ladental.org/LDS



LDA and ASDA Members Attend ADA Dentist and Student Lobby Day in D.C.

Mark your calendars for the NODC/LDAAS April 20-22 in New Orleans

*By Annette Droddy
Executive Director, LDA*

ADA Lobby Day and Federal Initiatives



Dr. Gizelle Richard and Annette Droddy.

More than 700 dentists, dental students, state association staff, and dental leaders gathered in Washington, D.C. March 5-7, 2023, at the ADA Dentist and Student Lobby Day. The purpose was to advocate on topics the attendees will be presenting during their visits to Capitol Hill such as dental insurance reform, dental work force issues, student loan debt, and improving Medicaid dental programs. The event is jointly hosted with the American Student Dental Association.

Dr. Gary Roberts and Dr. Gizelle Richard, along with ASDA students Brooke Badeaux, Brooklyn Noble, and Wyatt Vanlangendonck were in attendance, along with Paul Richard. I attended as executive director of

the LDA and went to an additional session related to political action committees and a meeting for the state executive directors.

One of the hot ticket items discussed with congressional staff is H.R. 1202, the Resident Education Deferred Interest Act (or RED I Act). This bill will provide fair and reasonable ways to help offset the unprecedented levels of educational debt for dental and medical residents.

According to the ADA, nearly two-thirds (65 percent) of dental school graduates with educational debt are starting their careers owing nearly \$300,000 in student loans. As currently written, this bill would defer payments on federal student loans until after a medical or dental residency is completed. It would also suspend the accrual of federal student loan interest during the residency period. This bill will

not eliminate the debt hardship for dental and medical residents, but it will help offset the unprecedented financial challenges these early career dentists face at graduation.

The Dental and Optometric Care Access Act (DOC Access Act) was also discussed with congressional staffers. Currently, patients are being adversely impacted by provisions in dental and vision plans that dictate how much a doctor may charge a plan enrollee, even though the services provided to the enrollee are not “covered” (i.e., paid for) by the plan. Forty-two states (including Louisiana) have passed state legislation preventing insurance companies from dictating a dentist’s cost related to non-covered services.

However, many dental and vision plans are federally regulated, so insurers claim they are exempt from having to follow state laws. This insurer loophole



*Dr. Gary Roberts, LSU ASDA member
Brooke Badeaux, Brooklyn Noble,
Dr. Gizelle Richard, and Paul Richard.*



Dr. Gary Roberts, Wyatt Vanlangendonck, LSU ASDA member Brooke Badeaux, Annette Drodgy, Dr. Gizelle Richard, and Brooklyn Noble.

means some enrollees and doctors face undue confusion in how their plans work. Lobby Day attendees asked congressmen and women to consider co-sponsoring for the DOC Access Act when it is reintroduced.

Previous efforts to educate federal lawmakers are highlighted in 2022's yearly review of the ADA's lobbying efforts on Capitol Hill and with the Administration. Visit ADA.org and click on the Advocacy link at the top of the page.

NODC/LDAAS

Join the LDA at our STATE meeting, the New Orleans Dental Conference/LDA Annual Session, where we offer high quality continuing education at a low cost to you as a member of the LDA. We know you have many choices for C.E. but we hope you and your staff choose to support the LDA. Check out Dr. Uche Odiatu and Dr. Michelle Lee on Thursday, April 20; Dr. Mark Kleive and Lisa Mallonee on Friday, April 21; and Dr. Marc Geissberger and Dr. Kathleen Carson on Saturday, April 22. We have 31 speakers during this 3-day event, and you can earn up to 19 hours of

continuing education. The LDA House of Delegates will be held on Saturday, April 22, at 8 a.m.

We not only offer an array of fantastic speakers and topics but also yoga classes, community running, lunch demos, and coffee throughout the meeting, at NO additional cost to you. There is also a complimentary Welcome Reception Thursday evening for attendees with food, beer, wine, prizes, and a Mardi Gras Indian to take photos with during the event. For LSU Health Science Center School of Dentistry, the conference wants to reunite you with your classmates during the reception. More details to come.

Visit NODC.org to register or for more information.

New Orleans Dental Conference & LDA Annual Session

April 20-22, 2023
Hyatt Regency
New Orleans, LA

Dentists' Day at the Legislature

May 10, 2023
Baton Rouge, LA

Summer Education Conference

June 14-17, 2023
Hilton, Pensacola, FL

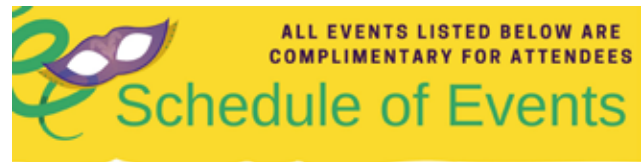
LDA Foundation Fishing Rodeo

July 21-22, 2023
Grand Isle, LA

Louisiana Mission of Mercy

August 10-12, 2023
Lafayette, LA

For more information, visit www.ladental.org.



Thursday, April 20

6:45 am - 7:45 am: NODC leisure morning run, meet by bell stand or run on your own (map on website)
7:45 am - 8:45 am: Complimentary coffee, near registration desk
10:00 am - 6:00 pm: Exhibit Hall opens, complimentary tote bag pick-up (booth #118)
12:00 pm - 1:00 pm: Exhibit Hall demo- IV drips & wellness shots provided by *Concierge MD*
4:30 pm - 6:00 pm: Welcome Reception held inside Exhibit Hall

Friday, April 21

6:30 am - 7:30 am: Yoga (bring your own mat), Exhibit Hall
7:45 am - 8:45 am: Complimentary coffee, near registration desk
8:00 am - 4:00 pm: Exhibit Hall opens, complimentary tote bag pick-up (booth #118)
12:00 pm - 1:00 pm: Exhibit Hall demo- Physical Therapy for Dental Professionals provided by *Movement Science Center*

Saturday, April 22

7:45 am - 8:45 am: Complimentary coffee, near registration desk
Exhibit Hall closed

www.nodc.org



How Automated Dental Insurance Verification Helps with Staff Shortages

By Robert McDermott
President/CEO, iCoreConnect (LDA/LDS Endorsed Company)

We're still feeling the staffing effects of the seismic shift in the workforce due to the pandemic. From remote work options to the Great Resignation, no industry has managed to escape staffing shortages. For dental practices, it's not only difficult finding staff, but also hiring staff with limited experience who are learning on the job. That means experienced staff members are shouldering a big burden and, as practice managers, finding ways to provide manageable workloads while helping your dental practice grow is difficult. Thankfully, technology is stepping in and helping existing staff prioritize and practices flourish.

Dental Staffing Challenges

An ADA study found nearly 70% of dentists report struggling to find and hire dental hygienists. For dental assistants, nearly 60% of dentists find hiring a challenge.

So what's the real impact of staffing shortages? First and foremost, patient capacity is significantly impacted. You simply cannot see or care for as many patients without the staff to assist. In addition to patient care issues that arise from being short staffed, vital services and administrative tasks can also take a backseat to patient priorities. Unfortunately, for patient care as well as practice efficiency and continuity, these tasks cannot be ignored.

In fact, one of the other significant reasons patients seek out a new provider is a failure to communicate, especially when it comes to billing and understanding what dental insurance covers and what expenses will be out-of-pocket. Recent research suggests that concerns about billing and costs is something patients would much rather



discuss with their healthcare provider than, perhaps, insurance companies.

That means that, for your practice, finding ways to maximize efficiency and automate business office responsibilities can help mitigate staffing challenges as well as offer additional benefits such as reducing overall administrative costs.

What is Automated Dental Insurance Verification?

One of the most time-consuming tasks your staff is required to conduct and manage day after day is dental insurance verification. Given the importance of insurance verification to your patients and your ability to generate revenue, it's a business critical task, and one that cannot be reprioritized.

Automated dental insurance verification takes that task off their

plates through an automated process. Automation not only verifies the dental insurance coverage for all the patients on your schedule, for the week, but does so much more in terms of ensuring your patients, and your practice, get the most out of their coverage.

How Automated Dental Insurance Verification Can Help You Overcome Dental Staffing Shortages

In addition to myriad other benefits, sophisticated yet simple automated dental insurance verification can save you a significant amount of time and allow you to reallocate resources to support your existing staff, your practice, and your patients.

When conducting manual dental insurance verification, research suggests

that every single verification takes a minimum of 12 minutes, and that's if everything goes smoothly. Estimates suggest that, over the course of a week, handling insurance verifications, from initial checks and calls to clarifying issues, can take 20-30 hours a week. That's almost a full-time employee and, again, that assumes there are no denials, no questions, no changes in plans, or additional challenges that plague the dental insurance verification process.

In addition to alleviating the time and resources needed to complete the insurance verification process, you're freeing up your staff to focus on other tasks, like scheduling, that can help keep your patients happy and returning.

LDA is pleased to announce its endorsement of iCoreVerify automated insurance verification software. iCoreVerify is like gaining an extra team member without the overhead. iCoreVerify completes automated insurance verifications - up to 7 days in advance - for every patient on the schedule. Book a Demo to see how it can reduce your administrative costs and provide additional efficiency benefits. Just visit iCoreConnect.com/LA9 Or call 888.810.7706. LDA members receive substantial discounts on iCoreVerify by iCoreConnect.



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2023 SUMMER EDUCATION CONFERENCE

JUNE 14-17, 2023
HILTON PENSACOLA

WWW.LADENTAL.ORG/SUMMERCONFERENCE

What's Going On?

Component Happenings from Around the State

Bayou



In November 2022, **Dr. Stephen Morgan** completed the Screaming Monkey 100-mile race near Shreveport, Louisiana.

Since 1998, **Dr. Daniel Melancon** has been the driving force behind the success of the Children's Dental Health Month Poster Contest in the Bayou District. He utilizes ADA resources for the theme each

year and includes 4th & 5th graders from 60 schools around the region. Each participant creates a poster from the theme and the local Terrebonne Parish Arts Guild members serve as judges for the poster contest. The judges select a winner from each school and each school enters into a drawing for a computer. Through the years, the Bayou District has awarded 26 computers to local public and private schools as well as 342 \$50 prizes to the poster contest entrants. Thank you to Dr. Melancon for being an advocate for dental education!



Dr. Daniel Melancon presenting the 2019 award for Children's Dental Health Month poster contest winners with Dr. Stephen Morgan.

Central



CLDA is proud of long-time member, **Dr. Wilton Guillory**, who recently came out of retirement to help the much needed new hygiene program to open in the Fall of 2023. He will serve as the interim head Dental Hygiene Program Director. The LSU School of Dentistry Dental Hygiene Program at LSUA has just interviewed and selected their first class of six students. Dr. Guillory practiced dentistry for 45 years in Alexandria, served on the LA State Board of Dentistry for 11 years, and will be an excellent mentor for these future professionals. We are appreciative of his continued commitment to our profession!

NELDA



San Miguel de Allende, Mexico, was the amazing setting for the wedding of **Dr. Jessica Johnston** and Ashton Albritton on Saturday, February 11, 2023. Many dentists from across Louisiana were in attendance. They were: Dr. Ricky Caples, Dr. Mike Walker, Dr. Jan Bagwell (mother of the bride), Dr. Janis Bunch, Dr. Linda Wright, Dr. Bobby Robinson, Dr. Jessica Johnston, Dr. Ryan Rachal, Dr. Mary Rachal, Dr. Zach Scogin, Dr. Allie Watson, Dr. Jonathan Doucet, Dr. Leigh Ann Robinson, Dr. Daniel Sharbano, Dr. Ainsli Hollier, Dr. Lindi

Perkins, Dr. Brent Benoit, Dr. Gabrielle Richard, and Dr. Lauren Becnel. Congratulations. We're wishing you a lifetime of health and happiness!

NODA



Brandon Surrency, Father Stephen Ryan, Dr. Darrell Bourg, Nicholas Marchese, and Benjamin Russo.

Dr. Darrell P. Bourg, Jr., Shaw class of 1990, committed a \$250,000 endowment gift to Archbishop Shaw High School. The donation is distributed across two endowed funds: the Joyce Leaber Math and Science Scholarship Fund and the Saint Dominic Savio Alumni Match Scholarship Fund. The purpose of the endowment is to bolster the school's tuition assistance program and ensure that no family is turned away for admission due to finances.

Dr. Greg Guerra completed the Swim Across the Bay, a two-mile swim in Bay St. Louis. He finished 12th overall out of 107 participants and first in his age group.



Dr. Greg Guerra

Northwest



A possible future NWLDA member was born in December to our board member, **Dr. Jeffrey Kerst**, and his wife, **Dr. Allison Haynie**, a local orthodontist. Robert Henry Kerst weighed in at a healthy 8lbs, 10oz. We're thinking LSUSD graduating class of 2048?

If you've seen **Dr. Jason Gambill** recently,

you've probably noticed that he's looking pretty fit. He should be; he is an avid runner and has planned quite a schedule for long-distance runs and triathlon events this year. He completed a marathon on March 5, and completed a half Ironman in Puerto Rico on March 18. Through the rest of the year, he has an additional marathon scheduled for Big Sur, CA, another half Ironman in Chattanooga, and a full Ironman in Idaho in June. To finish things off, he will take part in a 200-relay race in Colorado and a final marathon in Berlin this fall. Good Luck Dr. Gambill!



Dr. Jason Gambill

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



LDA Hires New Director of Communications and Public Affairs



Rebecca Bordelon is a Louisiana communications professional. She was born in Shreveport, grew up in Natchitoches, lived in Ruston, and graduated from Louisiana State University in Baton Rouge. She earned a degree in mass communication:

public relations from the Manship School of Mass Communication and graduated in the Ogden Honors College. While earning her degree, she interned with a series of businesses to better their communications strategies. Her professional interests are in advocacy, quality communication, and corporate social responsibility. She is ecstatic to join the team at LDA and can't wait to serve this community.



Most Common HIPAA Violations in the Dental Office

By Monica McCormack
Director of Content Strategy, Compliance Group (LDA/LDS Endorsed Company)

HIPAA violations can be detrimental to your practice, leading to costly fines and reputational damage. The recent HHS enforcement actions underscore the importance and necessity for healthcare practices of all sizes to be HIPAA compliant.

“Between the rising pace of breaches of unsecured protected health information and continued cyber security threats impacting the health care industry, it is critical that covered entities take their HIPAA compliance responsibilities seriously,” said OCR Director Lisa J. Pino. “OCR will continue our steadfast commitment to protect individuals’ health information privacy and security through enforcement, and we will pursue civil money penalties for violations that are not addressed.”

So, what are common HIPAA violations that you can prepare your dental practice against?

Common Reasons Practices Are Fined

In 2022, eight dental practices settled with the HHS resulting in \$305,500 worth of HIPAA fines. Most of these fines had something in common. They were due to right of access violations. However, there are also a handful of other reasons practices were fined in 2022, and in the past.

1. Failure to Meet Right of Access Requirements

Since the OCR announced its right of access enforcement

initiative, they have fined more than 40 healthcare providers for failing to meet the standard.

“It should not take a federal investigation before a HIPAA covered entity provides patients, or their personal representatives, with access to their medical records,” said OCR Director Lisa J. Pino. “Health care organizations should take note of the enforcement actions under our Right of Access Initiative and understand that OCR is serious about upholding the law and peoples’ fundamental right to timely access to their medical records.”

The right of access standard allows patients to request copies of their medical records. Practices must provide the patient records within thirty days of the request, in the format the patient requests it in. The standard also requires providers to adhere to a reasonable cost-based fee for meeting the request.

Although some providers have been fined for charging excessive fees for providing records, most right of access violations resulted from failing to provide patients with timely access to their medical records.

2. Improper Response to Patient Reviews

The dental practice fined this year for improperly responding to a patient review was not the first practice fined for this reason. In 2019, a single-practitioner dental office was fined \$10,000 for responding to a patient’s Yelp review.

Responding to patient reviews while complying with HIPAA can be



tricky. It is not permitted to confirm that a patient is a patient, even if they have self-disclosed their information publicly. Even, “thank you for coming in!” or “sorry you had a bad experience” are HIPAA violations. The best way to respond to a patient review is a simple “thank you” or “please call us,” or not at all.

“Social media is not the place for providers to discuss a patient’s care,” said former OCR Director Roger Severino. “Doctors and dentists must think carefully about patient privacy before responding to online reviews.”

3. Unauthorized Disclosure of PHI on Social Media

While social media can be an excellent way to increase patient engagement, there are restrictions on when patient information can be shared publicly. To use any protected health information (PHI) on social media, HIPAA requires practices to have signed written consent from the patient. Using patient testimonials, images, or videos for marketing purposes without prior written consent is a HIPAA violation.

4. Improper Disposal of Medical Records

There have been several instances in which healthcare providers have been investigated for dumping paper

records in unsecured public dumpsters. One of these instances involved a dentist that left more than 60 boxes of patient files in a dumpster in Indianapolis and was fined \$12,000 for doing so.

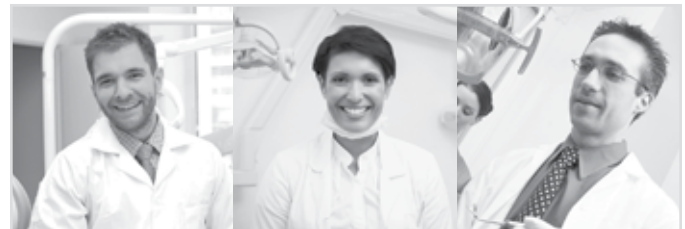
To properly dispose of paper medical records, they must be shredded, burned, pulped, or pulverized to render PHI unreadable and unable to be reconstructed. PHI stored in an electronic format must be cleared, purged, or destroyed for proper disposal.

5. Failure to Conduct an Accurate and Thorough Risk Assessment

Dental practices must conduct an accurate and thorough security risk assessment (SRA) annually to identify risks and vulnerabilities to PHI. When practices fail to conduct an SRA, they are ill-equipped to keep patient information secure, often leading to breaches.

Conducting an annual SRA is one of the most important aspects of HIPAA compliance, as healthcare breaches have skyrocketed over the past couple of years.

Need assistance with HIPAA compliance? Compliancy Group can help! Their simplified software solution and Compliance Coach® guidance, help dentists achieve HIPAA compliance with ease. As the only HIPAA software endorsed by the Louisiana Dental Association, dentists can be confident in their compliance program. Find out more about Compliancy Group and HIPAA compliance. Get HIPAA compliant today!



PARAGON is proud to be a part of these successful dental transitions in your area.

Michael R. Wiesner, D.D.S.

has acquired and merged the practice of

Richard M. Fox, D.D.S.

Shreveport, Louisiana

Claudia Noelle Carter Davis, D.D.S.

has acquired the practice of

Cyril James Richard, Jr., D.D.S.

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Higher Education – at 12,408 Feet Elevation, to be Exact!

By Jeanne McFall
Director of Conference Services, LDA

This year, the LDA took our members to new heights for our Winter C.E. & Ski! Thirty-two dental professionals not only enjoyed our three clinical speakers during our three-day conference, but also got in plenty of time on the slopes.

Our ski meeting is a family-friendly trip because we meet in the morning before the lift opens and continue in the evening when the lift closes. If you are a skier and you haven't attended this tax-deductible trip, we hope to welcome you when we return.

For 2024 and 2025, we are putting up our skis and snowboards for our Mickey ears! Join us in 2024 at Disney's Grand Floridian Resort & Spa and in 2025 at Disney's Boardwalk Resort. These trips are family and staff friendly. We welcome ALL dental professionals to our continuing education events. We hope to see you soon!



Dr. Cody Brignac and wife, Dr. Aubrey Exnicios, were happy to grab 12 clinical hours of continuing education during their off time from the slopes.



Dr. Darrell Bourg's little girl, Hayden, swinging into vacation mode.



Classmates from the LSUSD Class of 2011 met on the slopes. It was a great surprise to see each other during the 2023 ski trip. Dr. Anthony Bercier, Dr. Kyle Coffin, Dr. Leslie Whittington, and Dr. Jeff Richardson enjoying catching up on the mountain in Keystone, CO.

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UPCOMING COURSES

For latest course information, please check our website (www.lsucde.org)

REGISTER TODAY!

Online: www.lsucde.org

Phone: (504) 941-8193

The video conference option for courses is **only available** to those that live 120 miles (or more) from the course location. More information is available on our website (www.lsucde.org).

Date	Course Information	Registration Fees**	Hours
April 14, 2023 Attend this course from ANYWHERE!	A New Generation for Cosmetic Dentistry: Delivering the Selfie Ready Smile Presented by Susan McMahon, DMD, AAACD, FAGD at <i>The Renaissance Hotel in Baton Rouge</i> or via <i>Live-Stream*</i>	Early / Regular / Late Dentist: \$325 / \$340 / \$365 Hygienist / Lab Tech: \$200 / \$215 / \$240 Dental Assistant: \$115 / \$130 / \$155	a maximum of 7 clinical hours (lecture)
April 21-23, 2023 Limited Seating Course!	Expanded Duty Dental Assistant (EDDA) - Training - Gonzales Presented by Jenny Rayborn, EDDA and EDDA Team at <i>Cabela's in Gonzales</i>	Dental Assistant: \$725	a maximum of 24 clinical hours (12 lecture, 12 participation)
May 12, 2023 Attend this course from ANYWHERE!	Oral Pathology Symposium Presented by Kitrina Cordell, DDS, MS and Molly Rosebush, DDS, MS at <i>Lod Cook Alumni Center in Baton Rouge</i> or via <i>Live-Stream*</i>	Early / Regular / Late Dentist: \$325 / \$340 / \$365 Hygienist / Lab Tech: \$200 / \$215 / \$240 Dental Assistant: \$115 / \$130 / \$155	a maximum of 7 clinical hours (lecture)
June 16-17, 2023 Attend this course from ANYWHERE!	Breathing and Airway Support - a Medical and Dental Collaboration Presented by Steve Carstensen, DDS, FAGD, Diplomate, AADSM and Jagdeep Bijwadia, MD, FAASM, FCCP, MBA at <i>LSU School of Dentistry</i> or via <i>Live-Stream*</i>	Early Bird / Regular / Late Dentist: \$845 / \$895 / \$925 Hygienist / Lab Tech / Dental Assistant: \$275 / \$315 / \$335	a maximum of 11.75 clinical hours (8.25 lecture, 3.5 participation)

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

Join us for our hands-on courses! Seating is limited, register today!

Maximized Adhesive Dentistry for Anterior & Posterior Teeth

Friday, March 31, 2023

at LSU School of Dentistry, 1100 Florida Ave, New Orleans, LA 70119

Presented by John Barksdale, Bruce LeBlanc, Michael LeBlanc Jr, and Mike Robichaux

AGD #250 | Course #39-23 | a maximum of 7 clinical hours (1 lecture, 6 participation)

Registration Fees:

	Early By 2/17/23	Regular From 2/18/23 to 3/22/23
Dentist/Healthcare Professional:	\$895	\$950

* LSUCDE video courses are live-streamed via BlueJeans. CE administrators perform roll call and random check-ins via the chat window in BlueJeans. If you miss one or more check-ins it could affect your credits. Before the course you will receive three links: a link to the meeting, a link to a short test, and a link to a course evaluation. You must submit the test and evaluation in order to receive credit. The Louisiana State Board of Dentistry counts CE hours earned through LSUCDE live video conference as in-person hours.

More information on these & other upcoming courses can be found at www.lsucde.org

Clinical Application of Head, Neck, and Airway Anatomy with Dissection

Friday-Saturday, June 9-10, 2021
at LSU School of Dentistry

Presented by Ronald Auvenshine and A. Dale Ehrlich

AGD #200 | Course #41-23 | a maximum of 14 clinical hours (7 lecture, 7 participation)

Registration Fees:	Early Bird By 04/28/23	Regular From 04/29/23 to 05/29/23	Late 05/30/23 on
Dentist / Healthcare Professional:	\$2,200	\$2,417	\$2,567

Continuing Education and LDA Events Calendar

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

DATE: March 31, 2023
EVENT: 2023 LDHA Annual Session - 8 CE hours
TIME: 7:15 – 8 am registration
SPEAKER: Dr. Randal Comeaux, Dr. Evan Tatford, Kacie Dupre, and Dr. Danny Domingue
LOCATION: ULL, 620 McKinley St., Lafayette, LA 70503 – (Student Union Atchafalaya Ballroom)
PROVIDER: The Louisiana Dental Hygienist's Association
REGISTRATION: <https://www.eventbrite.com/e/ldha-annual-session-2023-lafayette-tickets-512273623197>; For questions, Sarah Snyder snydersm1@gmail.com; Cora Lejeune corardh@gmail.com

DATE: April 14, 2023
TOPIC: Standards of Care: 2023 (Back by Popular Demand) – 7hrs credit.
TIME: 8 - 8:30am; course 8:30am – 4:30pm
SPEAKER: Mitchell Gardiner, DDS
LOCATION: Sam's Town Hotel and Casino, Shreveport, LA
PROVIDER: ARKLATEX Academy of Dentistry
REGISTRATION: Ronnie Hermes; (318) 797-9997; rhermes14@aol.com or Clint Bruyere; (903) 753-0337; clint.bruyere.dds@gmail.com

DATE: April 20-22, 2023
EVENT: NODC/LDAAS
LOCATION: Hyatt Regency, LA
PROVIDER: Louisiana Dental Association/NODA
REGISTRATION: www.nodc.org; (504) 838-9797

DATE: May 10, 2023
EVENT: Dentists' Day at the Legislature
LOCATION: State Capital, Baton Rouge, LA
PROVIDER: Louisiana Dental Association
REGISTRATION: www.ladental.org/dentistsday; (225) 926-1986

DATE: May 18, 2023
TOPIC: TBA – 2 Clinical Hours
TIME: 6pm social; 7-9 CE
PROVIDER: New Orleans Dental Hygienist Association
REGISTRATION: http://www.nodha.org/?page_id=13 for questions email RDH@NODHA.org

DATE: June 14-17, 2023
EVENT: Summer Education Conference
SPEAKER: Dr. Jim Grisdale, Sherry Priebe RDH, & Dr. Michael Turgeau
LOCATION: Hilton Pensacola, Florida
PROVIDER: Louisiana Dental Association
REGISTRATION: www.ladental.org/summerconference; (225) 926-1986

DATE: July 21-22, 2023
EVENT: LDA Foundation Fishing Rodeo
LOCATION: Grand Isle Marina, LA
PROVIDER: LDA Foundation
REGISTRATION: www.ladental.org/fishingrodeo; (225) 926-1986

DATE: August 25, 2023 (Tentatively)
EVENT: Virtual Kick-Off CE
LOCATION: via Zoom
PROVIDER: Louisiana Dental Association
REGISTRATION: www.ladental.org/kickoff; (225) 926-1986

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

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

DATE: September 21, 2023
TOPIC: TBA – 2 Clinical Hours
TIME: 6pm social; 7-9 CE
PROVIDER: New Orleans Dental Hygienist Association
REGISTRATION: http://www.nodha.org/?page_id=13 for questions email RDH@NODHA.org

DATE: October 19, 2023
TOPIC: TBA – 2 Clinical Hours
TIME: 6pm social; 7-9 CE
PROVIDER: New Orleans Dental Hygienist Association
REGISTRATION: http://www.nodha.org/?page_id=13 for questions email RDH@NODHA.org

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

DATE: December 14, 2023
TOPIC: TBA – 2 Clinical Hours
TIME: 6pm social; 7-9 CE
PROVIDER: New Orleans Dental Hygienist Association
REGISTRATION: http://www.nodha.org/?page_id=13 for questions email RDH@NODHA.org



Radiographic Certification Online Course

\$50 - LDA members
\$125 - non-LDA members
\$25 - (for members) each additional online course
\$50 - (for non-members) each additional online course

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

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

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

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

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

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

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

Grand Family Dentistry is seeking a Full-Time Hygienist to join our team.

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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, Dental), Life Insurance, Continuing Education Allowance Program, 401(k) program and leadership opportunities.

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

Full or part-time Registered Dental Hygienist opening at Canatella Dental in New Orleans. \$5K sign on bonus. You will average 7-8

patients a day, competitive pay, 401K, medical insurance, paid holidays, and PTO. Call us today to schedule your interview at 504-282-0700 and email your resume to frontdesk@canatelladental.com.

GBR Dental is seeking a motivated, quality-oriented doctor to join our established general dental practice either full-time or part-time. We have great office teams in place and two state-of-the-art facilities located in Prairieville, Louisiana and Port Allen, Louisiana, serving the Greater Baton Rouge area.

At GBR Dental, we pride ourselves in providing the very best oral healthcare services in a friendly, patient focused practice setting. We provide a full range of dental services with an emphasis on oral sedation for patient comfort. The offices are fully digitalized, equipped with the latest CAD/CAM technology, N2O-O2 in all treatment rooms, both diode and CO2 lasers, etc. Unlike most, we are NOT part of HMOs, PPOs, Medicaid, or Medicare, where your reimbursements can be drastically reduced, allowing more flexibility with patient care.

This position comes with a competitive, negotiable compensation package, sign on bonus, health insurance benefits, CE allowance, 401(k) program, etc. Each doctor has at least one three-day weekend every month to recharge and rejuvenate. We also have a pathway for true practice ownership. Enthusiastic applicants who are interested in this great opportunity are encouraged to apply by contacting Dr. Louis Mason at 225-937-8028 or via email to louis@gbrdental.com.

Operatory space available in general dentist office in prime location in Metairie. Great opportunity for specialists. Shared waiting room and front office space, as well as sterile and lab. 4 operatories available that are already plumbed, just needs equipment. Email Catherine at: cdavenport@outshinefamilydental.com.

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



AUGUST 11-12, 2023

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All volunteers must be at least 18 years old. Please note that non-medical volunteers are also needed. If you are unable to volunteer, consider a donation to this worthwhile cause! Any amount is most welcomed and appreciated. Your contribution will help us expand our resources and do a far more extensive job in helping those in need. Online registration will open after May 1, 2023.

WWW.LAMMISSIONOFMERCY.ORG | (225) 926-1986 | INFO@LADENTAL.ORG

LAST PAGE

Do Clouds Ever Look Down On Us & Say, “That One Is Shaped Like An Idiot?”

By David Austin

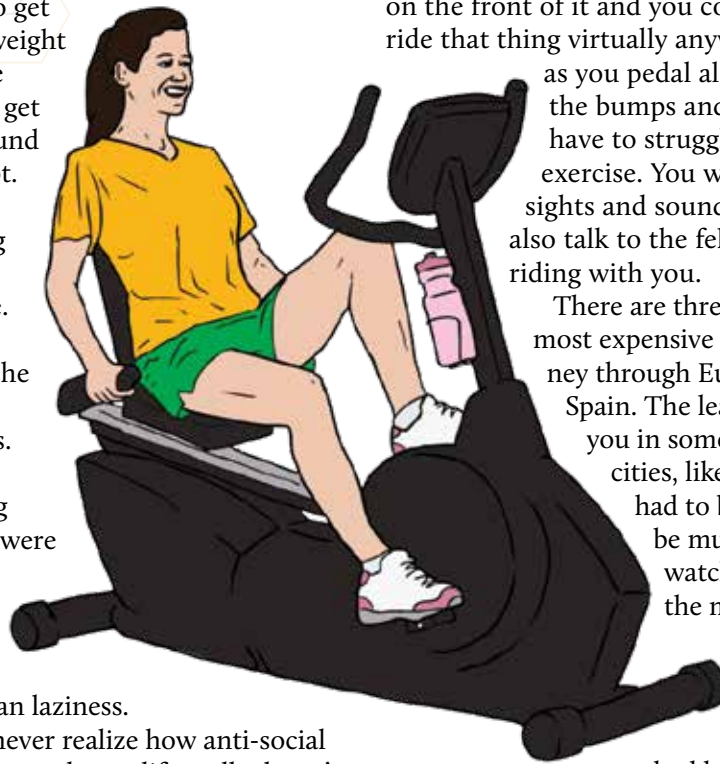
Since the Christmas holidays, I have been trying to lose 10 pounds. I seem to be able to lose one or two over the course of a couple of weeks, but then someone will offer a dessert, and all of a sudden I've gained three pounds.

My wife keeps telling me to get more exercise. “You can lose weight easier if you were a little more active,” she says. “You need to get out more and stop sitting around the house,” - she says that a lot.

She implored me to walk our dog George in the evening because he needs the exercise too. So, I tried that for a while. In fact, I secretly renamed my dog 3 Miles George, so when she asked me what I did outside, I would tell her I walked 3 miles. She realized after a couple of weeks that we weren't walking that far because George and I were still fat.

I came to the realization that I had become a sedentary individual. I tried to blame it on anything other than laziness. But the truth is - I guess you never realize how anti-social you are until a pandemic strikes and your life really doesn't change much. I tried to use some reasoning due to the fact that dentists become more anti-social and more introverted as we age (and in my case - lazy). When she called me out on that statement, I promised I would look it up to prove that point, as soon as I rested after walking 3 Miles.

Some of my friends invited me to play golf. Thinking that would be good exercise, I foolishly agreed to go, even though I had never played golf before. I borrowed a bag of clubs from a friend and after we started playing, I found out they were for a left-handed golfer. I think I was only invited to make the group an even number, so I played anyway. And speaking of numbers, I forgot it is a low-scoring number you are striving for, not the high one that was mine. Maybe the experience would have been better if I hadn't accidentally stepped in hole number 4 and sprained my ankle. They have not invited me back.



One Saturday, 3 Miles and I were watching *Gunsmoke* on TV. Marshall Dillon was about to shoot a bad fella that had kidnapped Miss Kitty, when all of a sudden a commercial came on about this really cool stationary bicycle. This bike had a computer screen mounted on the front of it and you could join classes online and ride that thing virtually anywhere in the world. In fact, as you pedal along, you will actually feel the bumps and turns of the road. You even have to struggle to pedal uphill, so it's great exercise. You will not only experience the sights and sounds of the countryside, you can also talk to the fellow cyclists online that were riding with you.

There are three models to choose from. The most expensive bike would take you on a journey through Europe, such as France, Italy, or Spain. The least expensive one would take you in some of the seedier areas of large cities, like Chicago or New York. You had to be careful because you could be mugged or robbed if you didn't watch out. I decided to purchase the mid-level 'Island Hopper.' I thought how cool is that to explore some exotic island on my bike!

After the delivery man had brought it to my house and put it together, I hopped on and quickly found a class bicycling throughout the Canary Islands. I joined up and had a great time seeing all the exotic sights. We even stopped at a small cafe, had a virtual lunch, and relaxed awhile.

After a couple of weeks of virtually touring several islands, I not only learned about the native islanders but was also able to observe much of the various species of wildlife that were present.

However, some of the things I learned were surprising. For instance, did you know that on the Canary Islands there is not one darn canary anywhere? All of them have disappeared - flown away, I guess.

And on the Virgin Isles? Same thing... not one canary there either!



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