

LDA Journal

VOL. 74, NO. 3 FALL 2015

Journal of the Louisiana Dental Association



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on What We Have
to Offer
April 14-16, 2016



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LDA Journal

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

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On the cover: The New Orleans Dental Conference/LDA Annual Session will be held April 14-16, 2016, at the Morial Convention Center in New Orleans. The speaker line-up is almost complete. Visit www.nodc.org for a complete listing of courses and events. For more information, you can also read the article on page 10. (Speakers' photos on the cover are: Dr. Steven Rasner, Dr. Gordon Christensen, Anastasia Turchetta, R.D.H., Dr. Gerry Chiche, Dr. John Svirsky, Dr. Louis Malcmacher, Rita Zamora and Dr. Marvin Berman.)

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



LDA

editorial

Dr. David N. Austin
Editor, LDA Journal

Your Membership Does Matter

The *Journal of the Louisiana Dental Association*, is mailed four times a year to all LDA members. This issue is being mailed to 588 additional dentists within our state.

Wow - 588 additional dentists that have been added to the already approximately 1,900 (including retired members) LDA members within our state.

Maybe some of these good folks forgot to pay their dues. Maybe because of being busy, they have forgotten to join the only organization that truly is concerned about not only the welfare of our practice of dentistry, but also of your own welfare as well.

Many of the 588 have been LDA/ADA members before. There are some that have never joined once their complimentary membership expired (first year free, then 25%, 50%, 75%, and fifth year full price).

In a study done last year by the ADA's Council on Ethics, Bylaws and Judicial Affairs, it showed that 70% of patients would choose an ADA member dentist over a non-member dentist knowing our members adhere to our Code of Ethics.

I guess there's a chance you don't want to be a member of any organization. I can identify with that. I like doing things my own way without interference. But...

Perhaps you forgot that the purpose of the LDA is to promote, advocate and protect for the dentist.

Perhaps you forgot or didn't know that the LDA has defended the sales tax exemption at the local level saving \$4,500 to \$8,000 a year for every year that you practice. (This would have meant an additional tax from your local assessor every year in December for this amount.)

Our president has added up his savings because of the work of the LDA and the ADA and he saves \$31,000 a year because of the dedication of our association.

Perhaps you didn't realize that we are working together with the LA State Board of Dentistry to create the Advertising Review Program.

Maybe you didn't realize that we endorse over 20 companies that can provide quality, value and lower prices for our members.

Perhaps you missed the fact that because the Affordable Care Act shut down our health plan, we went to the legislature to pass a law to give us the opportunity to work on setting up another plan for our members.

Maybe you missed the photos and promotional materials showing you the tax-write off continuing education vacations that you can take your family on if you attend the C.E.

How about the LDA passing legislation that prohibits insurers from forcing a contracted dentist to discount fees on services **NOT** covered by the dental benefits plan.

There is more legislation coming up that our association is working on, such as the Medical Device Access Act (S.149), and Medical Innovation Act of 2015 (H.R.160). If successful, these bills will repeal the medical device tax, the 2.3% tax that is mandated by The Affordable Care Act that will increase the cost of dental care by \$160 million annually.

Not to mention so many other valuable services, such as the ADA contract analysis and the peer review program, to make our membership worthwhile!

Now, if you are ready to join the majority of your peers and become a part of organized dentistry, call the LDA at (800) 388-6642 or (225) 926-1986 or email sharon@ladental.org. If you are a member of a group or corporate practice, ask your employer to consider paying for all or part of your membership. Join now and you MAY qualify for free membership from now until the end of the year. There are also prepay options. Call the LDA to find out more.

So...you didn't vote for The Affordable Care Act? Me either. There was no vote. But with your help perhaps we can vote now.

www.ladental.org



LD A president

*Dr. L. King Scott, M.A.G.D.
President, Louisiana Dental Association*

Dental Crisis to be Discussed at Local Meeting: It Will Have a Profound Impact on Your Life

We have a fabulous profession. Think of the great work we do with Give Kids A Smile Day throughout the state of Louisiana. What about the Mission of Mercy (LaMOM)? It had such a positive impact on so many people who do not have dental homes. LaMOM is an opportunity for people without dental homes, for whatever reason, to get much needed dental care. Unfortunately, so often it is more about a much needed service than a learning opportunity. As wonderful as both of these events, neither is a model for the delivery of dentistry. The model for delivery of dental services is via a dental home which is readily available to all Louisiana citizens.

Whether private dental offices, corporate dental offices, group dental practices or FQHC's, delivery of dentistry is best provided by well-trained dentists who update their abilities with regular structured continuing education. On that note, there is plenty great C.E. available for dentists to really improve their skills. There's lots to choose from, whether it is with the LDA's C.E. programs or at LSUSD, Ark LA Tex Academy of Dentistry, Academy of General Dentistry, ULM Dental C.E., Continuing Dental Education of Baton Rouge, your local component's C.E., or even C.E. in other places, such as Houston, Dallas, Memphis, Jackson or the Gulf Coast. Let's all support the dental home concept and be a good dentist providing state-of-the-art care with current concepts of practice acquired via recent C.E.

Besides supporting the dental home concept, I have been having a great time at so many of the LDA functions and component meetings all around the state. Our association is great because of its membership. This summer, I attended the LDA Foundation Fishing Rodeo and had a super time! Our LDA Foundation is the backbone of our LaMOM. Drs. Nelson and Sally Daly have done a wonderful job with this event. I am personally so thankful to all the participants and sponsors for making it a

successful event. You can see complete coverage of the event on pages 18-19 of this issue. Next year, we want to see it grow and be even bigger. The date is July 15-16, 2016. It cannot be any more fun. Start early and get a guide set up early in the year. Get a room at the Sand Dollar. Bring your ice chest, sunscreen and a hat. And, be prepared for a good time. Get two folks who want to share expenses with you for a guide and boat and you will have an unforgettable adventure, even if you are not the most experienced person to try to reel in the "big one." The best part is the guide cleans the fish and you put them on ice for the ride home!

Your LDA leadership has also started working on next year's budget. If you have input or would like to put the December budget meeting on your calendar and attend the meeting please contact me. We are happy to have members check in on the working side of the budget.

The LDA never stops preparing for the next event, project or legislative session. I suggest you attend your next dental component meeting to find out more. We may be discussing the local assessors' offices coming in and determining how much you are purchasing online and not paying the appropriate local taxes. These tax assessments are running between \$2,000 and \$5,000 per office. We might also be discussing the effects of provisions of the Affordable Care Act, including efforts to eliminate the 2.3% medical device tax. This annually could have added several more thousand dollars of additional costs in the delivery of dentistry in your office.

At the same time, we might have visited about the reversal of the exemption of the taxing of dental care relative to local taxes. It could cost you an additional \$5,000-\$8,000 per year. The Red Flag issue is another money savings that we have because of our association. It could have lumped us in with banks because we bill patients and insurance companies. I

may have needed another staff person and had about \$2,000 in additional expenses per year.

Don't forget that after the 1st of the year we could have had our dental services start being taxed at 2% of our gross and stair stepping to 4%, which could have been another \$30,000- \$40,000 a year to send in taxes.

Just imagine, while we were not at our dental meetings, a few items just got through because no one wanted to make a few phone calls or work on issues. We were too busy to make time to attend any fundraisers for political office because we really did not want to invest any money in the political arena. In fact, imagine if we decided to save our dues money and not be a member of the dental association. Whamo bamo, we were so busy treating patients that we were not able to watch in all directions and we got hit by a few fees at the local, state and national level.

In the perfect world, everybody is really busy, we all have all the patients we need, we're making a pot full of money, and we are as profitable as ever. So,

how much would it hurt to have \$40,000-\$60,000 additional costs per year going to our local, state and national government because we were too busy to be involved in our profession? You know an additional \$50,000 a year over the life of a practice is ONLY \$2 million. Please consider devoting six meeting nights per year to your profession—they could be worth a lot. And, you may get a good meal and some C.E. to boot!

Luckily, back to reality, several dentists were not too busy to keep these things from happening. Have you ever asked yourself, "How would our profession be if everyone was as involved as me?" At this point, there are a few dedicated dentists continuing to make our profession great. We need more of you to be active at your dental meetings, in your component, at the legislative level, and at the state level. If \$2 million does not mean much to you, skip your next dental meeting. I won't see you at the tax payer office because I'm determined to continue to work for our profession and for all of us! Join me.

The Travel News of Sara!!!!

Wow it has been hot! My Dad had told me I could go to Grand Isle and hang out at the dock. I always go on the Ouachita River in our boat so I saw no difference. Once Dad told me there was no top on the boat, no shade, no land on which to stop to take a run and break, I decided I would stay up North and cool off at Happy Tails. If you get North any Sunday afternoon, come by my place and Dad and I will take you on our Sunday afternoon ride on the Ouachita River.





feature LDA

Annette Droddy
Assistant Executive Director, LDA

Attendees Learn More, Play More at San Destin Golf and Beach Resort

Our members asked for perio, we booked a perio speaker. You wanted more info on technology to market to your patients, we gave you more info on technology. And, from the majority of evaluations we read, attendees were both pleased, entertained and taught so much during the LDA's Summer Education Conference!



Dr. Gordon Fraser and attendees.

The Sandestin Golf and Beach Resort was again the host for the meeting, and it did not disappoint. After getting four hours of C.E. each morning (up to 16 hours total), attendees were able to spend their afternoons enjoying sandy beaches, emerald waters and plenty of other activities such as golf, tennis, cycling, kayaking, shopping and playing at the nearby Village of Baytown Wharf.

Attendees were able to listen to three remarkable speakers over four days. The courses and speakers were: "Dr. Google: 10 Easy Steps to Attract New Patients with Your Website & Social Media" with Will Scott; "Soft Tissue Concepts for the General Dentist: Understanding What's Possible and What's Not" with Dr. Gordon Fraser, Jr.; "Dental Implants for the General Dentist from Single Tooth Replacement to Overdentures" with Dr. Fraser; and "New Horizons in Endodontics presented by Real World Endo®" with Dr. Lynne Brock.



Dr. Michael Hoffritz and Dr. Peyton Cunningham.

One of our regular attendees, Dr. Richard Owens, sent a special thank you to LDA leadership and staff on what he said was one of the best speaker line-ups that he's seen. Note his letter to the LDA!

And on Friday afternoon, LDA members and their families and staff members braved extreme heat to participate in the annual beach volleyball tournament. The winning team was a combination of players from Dr. Stan Cowley's family and LDA Executive Director Ward Blackwell's family.

After the tournament, everyone had the opportunity to attend this year's "Bayside" Shrimp Boil (moved inside, bayside, because of rain).

The LDA also would like to thank the sponsors that made this event possible: Brown & Brown Association Services Professionals (LDA Events Partner), Louisiana Dental Services, Inc. (LDS), Brasseler USA, Blackburn Dental Laboratory, Search Influence, Implant Direct, Bayou State Crown and Bridge Lab, WEAVE, Oracare, Garfield Refining, and Carestream Dental.

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

Richard L. Owens, D.D.S., M.A.G.D.
President-Elect, NODA

REF: 2015 LDA Summer Conference at Sandestin

Dear Dr. Scott, Ward, Annette, and LDA Staff,

I wanted to personally congratulate you for your hard work and success in creating the Best Summer Conference I have attended - and I've been to a lot of them. The presenters and amenities were phenomenal and I personally got more out of this event than most conferences that I have attended. I was able to immediately apply techniques, services, and treatment planning options in my practice when returning.

I especially enjoyed the endo portion by Dr. Lynne Brock. I have two other endodontic systems in my practice already. After using this system and technique on a difficult lower 2nd molar, I was amazed after calling my patient post-operatively and received feedback from her that she had no soreness, pain, nor post-operative discomfort and felt the procedure was very comfortable for her.

Thanks again for a job well done - and of course the beach was great.

Yours Truly,
 Richard



Clockwise from Top Right:
 Casey Cowley, Isabella Cowley,
 and Dr. Stan Cowley; Dr. Michael
 Stacey and Deborah Stacey; Dr.
 Lynne Brock and Dr. Thomas Nash;
 Dr. Scott Taylor, Dr. Debbie Barker, Dr.
 Donald DeLatin, and Dr. Lee Koschel; Dr. Ron Britsch,
 Sr., Dr. Ron Britsch, Jr., Dr. Sammy Tom, and Dr. Aimee
 Russo-Mounger; Volleyball Tournament Winners – Casey
 Cowley, Ward Blackwell, Audrey Blackwell, Olivea
 Creviston, and Dr. Stan Cowley.



Top row: (Left) Dr. Damaris Bastian and Dr. Charles Mehle. (Right) LSUSD Class of 1981 at the Summer Conference: Dr. Thomas Nash, Dr. Marian Feducia, Dr. Richard Owens, Dr. Catherine Hebert, Dr. David Desonier, and Dr. Kenneth Guilbeau. Bottom Row: (Left) Dr. Christian Walker and Dr. Robert Foret. (Right) Beach Volleyball Tournament. Center: Colin Walker (son of Dr. Christian Walker) and Ella Luminais (daughter of Dr. Mike Luminais).

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LDA

executive director

Ward Blackwell, M.J.
Executive Director, LDA

Major Support for LDA Thanks to Growing Number of Events Partners

I've often used this column to trumpet the news about LDA's achievements in governmental relations, member benefits and even public relations. But sponsorship support has over time grown increasingly more vital to the LDA's success. So, it is my extreme pleasure and good fortune to this month make not one, but THREE major new sponsorship announcements.

Patterson Dental, Campus Federal Credit Union and Managed Care of North America (MCNA) have all in the past few weeks entered into agreements with the LDA to be LDA Events Partners!

Those of you not familiar with the term "LDA Events Partners," may not realize just how significant these commitments of support are. So, allow me to briefly explain the Events Partner program.

The LDA has for many years been working with sponsors. Over time, there's been a need to develop more ways to generate value that would justify even more outside support of our many events and programs for members. Those efforts led to the creation of the Events Partner program in 2007. Robert Ellis and Associates, which now is known as Brown and Brown Association Services Professionals, became the LDA's first Events Partner the next year, a relationship that continues to this day.

What distinguished the Events Partner from other sponsors was a commitment to year-round support of ALL the LDA's events and meetings. Rather than partially underwriting a speaker for one event and then perhaps sponsoring a breakfast at another, the Events Partner committed to paying a single flat fee for the year to essentially be a sponsor for everything the LDA did. Events Partner commitments can be as much as \$10,000/year, which goes a LONG way to ensuring members receive top-notch quality and value at LDA events/meetings.

This year, the LDA created tiers for the Events Partner program. Our "Premier Events Partners," Brown and Brown and Patterson, have made the strongest commitments of support for every LDA event/meeting throughout the year. Our "Sustaining Events Partners," Campus Federal CU and MCNA are committed to supporting multiple LDA events throughout the year, including all C.E. events.

Support like this can be the difference between a strong organization that can provide optimal advocacy, service and value to its members and an organization that is very limited in what it can do. It also facilitates members building

beneficial relationships with quality companies that have a lot to offer Louisiana dentists.

Brown and Brown, LDA's endorsed insurance agency, has been terrific as our first Premier Events Partner, not only supporting LDA events financially, but with logistical and public relations assistance as well.

Patterson Dental is one of the most recognizable names in the dental supply industry, with a reputation for unmatched personal service. Their commitment to be the second LDA Premier Events Partner in many ways is a natural outgrowth of their recurring presence and support at dental association events around the state over many years. As a Premier Events Partner, that strong support will now be on display virtually non-stop!

Campus Federal Credit Union is endorsed by Louisiana Dental Services, Inc., LDA's for-profit subsidiary, which means they offer exclusive, members-only deals on many of their services. Campus Federal has also historically been a familiar presence at many LDA events. So, their commitment to be a "Sustaining Events Partner" is also a symbol of their continuing commitment to the LDA and its members.

As the contracted administrator for Medicaid dental benefits in Louisiana, MCNA has worked very hard to establish a good working relationship and ongoing communication with the LDA and other stakeholders. Their efforts reflect a partnership mentality that rather seamlessly culminated in a commitment to be an LDA Sustaining Events Partner.

The LDA is extremely fortunate to have such excellent partners with whom to work who all bring excellent reputations and high levels of commitment to the table. And, thanks to the unprecedented support from our Events Partners, LDA members can look forward to a future of many more excellent events and meetings that offer exceptional value.

I strongly encourage all LDA members to make it to at least one LDA event or meeting this year. And when you do, be sure to thank our Events Partners for making it such a great experience!

www.ladental.org

Dr. Melisa Christian, a Fortress Dentist.

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

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

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

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

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

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



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

When you choose Fortress for professional liability coverage, you can be confident your practice is protected. We are owned and operated by dentists and only insure dentists. Aggressive claims defense, valuable risk management and outstanding customer service are why dentists all over the country have chosen Fortress. Our local agents are responsive and knowledgeable too. To get Fortress protection, call Stormy Blair at Brown & Brown of LA Association Services Professionals, 888-503-55477. Tell her Dr. Christian sent you.

Brown & Brown of LA Association Services Professionals is Proudly Endorsed by the LDA

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





new orleans dental conference/ lda annual session

Dr. Jeffry A. Leeson
General Chairman

What's New and Exciting for the 2016 NODC/LDAAS

We're changing...we're growing...and we want you to be there to experience it! We've scouted other conferences and annual meetings to find out what works and what's popular, resulting in new features that were implemented at the most recent April 2015 meeting, such as the Mobile App and C.E. on the Exhibit Hall Floor.

Our 2016 conference will show even more changes and improvements to continue making this one of the best dental meetings you can attend, and in your own State!

Foremost, our pricing structure will change to allow attendees the opportunity to achieve their specific continuing education goals and needs. Pre-registration fees will be reduced by as much as 50%. If your goal is to obtain the most economical continuing education, choose from any of the free sessions that will be offered. If your goal is to learn from some of the most popular and sought-after speakers in our industry (such as Drs. Gordon Christensen, Louis Malcmacher, Marvin Berman, and Gerry Chiche), relatively nominal fees will apply.

Next, staggering the start times of lectures and offering more 2-hour sessions will allow you to customize your C.E. schedule, providing more opportunity to browse the Exhibit Hall, extra time to visit with colleagues, and optimizing the use of your time at the Conference. We realize how important it is that you receive C.E. credits. Rather than separating the verification codes into two segments announced before and after the course, the C.E. codes will now be announced only at the conclusion of the course, thus reducing attendees' stress if they are running a little late or doing business in the Exhibit Hall.



Another big change is combining the NODC Welcome Reception and LDA President's Party (honoring Dr. L. King Scott) with the LSUSD Alumni Reception. The event will be held Thursday, April 14 at The Chicory (2nd floor above Ernst Cafe) from 7-10 p.m. This is a wonderful opportunity to reconnect with former friends, classmates and even professors!

Because it was so well received and functional, the Mobile App will be back with even more info and functionality. And, if you are local or find yourself in New Orleans for the day and want to visit the Exhibit Hall to see what's new and great in dental products, an Exhibit Hall one-day pass can be purchased for \$25.

So mark your calendars now for April 14-16, 2016. Please check the Conference website at www.nodc.org for updated information, to see the list of speakers, course descriptions, and registration dates. Like our Facebook page (New Orleans Dental Conference and LDA Annual Session) and follow us on Twitter.

No place combines C.E. with food, fun, and culture the way New Orleans does. Mark your 2016 calendar and bring the whole dental team to the New Orleans Dental Conference/LDA Annual Session at the New Orleans Morial Convention Center, April 14-16, 2016.

www.nodc.org



LDA distinguished service awards

Dr. Mark Chaney
Chair, Distinguished Service Award Committee

DSA Committee Seeks Nominations for Highest Honor

Hollywood has its Oscars. Broadway has its Tonys. Television has its Emmys. All these awards recognize outstanding achievements. The Louisiana Dental Association also honors outstanding members who have contributed to the dental profession and to the community: the Distinguished Service Award and the Humanitarian Award.

The Distinguished Service Award, the highest honor bestowed by the LDA, is presented annually to individual members who have exemplified the highest standards of professional conduct in dentistry and have made extraordinary contributions in organized dentistry and their community.

The Humanitarian Award recognizes dentists who have distinguished themselves through outstanding dental service activities in the United States or abroad.

Nominations for these two prestigious awards may be made by any member of the LDA by completing the

nomination form. The requirements for these awards and the nomination forms are available on the LDA website at www.ladental.org or by calling the LDA office. Nomination forms are also found in this mailing (pg. 12-13). Nominations must be received by November 1, 2015.

Please help the association recognize its outstanding members by submitting nominations. If you have any questions regarding these awards, please contact me by email at drmcmd@bellsouth.net.

Note: The New Dentist Award nominations are also due Nov. 1 and are submitted using the same nomination form as the DSA. Selected and awarded through the Council on the New Dentist, this award is presented to a member who has been in practice for less than 10 years and who has distinguished himself or herself by giving of one's talents for the betterment of mankind.



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

LDA Winter C.E.

Walt Disney World® Resort

Sunday, February 7 - Tuesday, February 9, 2016

Lake Buena Vista, Florida at Disney's Grand Floridian Resort & Spa

Sunday, Feb. 7 - Monday, Feb. 8, 2016

7:30 - 11 a.m. each day

Dean Henry Gremillion

"DIAGNOSTIC DILEMMAS: THE MANY FACES OF OROFACIAL PAIN"

Tuesday, Feb. 9, 2016

7:30 - 11 a.m.

Stormy Blair with Brown & Brown Association Services Professionals and Robert McDermott with iMedicor

Visit www.ladental.org for more info!

2016 LDA Humanitarian Award

OFFICIAL CALL FOR NOMINATIONS

Please photocopy, legibly complete, and forward this form together with any supporting documents or exhibits to the LDA, 7833 Office Park Blvd., Baton Rouge, LA 70809. **All forms must be postmarked by November 1, 2015.** Please use additional pages if necessary. Please write clearly. If you have questions, contact the LDA office at (800) 388-6642, Dr. Mark Chaney, Chairman of the DSA Committee, at (504) 861-2523. The LDA DSA Committee also oversees the LDA Humanitarian Award.

Nominee's Name _____ Date of Birth _____

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

Address _____

Phone _____ Cell _____ ADA# _____

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

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

General description of nominee's dental practice: _____

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

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

Other information you deem significant about the nominee. _____

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

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

2016 LDA Distinguished Service Award

2016 LDA New Dentist Award

OFFICIAL CALL FOR NOMINATIONS

Please photocopy, legibly complete, and forward this form together with any supporting documents or exhibits to the LDA, 7833 Office Park Blvd., Baton Rouge, LA 70809. **All forms must be postmarked by November 1, 2015.** Please use additional pages if necessary. Please write clearly. If you have questions, contact the LDA office at (800) 388-6642, Dr. Mark Chaney, Chairman of the DSA Committee, at (504) 861-2523, or Dr. Ross Quartano, Chairman of the Council on the New Dentist, at (985) 626-5030.

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

Nominee's Name _____ Date of Birth _____

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

Address _____

Phone _____ Cell _____ ADA# _____

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

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

General description of nominee's dental practice: _____

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

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

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

Other information you deem significant about the nominee. _____

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



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The clock is winding down, register NOW!

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Friday, December 11, 2015

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LDA

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

New Endorsements Continue the LDS Tradition of Value for Members

People ask me all the time if I plan to retire...my response is always the same: "Heck no! Dentistry is a great indoor job and it's air-conditioned"! And thank goodness, because it sure has been hot. Not that any of this has anything to do with Louisiana Dental Services, but maybe by the time you read this we will be enjoying some cooler weather.

The LDS and LDA Boards approved two new endorsements, including iMedicor, a company that will provide secure HIPAA compliant e-mail service for sending patient data and x-rays securely across the Internet. ClaimX (pioneered by Extradent) was also endorsed for electronic claims management. NODA members may recognize ClaimX as it is likewise endorsed by NODE, the for-profit subsidiary of NODA. Royalties are paid to NODE from an agreed upon number of zip codes that comprise NODA's footprint, with LDS deriving royalties from the rest of the state.

The LDA sent out emails announcing each of these endorsements and the companies themselves are planning mailouts to LDA members with more detailed information. As always, visit the LDA website at www.ladental.org/LDS for detailed information on all endorsed companies.

As a reminder, earlier this year we signed contracts with the ADA for co-endorsements of Mercedes Benz automobiles, Lands' End Apparel, and Whirlpool Appliances, as well as agreements with BestCard (credit card processing) and Campus Federal (equipment and practice financing). We have heard great things from LDA members who have started using some of these new endorsed companies.

And, I would be remiss if I didn't remind you all as often as I can about saving money by reducing the cost of your Fortress Professional Liability Policy. Just



recently I wondered if I needed to take the one hour course again so I looked at the cover page of my policy and it told me that I had an expired discount. If your discount is still applicable, it should say "active discount." If you need to take the course, it can't be any easier! Go to www.dds4dds.com and

complete the short risk management course that qualifies for a 10% premium credit for three years. If you have done this in the past, you can repeat the discount every three years. Under "Policy Discounts at Issuance" (item IV), it should also tell you the expiration date of your discount. If N/A is listed, your discount has expired and it's time to repeat the risk management course.

Lastly, I emphasize the need to identify yourself as a member of the LDA when dealing with any of our vendors. Also, I simply suggest that you pass on this article or the website to the members of your staff that order goods and services for the office and ask them to compare pricing. Trust me, you'll be glad you did!

**For a complete
list of endorsed
companies, visit
www.ladental.org/LDS**

ENDORSED PRODUCTS AND SERVICES SPOTLIGHT

LDS/LDA Endorses ClaimX for Electronic Claims Management

ClaimX is an electronic insurance management system that interfaces with your Practice Management System. ClaimX will do more than submit your claims. ClaimX will help with claim processing, claim status, eligibility checking, electronic remittance advice (era's), and benefit coverage assistance so your office runs more efficiently.

LDS/LDA Membership Benefits:

- First 60 Days Are Free
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- No Contracts
- No Minimums
- No Setup Fees
- No Cancellation Fees
- Free Software
- Free Support
- Free Training
- Free integration with your Practice Management Software
- Free integration with NEA
- Truly No Risk to Try ClaimX

Why should a dentist switch to ClaimX?

The No. 1 reason is savings! Ask yourself, "Would I like to pay as low as 25¢ per claim or pay the practice management software claim cost of 45-55¢ per claim?" ClaimX provides the same services that the others provide, but for a lower cost. ClaimX also provides additional services that your practice management software does not or cannot offer.

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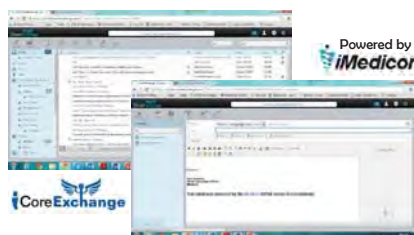
Call ExtraDent at (866) 886-5113, Option 1. The representative will fax a three-page Enrollment Package, which can be completed and faxed back to ExtraDent. LDA promotion code is KCI1986. You can also visit the website at <http://www.claimxedi.com/>.

Enjoy Another Benefit of Membership Today By Contacting ClaimX!



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Fishing Rodeo Caught More Than Tall Tails

Audrey Blackwell
LDA Intern

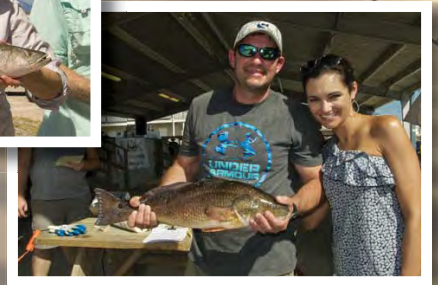
The scales were tipped over with good times at the 2015 LDA Foundation Fishing Rodeo in Grand Isle, La. Nothing brings fellow dentists together like tasty cuisine, ice cold beer, and trolling around in the Gulf. All “squidding” aside, the rodeo’s tremendous success means the LDA Foundation can keep benefitting the state through its charitable programs.

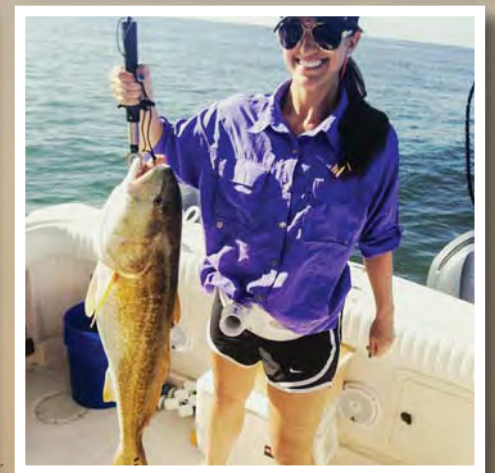
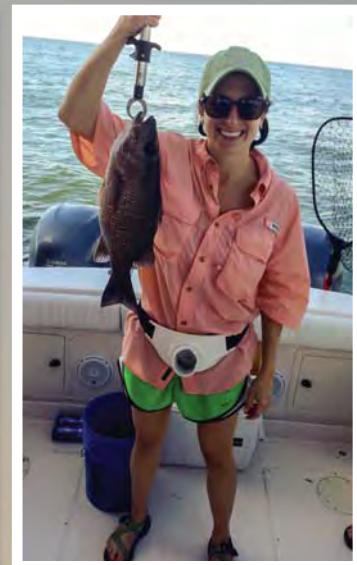
The weather Friday made for a great start to the weekend, with minimal sunburns and maximum catches! There must have been something in the water bottles of the participants of Greater Baton Rouge, because they dominated first place in all categories and won the “Best Fishermen in the State” award! First, second, and third place prizes were awarded in eight categories (speckled trout, trout stringer, redfish, redfish stringer, mangrove snapper, kids, cobia, and bluewater). A special pat on the back goes to George Wood, who had one of the highest records in the 12 and under category we’ve ever seen.

The Rodeo is a great fundraiser for the LDA Foundation because of the support of so many generous sponsors: Brown & Brown of Louisiana Association Services Professionals, Drs. Sally & Nelson Daly, Bayou State Crown and Bridge Lab, Campus Federal Credit Union, Barataria Dental Clinic, Drs. Walters, Smith, Ferguson & James - Oral Surgery Services, LLC, Louisiana Dental Services, Inc. (LDS), Superior Bait & Tackle, Sign Express, Academy Sports and Outdoors, and Sand Dollar Marina.

As always, we hope to see you there next year!

(From left to right): Dr. Thomas Nash; George Wood and Dr. Nick Rauber each holding their winning mangrove snappers.; Valerie Gastinel (wife of Dr. Phil Gastinel); and Dr. Ann and Smokey Cook.





Clockwise from top left: (From left to right) John Burmaster, Andrew Burmaster, Barron Burmaster, Matt Wolf, Barron Burmaster, and Dr. Maria Burmaster; LDA Past President Dr. Nelson Daly and LDA President Dr. L. King Scott; LSUSD dental student, Gabrielle Richard; LSUSD dental student, Lindsey Richard; Dr. Trey Palmisano; and Dr. Nelson Daly (center) with LSUSD students.

	1ST PLACE		2ND PLACE		3RD PLACE	
Speckled Trout	Valerie Gastinel GBR	3.6#	Braden Leahy NODA	2.8#	Robert Bruns GBR	2.4#
Trout Stringer	Chris Lee GBR	9.6#				
Red Fish	Dr. Scott Pecue GBR	7.6#	Smokey Cook GBR	7.4#	Smokey Cook GBR	7.4#
Red Fish Stringer	Smokey Cook GBR	25.2#				
Mangrove Snapper	Dr. Nick Rauber GBR	9.6#	Dr. Nick Rauber GBR	9.0#	Brenna Croft NODA	6.0#
Kids (12 & Under)	George Wood GBR	5.4#	George Wood GBR	5.4#	Joe Cossich NODA	2.4#
Cobia	Dr. Tom Nash GBR	28.4#	Dr. Phil Gastinel GBR	25.4#	Dr. Bart Barre NODA	17.0#
Bluewater: Dolphin, Yellowfin Tuna, Tuna & Grouper	David Gautreau GBR	52.8#	Dr. Kevin Sanders Bayou	34.8#	Dr. Ben Bur Bayou	34.8#
	Yellowfin Tuna		Yellowfin Tuna		Yellowfin Tuna	



LDA feature

Jared Broussard
BlinkJar Media



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

Five Reasons Your Dental Practice Should be Using Google AdWords

It has become a word that just about everyone utters at least once a day. We've made it a verb when it is really a noun. In any conceivable circumstance it holds the answer to almost every question we can imagine. So what magical word is this? Google. Not only has this brand created a lofty place in our vernacular it is also quietly spreading its footprint across all things tech and beyond.

Over 96% of Google's revenue comes from their AdWords platform. We are all familiar with these ads. When you type a search query in Google, the top of the screen and the right hand column all feature results that companies have bid on to get you to visit their website. AdWords is probably great for the Nikes, Old Spices, Banana Republics and Fords of the world, but before we get too far ahead of ourselves, why should a dentist in Louisiana invest in pay per click (AdWords) as part of their marketing plan? Here are 5 reasons why dental practices should use Google Adwords.

- **Immediate First Page Positioning:** The best place to hide a dead body is on the second page of Google because no one will ever look there. I'm kidding of course; except for the fact almost literally no one wanders beyond the first 10 results that Google brings them. According to Chitika, 92% of visitors do not click past the first page of Google. While search engine optimization and content creation are useful and valuable elements of digital advertising, they take time. AdWords is the fastest way of ensuring a first page appearance on Google.
- **Performance Tracking:** John Wannamaker famously said, "Half of the money I spend on advertising is wasted; the trouble is I don't know which half." AdWords solves this problem. There are all types of fancy metrics: click-through-rate, conversion percentage, cost-per-click and more. All of these metrics provide your dental office with an instantaneous glimpse into the success, or lack thereof, of your digital advertising efforts. These analytics allow you to adjust your strategy and efforts on the fly. Do more of what's working and do less, or none, of what's not producing.
- **Type of Branding:** Creating a niche in the consumer's mind is the entire point of advertising. You want to be thought of when they need the specific service that you offer. Understandably you want to be the first dentist

that enters their mind as soon as they have a need for your service. If a searcher is in the beginning stages of their research and not ready to commit to a certain dentist, but repeatedly sees your ad over a period of time, when they are ready to make the appointment, you will likely be at the top of their list. The beauty is you don't spend a dime until they click on your ad.

- **Reach a Captive Audience:** Last month there were over 16 million searches for 'Dentist' on Google. More and more people are using the internet to find answers and solutions. When your information is present online, you are talking directly to a captive audience. Almost every ounce of waste is eliminated because these people are looking for you, as opposed to you looking for them. To some degree they want, need or are otherwise interested in what you do. At this point you aren't selling, you are solving.
- **Cost Control:** You can make the most obnoxious, ineffective television commercial that has ever been produced and if the show you are advertising in costs \$1,000 a spot, you'll pay \$1,000. You can also craft a cinematic masterpiece that does more than sell a product, it inspires and changes people's lives, you'll still pay \$1,000. AdWords came up with a neat little thing they call a "Quality Score." If you create an informative, relevant ad that links to a relevant and informative page that is exactly what searchers are asking for then not only do you get a higher position, you get it at a discount. When you earn a high quality score you can pay less for a better position while your competitors pay more for a lower one. With Google Adwords, your wallet, just like your message, is always firmly in your control.

Don Draper, in all of his fictional, yet brilliant glory, said, "Never stop testing and your advertising will never stop improving." While we all see these ads on a daily basis, understanding the ins and outs of why they are there, what they do and how that tech company with a funny name makes so much money, really puts it all in perspective. AdWords can be an incredibly effective and affordable vehicle for your dental practice. While traditional media will always play a valuable role, the disruption that technology is causing to the way patients learn, shop and buy means that dentists need to adapt and respond accordingly.



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Wednesday, November 4, 2015 – 12pm CST	Friday, November 20, 2015 – 12pm CST	Wednesday, December 2, 2015 – 5pm CST
<p>Topic: How to Attract More Patients through Search Engine Optimization</p>	<p>Topic: Managing Social Media for Success</p>	<p>Topic: How to Get to the Top of Google – Using PPC to Grow Your Practice</p>
<p>With over 1 billion websites that exist today, your website isn't just a needle in a haystack, it's more like a piece of hay in the haystack. In this live webinar, you'll learn key things you can do to improve your rankings and drive more qualified traffic to your website.</p>	<p>Social media continues to overtake traditional marketing methods as the best way to reach potential patients - especially now that Americans are spending more time on social media than any other Internet activity. Join Keith Washington for this 60 minute informational engagement to learn how you can use these new trends to grow your practice.</p>	<p>There are over 2.9 million searches each year for the term "Dentist" in the U.S. And, 95% of these searchers will not go past the first page of search results. How can you guarantee your practice shows up at the top?</p> <p>The answer is Pay-Per-Click. Attend this 30-minute live webinar to learn about the basics of Pay-Per-Click, why it works, and the powerful impact that it can have on your practice.</p>
<p>Learning Outcomes:</p> <ul style="list-style-type: none"> • What Search Engine Optimization is • Why it's important • Who should use it • Which latest trend is affecting your rankings • 3 Key things you can do today that will improve your search engine rankings • And More! 	<p>Learning Outcomes:</p> <ul style="list-style-type: none"> • Understand social media and how to set-up your business page. • Learn why marketing through social media is important to your practice. • Understand key stats and trends in social media marketing today. • Utilize industry "tips and tricks" on marketing your practice through social media. 	<p>Learning Outcomes:</p> <ul style="list-style-type: none"> • What Pay-Per-Click is • Why it's important • Who should use it • Key things you can do today that will improve your search engine rankings • And More!

LADPAC



Dr. Frank Martello delivering a LADPAC contribution to Rep. Joseph Lopinto.



Dr. David Hildebrandt delivering a LADPAC contribution to Rep. Darrell Ourso.



Dr. Kirt Touchstone delivering a LADPAC contribution to Rep. Robert Shadoin.

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Vice President/Association Services Professionals, Brown & Brown of LA, LLC

Is Your “Regular” Insurance Enough?

Do you have enough liability insurance to protect you, your family and your assets in the event of a large and devastating liability claim? A severe car accident or mishap on your property could trigger a costly legal claim. Personal lawsuits are growing at an alarming rate nationally and dentists, as professionals, are primary targets. Large dollar settlements have the potential to exceed the liability limits on your auto, homeowner, motorcycle, RV and boat policies.

An excess liability policy offers a simple and affordable way to protect against this type of financial burden. It is typically called a personal umbrella policy because it covers excess liability protection over your primary policies to protect you and your eligible family members.

LDA members that are insured with Fortress Insurance Company for their malpractice are eligible for a personal umbrella policy through Chubb. This program is only eligible to dentists, has extremely competitive rates and includes uninsured/underinsured motorist protection. Rates start at \$250 annually for a \$1m liability policy with \$1m uninsured/underinsured motorist protection.

Excess liability limits available are usually between \$1,000,000 to \$5,000,000 with some carriers going up to as much as \$25,000,000.

Claims for property damage and bodily injury, as well as shock, mental anguish, mental injury, false arrest, false imprisonment, malicious prosecution or

humiliation, libel, slander, defamation of character and of privacy are covered.

What if you were disabled in a not-at-fault auto accident and could no longer practice dentistry? Think of the terrible burden your loss of income would have on your family. Some policies provide uninsured/underinsured motorist protection. The protection would provide much needed financial relief. This coverage is not included in every umbrella policy. However, all practicing dentists should consider this optional benefit.

You should consider obtaining a personal umbrella policy if you do not already have one in place. If you do have a personal umbrella policy, I encourage you to review the benefits to be sure you have the best plan to protect you, your family and your assets and lifestyle at the right price.

LDA members that are insured with Fortress Insurance Company for their malpractice are eligible for a personal umbrella policy through Chubb. This program is only eligible to dentists, has extremely competitive rates and includes uninsured/underinsured motorist protection. Rates start at \$250 annually for a \$1m liability policy with \$1m uninsured/underinsured motorist protection.



LDA Welcomes Jeanne Parr as New Director of Conference Services

Prepare to see a new face in the LDA office and at LDA continuing education events! As we say goodbye to Sherri Jones, who moved on to open a body shop business along with her husband, we welcome Jeanne Parr. Jeanne is a Kenner native who moved to Baton Rouge to attend LSU and loved it so much she stayed!

Jeanne comes to us from Parkview Elementary School where she taught kindergarten and first grade. Her years of experience before that in marketing and sales at various local meeting centers will no doubt shine through her work at the LDA. And, with that varied experience, she's ready to deal with any hotel issues or tantrums that come up!

In her fresh optimism, Jeanne says "I'm so excited for this great opportunity to work for the LDA. I look forward to meeting and working with all of the association members and leaders!" We too are excited to have her as part of our team, and by our next event, so will you!



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Welcome to the **LDA**
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NODA
Dr. John Parker
Dr. Emily Schroeder
Dr. My Trinh

Northeast
Dr. Mary Rachal
Dr. Jay C. Rutz

Northlake
Dr. Amy S. Sawyer
Dr. Megan Tanner

Northwest
Dr. Suzanne Motwaly
Dr. Caroline Sikes
Dr. Jennifer Woerner





LDA lsu school of dentistry

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

Lazy Days of Summer—Not Quite



Dean Henry Gremillion with volunteers during the Hurricane Katrina remembrance event in August to recognize first responders. Second-year dental student, Jonathan Doucet, (front row, far right) was the lead organizer for the event.

It's often thought that academic institutions slow down during the summer months, but that's rarely the case. The brief two-month break at LSUHSC School of Dentistry (LSUSD) is usually a busy time. In addition to numerous annual events held during the summer months, other important educational initiatives were underway this year.

One focus was formalizing operations of the recently built Interprofessional Education Clinic on the LSUSD campus. A joint effort between the LSUHSC Schools of Nursing and Dentistry, the clinic will serve as a valuable resource for New Orleans citizens, especially those in the Mid-City area. Through the clinic, students will learn how to work as members of a collaborative team to improve patient health outcomes and increase access to care for the underserved.

Preparing for the Commission on Dental Education (CODA) Accreditation site visit in March 2016 has also been a priority this summer. Established

in 1975, CODA is nationally recognized by the United States Department of Education as the sole agency to accredit dental and dental-related education programs. CODA-appointed consultants visit schools to assess their programs in education, research, and patient care. This demanding process involves support from everyone—faculty, students, staff and alumni.

The Summer Enrichment Program is also held annually in June. Eight students from seven universities participated in the two-week program this year. The program's ultimate goal is to increase the diversity of dental professionals to more closely mirror the population, thereby increasing access to care for the underserved.

Also this summer, second-year dental students hosted a new event for incoming freshman. The three-day event, entitled Root Camp: Dentition on a Mission, served as a venue for information sharing and introductions, as well as an opportunity for

students to give back to the community. In addition to a crawfish boil and evening social events, students braved the summer heat to build a home in New Orleans through Habitat for Humanity. Forty-two of the 65 incoming dental students attended.

Another student effort was held in remembrance of Hurricane Katrina. As part of a university-wide initiative, nearly 150 dental students, campus police personnel, faculty and staff gathered on a Sunday morning in early August to prepare lunches for police officers and firefighters at 14 locations in the Greater New Orleans Area. Students from other schools participated in a number of other community service projects throughout the city, including feeding the homeless, building homes, cleaning up City Park, and working at the local food bank.

The academic year is now in full swing and interviews have already begun for next year's incoming students. As I reflect on this past summer, I am so proud of our students and faculty. They always go above and beyond, providing their very best to the school and the community. Special thanks to the



Incoming freshman and sophomore dental students braved the heat to build a house for Habitat for Humanity during the first LSUSD Root Camp: Detention on a Mission event.

Student Government Association, class officers and service chairs for organizing the Hurricane Katrina outreach to benefit first responders.



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

Choosing the Right Retirement Plan for Your Practice

A critical decision many dentists face in owning a successful practice is having to choose the right retirement plan. Many questions should be considered when making such a decision. How many employees will participate? What is the goal of the plan? How much are you willing to contribute to the employees? What administration costs are you able to pay? Let's compare and contrast two of the more popular plans: The 401(k)/Profit Sharing Plan vs. The SIMPLE IRA.

401(k) / Profit Sharing Plan

The 401(k) plan is ideal for medium to large practices. 401(k) plans can be established with a vesting schedule for the employer contributions, which end up being anywhere from 3 to 6% of the employees' salary. With the 401(k) plan, there are ways to add additional plans such as a profit-sharing plan. Establishing a profit-sharing plan in conjunction with the 401(k) will enable the dentist to maximize his/her contribution limits for the employee and employer. So for 2015, the dentist could contribute a total of \$53,000. If permitted by the 401(k) plan, participants who are age 50 or over at the end of the calendar year can also make an additional \$6,000 catch-up contribution. Also, the profit-sharing plan is purely discretionary, allowing an employer to cancel contributions for the year if the practice cannot afford to share in profits. Loan provisions, hardship withdrawals, and Roth contribution options can be established in the 401(k)/Profit Plan document. Also, a third party administrator is needed to administer such a plan.

One aspect to consider with 401(k)/Profit Plans is that low participation in the plan can limit the amount the dentist is allowed to put into the plan. You can avoid this by making the plan a Safe Harbor plan that will require the employer to automatically contribute a certain percentage of the employee's salary even if the employee does not contribute to the plan.

SIMPLE IRA


A more basic plan is the Savings Incentive Match Plan for Employees (SIMPLE IRA). This plan can be ideal for small employers. An employer is required to make a contribution to the employees in the plan and can choose to match employee contributions up to 3% of

compensation or make a non-elective contribution of at least 2% of compensation for all eligible employees earning at least \$5,000. However, the maximum a dentist will be able to contribute in 2015 is \$12,500 plus an additional 3% of the dentist's salary. An additional \$3,000 catch-up contribution for individuals over the age of 50 can be made. With a SIMPLE, the amount the employer matches is immediately vested, meaning that if the employee leaves the company, the employee gets to keep the employer amount that was contributed. This is simple to administer and a third party administrator is not needed. There are no loan provisions or hardship withdrawals allowed with this plan. Also, there is no Roth contribution option.

Both types of plans can be self directed that can offer a number of investment options such as mutual funds, certificate of deposits, individual bonds, and real estate investment trusts. If the goal of the retirement plan is to maximize the tax benefit and the amount that the dentist can contribute to his retirement then the 401(k)/Profit Plan would be the way to go. If the goal is to provide a retirement plan at a low cost with easy administration, then the SIMPLE IRA may be the answer.

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

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PARAGON

DENTAL PRACTICE TRANSITIONS

Cote L. Ryland, D.D.S.
has acquired an equity position
in the practice of
Warren P. Brumfield, D.D.S.
Pineville, Louisiana

Phillip A. Petitto, D.D.S.
has acquired
the practice of
Blaise Vincent Polito, D.D.S.
Hammond, Louisiana

Alexis R. Underhill, D.D.S.
has acquired **James M. McCormick, D.D.S.**'s interest in
Cosmetic and Restorative Family Dentistry, L.L.C.
and has entered into a co-ownership arrangement with
Allan B. Berry, D.D.S.
Haughton, Louisiana

PARAGON is proud to have represented all parties in these Louisiana transactions.

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LDA louisiana dental hygienist's assoc.

Shandi Landry Romero, R.D.H., B.S.D.H.
President, L.D.H.A.

LDHA Staying Busy with Annual Session and Oral Cancer Foundation Walk/Run

This summer, LDHA delegates attended the 2015 ADHA Annual Session in Nashville, Tennessee. Kim Bourgeois, R.D.H. (Sr. delegate), Joanna Peters, R.D.H. (Jr. delegate), and Leslie LaGrange, R.D.H. (alternate delegate) did an awesome job of representing the great state of Louisiana. Staying current in the evolving world of dental hygiene is a must. With other states moving ahead of Louisiana, we want to improve the standard of care for our Louisianians.

Our district VI voted in a new trustee, Diana Saylor, and a new charter agreement for the ADHA. The delegates also voted on 19 different resolutions from our bylaws to keep current with the ever changing profession of dental hygiene. In addition to law making, the institute of oral health (IOH) presented an award to the constituent that raised the most money for the Foundation. This Foundation supports charity, education, research and scientific endeavors to improve the public's total health by increasing awareness of and access to quality oral health care. This year, it was awarded to Louisiana. Kim Bourgeois, R.D.H. accepted on LDHA's behalf.

On Sept. 11, 2015, LDHA hosted their first Fall Session at the Hilton Garden Inn in Bossier City, La. Seven clinical C.E. credits were available to dentists and hygienists interested in attending. Dr. Jennifer Woerner, Dr. Melvin Yeoh and Dr. Morgan Lang spoke on various topics.



LDHA is sponsoring the Second Oral Cancer Foundation Walk/Run for awareness on Saturday, Oct. 10, 2015, in Baton Rouge, La. Louisiana has both a higher rate for incidence and for oral and pharyngeal cancers. Louisiana is at 12.2% compared to the 10.6% for the rest of the nation. Please consider joining us in this worthy cause. Contact Jessica Smith at jessica.ocf.la@gmail.com or visit [HTTP://donate.oralcancer.org/event/batonrouge2015](http://donate.oralcancer.org/event/batonrouge2015) for more information.

Mark Your Calendars for Upcoming Events!



Last Chance Seminar

DATE: Friday, December 11, 2015

LOCATION: L'auberge Casino Hotel, Baton Rouge, LA

SPEAKER: Dr. Harold L. "Hal" Crossley, country's preeminent lecturer on dental pharmacology

L.H. Bowden Leadership Development Conference

DATE: Friday, January 8, 2016

LOCATION: Crowne Plaza, Baton Rouge, LA

SPEAKER: Steve Morgan, "The 4 Phases of Attitude"

Give Kids A Smile! Day

DATE: Friday, February 5, 2016

The ADA website at www.ada.org has a planning kit and various other resources available.

C.E. with Character Over Mardi Gras Holiday

DATES: February 7-9, 2016

LOCATION: Walt Disney World® Resort (Courses will be held each day from 7:30 to 11 a.m.)
Lake Buena Vista, Florida at Disney's Grand Floridian Resort & Spa

New Orleans Dental Conference and LDA Annual Session

DATES: April 14-16, 2016

LOCATION: New Orleans Morial Convention Center
For more info and a complete list of speakers and times, visit www.nodc.org.

LDA Foundation Fishing Rodeo

DATES: July 15-16, 2016, Sand Dollar Marina

Summer Education Conference

DATES: July 27-30, 2016, San Destin Golf and Beach Resort

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





LDA louisiana state board of dentistry

*Dr. Aubrey Baudean
President, Louisiana State Board of Dentistry*

Changes at the LSBOD

Things at the Dental Board are changing at a speed that I have never seen in all of my years in working with the Board. The Board recently lost a long-time employee in the licensing department, Diana Chenevert, who I believe resigned due to her concern that the Board will have to move to Baton Rouge in 2017 as ordered by the legislature. During this past legislative session, a bill to delay the move until 2019, when the Board's current lease in New Orleans expires, failed to pass. The bill failed despite strong support from the LDA.

In addition to losing a long time employee, the Board is moving in a different direction with two long-term independent contractors. Brian Begue, who has been the board's prosecutor and general counsel for over 20 years, is no longer the general counsel. He will finish up some ongoing prosecutions that he is working on and will retire from working with the Board no later than the end of this year. I would like to personally thank Mr. Begue for all of the good work he has done for the Board over his lengthy tenure. The job of general counsel for the Board will now be completely separate from the job as prosecutor, with different attorneys handling each position.

Camp Morrison, the Board's investigator for over 20 years, no longer holds that position. I would like to thank Mr. Morrison for his many years of service. In his place, rather than hire another independent contractor, the Board has taken that function in house and has hired Brian Samuel as its full time employee. Mr. Samuel will be conducting the office inspections, as well as performing investigations for the Board. He already has experience in doing office inspections for the Board because in the past he had worked as an independent contractor assisting the Board with the inspections.

In addition to killing the bill that would have changed the date of the board's move, the legislature

passed a bill providing for the Board to prospectively review dental advertising to make sure it complies with the law. The review of advertising is not mandatory, and the Board will charge a \$150 fee for each advertisement that it reviews. The review is advisory, meaning that the advertisement could later be determined to not be in compliance, but if the advertisement has been reviewed and approved by the Board, even if is later determined to be in violation, the dentist cannot be sanctioned for having run the ad. To have an advertisement reviewed, send the Board a letter asking for a review along with the proposed advertisement and a \$150 check. The Board will promptly review the ad and will let you know whether it is in compliance.

On another subject, I would like to take this opportunity to remind dentists that they are required to notify the Board of any change of location in which you are practicing. This must be done within 30 days of starting at a new location or stopping at an old location. Many dentists forget to do this when they change where they practice. It is important for the Board to have an up to date list of your practice location(s), and the Dental Practice Act provides for sanctions if a dentist fails to notify the Board of a location change. As a practical matter, at least for now, the Board is not going to sanction a dentist for failing to update his or her practice location(s) unless it receives a complaint from the public about it, so please do not feel that if you have forgotten to update your office location that sending in a change of address form will cause the Board to institute an action against you. If the failure to update practice locations continues to be a problem the Board may have to consider fining dentists who have failed to do so even if we have not received a complaint. So please get those practice locations updated.

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Orthodontist: Louisiana Dental Center, a well-established and fast-growing group dental practice, is seeking an associate Orthodontist in the Baton Rouge area. Please contact Terry Ernst at (985) 893-2240 or fax/email your CV to (985) 893-2629 or ternst@ladentalcenter.com.

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contact Terry Ernst at (985) 893-2240 or fax/email your CV to (985) 893-2629 or ternst@ladentalcenter.com.

Growing Alexandria Dental Office is seeking a professional dental hygienist. Hours: Monday, Tuesday, and Thursday, 8-5, and Wednesday and Friday, 8-4. Required license or certification, Louisiana state license. Call (318) 442-8915 or email kurtgauthier01@yahoo.com.

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Dental Practice for Sale - Lake Charles, La. - General, 4 ops, 2,061 s/f doctor owned space. Five workstations, Pano, and Patient Education software. Staff to stay on. Gross revenue \$335,000. Doctor ready to retire. Contact Henry Schein Professional Practice Transitions representative Ronnie Mullins, 251.648.7733, ronnie.mullins@henryschein.com. #LA100

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- Dental Insurance
- Vision Insurance
- Supplemental Life Insurance
- Supplemental AD & D Insurance
- Short Term Disability
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- Employee Assistance Programs
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Go to www.ladental.org and click on the Classified Advertising link.

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

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

Upcoming CE Courses

Continuing Dental Education

Registration or course updates: www.LSUHealthNewOrleansCDE.org or call 504-941-8193 Questions? Email info@LSUCDE.org

DATES & CITY	COURSE NAME, SPEAKER(S) & LOCATION	FOR...	FEES	HRS – C or NC, L and/or P
Aug. 15 New Orleans	Digital & Conventional Radiology for the Dental Assistant w/ <i>Dr. Kavas A. Thunthy</i> – at LSU Health New Orleans School of Dentistry	Assistant	\$300	7 C, (3.5L/3.5P)
Aug. 27 New Orleans (Pre-Conference Workshops)	Forensic Dental Identification with Hands-On Workshop including a Mass Casualty Exercise – Presented by <i>David L. Wells, DDS, Col, USAF, DC</i> – at The Ritz-Carlton, New Orleans	Dentists & Hygienists	\$599	7 C, (2L/5P)
	Emerging Issues in School Safety Developments and Best Practices for Decision Makers – a course for Educators, Law Enforcement & Forensic Enthusiasts. Presented by <i>Amanda Klinger, Esq. and Amy Klinger, EdD</i> – at The Ritz-Carlton, New Orleans	Anyone may attend	\$125	3.5 NC, L
	Forensic Pre-Conference PM Workshop – Facial Reconstruction on a Skull for Beginners w/ <i>Lois Gibson</i> – at The Ritz-Carlton, New Orleans	Anyone may attend	\$200	3.5 NC, L
Aug. 28-29 New Orleans (2-Day Conference)	LSU's 2-Day Forensic Conference - Course Directors <i>Drs. Robert E. Barsley and Philip J. Levine (In Memoriam)</i> . 9 speakers include: Forensic Scientist, <i>Henry C. Lee, PhD</i> , Cognitive Neuroscientist, <i>Itiel Dror, PhD</i> , and Forensic Odontologist, <i>Richard Souviron, DDS, ABFO</i> – at The Ritz-Carlton, New Orleans	Anyone may attend	\$495	1.5C/12.5 NC, 14 L
Sept. 11 New Orleans	The 9 th Annual Clifton O. Dummett, Jr. Memorial Lecture: Happy, Bashful, Sleepy, Sneezey, Dopey, & Grumpy – Hey Doc, Which Child Should I Sedate? A course for general dentists, pediatric dentists, & staff members. Presenter <i>Bobby Thikkurissy, DDS, MS</i> . – at LSU Health New Orleans School of Dentistry	Dentist Team Member	\$389 ■ \$135 ■	7 C, L
Sept. 11-12 New Orleans	The 9 th Annual Clifton O. Dummett, Jr. Memorial Lecture (listed above) & Workshop – attendees provide feedback to 20 cases with Dr. Thikkurissy facilitating discussion. Presenter & Workshop Leader <i>Bobby Thikkurissy, DDS, MS</i> – at LSU Health New Orleans School of Dentistry	Dentist Team Member	\$775 ■ \$275 ■	7 C, L + 4 C, P
Sept. 11-13 Lafayette	Expanded Duty Dental Assistant (EDDA) w/ <i>Karen Coco, EDDA, Loretta Hoyer, EDDA, & Sheila Neilsen, EDDA</i> – at Lafayette General Hospital	Assistant	\$540	24 C, (12L/12P)
Sept. 25 New Orleans	Alumni Day 2015 at LSU School of Dentistry – Key Speaker: <i>Markus B. Blatz, DMD, PhD</i> of The Univ. of Pennsylvania School Dental Medicine presents Ceramics in Esthetic Dentistry; Concurrent PM Session: <i>Lisa Marie Spradley (The "Front Desk Lady")</i> presents Communicate, Coordinate, & Collect – Keys for a Successful Dental Team	Dentist RDH/Lab Tech Assistant	\$249 ■ \$169 ■ \$109 ■	6 C, L
Oct. 23-24 New Orleans	Dentistry's Role in the Diagnosis & Management of Sleep Disorders - A limited attendance course – 23 seats remaining w/ <i>Drs. Gremillion, Ehrlich, Klasser, and Busby</i> – at LSU Health New Orleans School of Dentistry	Dentist	\$1,669 Call Bob Leaman at (504) 941-8404 to register	14 C, (12.25L/1.75P)
Nov. 6 New Orleans	Immediate Load Implant Placement & Provisionalization in the Esthetic Zone – an ideal course for dentists who restore implants and for dentists who place and restore implants w/ Director & Presenter <i>John M. Barksdale, Jr., DDS</i> – at LSU Health New Orleans School of Dentistry	Dentist	\$950	8 C (3L/5P) + 5 SA
Nov. 13 New Orleans	Successful Single Visit Endodontics on Both Vital and Non-Vital Teeth: Increase Success While Increasing Profits w/ Presenter <i>Gary Bey, DDS</i> – at LSU Health New Orleans School of Dentistry	Dentist RDH Assistant	\$295 ■ \$175 ■ \$95 ■	7 C, L
Nov. 20-22 Gonzales	Expanded Duty Dental Assistant (EDDA) w/ <i>Anne Klasser, EDDA, Leslie C. Hernandez, EDDA, CDA & Sherry Renfrow, EDDA</i> – Location TBA	Assistant	\$540 ★	24 C, (12L/12P)
Dec. 4 New Orleans	Last Chance New Orleans: A Perio Smorgasbord for the General Practice: Risk Factors, Non-Surgical Therapy, Peri-Implantitis, Evaluation & Maintenance – a course for the entire dental team. Presenter <i>Frank Serio, DMD, MS</i> – at LSU Health New Orleans School of Dentistry	Dentist RDH Assistant	\$295 ■ \$175 ■ \$95 ■	7 C, L
Dec. 4 Shreveport	Last Chance Shreveport: Modern Ceramics in Contemporary Practice w/ Presenter <i>Foroud Hakim, DDS</i> – Sam's Town Hotel & Casino Shreveport	Dentist RDH Assistant	\$295 ■ \$175 ■ \$95 ■	7 C, L
Dec. 5 New Orleans	Digital & Conventional Radiology for the Dental Assistant w/ <i>Dr. Kavas A. Thunthy</i> – at LSU Health New Orleans School of Dentistry	Assistant	\$300 ★	7 C, (3.5L/3.5P)
Dec. 11-13 New Orleans	Expanded Duty Dental Assistant (EDDA) w/ <i>Nancy Weiss, RDH, CDA, EFDA, Dana Williams, CDA, EDDA, and Brianne Meyers, EDDA</i> – at LSU Health New Orleans School of Dentistry	Assistant	\$540 ★	24 C, (12L/12P)

■ This is the regular tuition. Register 4 weeks before and SAVE – see website for Early Bird savings and deadlines.
★ You may be eligible for tuition reimbursement through Louisiana's Small Business Employee Training program – call CE at (504) 941-8193 to see if your practice qualifies.

LDA

c.e. and lda events calendar

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

DATE: October 9, 2015
TOPIC: "Restorative Dentistry"
SPEAKER: Dr. George Priest
PROVIDER: Ark La Tex Academy of Dentistry (AGD PACE Recognized Provider and ADA CERP ap-proved.)
LOCATION: Clarion Hotel, 1419 E. 70th Street, Shreveport, La. 71105
DESIGNED FOR: All
CREDIT HOURS: 7 Clinical Lecture
FEES & REGISTRATION: Contact Dr. Ron Hermes at 318-797-9997 or via email at rhermes14@aol.com or Dr. Clint Bruyere at 903-753-0337 or via email at clint.bruyere.dds@gmail.com.

DATE: October 16-18, 2015
TOPIC: Expanded Duty Dental Assistant Course (EDDA)
SPEAKER: Dental Hygiene Faculty
PROVIDER: University of Louisiana at Monroe (ULM)
LOCATION: ULM, Caldwell Hall Room 218, Monroe, La.
DESIGNED FOR: Dental Assistant
FEES & REGISTRATION: \$500.00 – Contact ULM at 318-342-1030 or see registration details at www.ulm.edu.

DATE: October 30, 2015
TOPIC: "Lasers in Dentistry: Separating the Hype from the Facts" – Must attend this seminar to attend Hands-on Seminar on 10-31-15
Course objectives and content can be viewed at www.FullSpectrumSeminars.com.
SPEAKER: Robert A. Convissar, D.D.S.
PROVIDER: New Orleans Dental Association (AGD PACE Program Approved for C.E.)
LOCATION: The Rose Garden, 5616 Citrus Blvd, River Ridge, La.
DESIGNED FOR: All
CREDIT HOURS: 8 Clinical Lecture
FEES: (includes breakfast, lunch, afternoon snack) NODA Member - \$60; ADA Member - \$100; Staff - \$60

REGISTRATION: NODA, 2121 N. Causeway Blvd, Ste 153, Metairie, La. 70001 – www.nodental.org – phone 504-834-6449.

DATE: October 31, 2015
TOPIC: Hands-on Training "Standard Proficiency Laser Certification" – Must have attended 10-30-15 Seminar on Lasers. **Limited to the first 30 registrants.**

SPEAKER: Robert A. Convissar, D.D.S.
PROVIDER: New Orleans Dental Association (AGD PACE Program Approved for C.E.)

LOCATION: The Rose Garden, 5616 Citrus Blvd, River Ridge, La.

DESIGNED FOR: Dentist
CREDIT HOURS: 5 Clinical Hands-On
2nd DAY TRAINING FEES: (includes breakfast, lunch, afternoon snack) NODA Member - \$250; ADA Member - \$250; NON ADA - \$350

REGISTRATION: See registration link at www.FullSpectrumSeminars.com or call NODA at 504-834-6449.

DATE: November 6, 2015 - *Lecture 7:30 a.m.-3:00 p.m. – Lunch is provided*
COURSE: Predictable Implant Therapy with Science on Your Side

SPEAKER: Dean Kois, D.M.D., M.S.D.
PROVIDER: The Acadiana District Dental Association

LOCATION: La Marquise at Parc Lafayette, 1925 Kaliste Saloom Road, Lafayette, La.

DESIGNED FOR: All
CREDIT HOURS: 8 lecture
FEES: ADDA Members - \$250; ADA Members - \$350; Non-ADA Members - \$450; Auxiliary Staff - \$150

REGISTRATION: Contact Dr. Donald Balhoff for details at 337-761-7070 or don-aldb@balhoffortho.com.

DATE: November 6, 2015
TOPIC: "The Six Tools/Putting the Teeth in the Middle of the Smile"

SPEAKER: Dr. Bill Robbins
PROVIDER: Ark La Tex Academy of Dentistry (AGD PACE Recognized Provider and ADA CERP ap-proved.)

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

DESIGNED FOR: All
CREDIT HOURS: 7 Clinical Lecture

FEES & REGISTRATION: Contact Dr. Ron Hermes at 318-797-9997 or via email at rhermes14@aol.com or Dr. Clint Bruyere at 903-753-0337 or via email at clint.bruyere.dds@gmail.com.


DATE: December 11, 2015
EVENT: Last Chance Seminar
LOCATION: L'Auberge Casino Hotel, Baton Rouge, La.
PROVIDER: Louisiana Dental Association (AGD PACE Recognized Provider)
SPONSORS: (As of 8/20/15) Brown & Brown Association Services Professionals (LDA Premier Events Partner), Patterson Dental (LDA Premier Events Partner), MCNA (LDA Sustaining Events Partner), Louisiana Dental Services, Inc. (LDS), LDA Foundation, Campus Federal Credit Union, WEAVE, Blackburn Dental Laboratory, Wolters Kluwer, and Bayou State Crown and Bridge Lab, Inc.
SPEAKER: Dr. Hal Crossley
TOPIC: Avoid Liability; Know Your Patients' Medications and Their Impact on Dental Treatment

DESIGNED FOR: All
CREDIT HOURS: 7 Lecture/Clinical
REGISTRATION: Posted on www.ladental.org.


DATE: January 8, 2016
EVENT: L.H. Bowden Leadership Development Conference
LOCATION: Crowne Plaza Baton Rouge
PROVIDER: Louisiana Dental Association (AGD PACE Recognized Provider)
SPONSORS: (As of 8/20/15) Brown & Brown Association Services Professionals (LDA Premier Events Partner), Patterson Dental (LDA Premier Events Partner), MCNA (LDA Sustaining Events Partner), Campus Federal Credit Union (LDA Sustaining Events Partner), Louisiana Dental Services, Inc. (LDS)
SPEAKER: Steve Morgan
DESIGNED FOR: LDA Leadership
CREDIT HOURS: 4 Lecture/Practice Management
REGISTRATION: Registration is free, and attendance is COMPULSORY for component officers as well as for LDA officers, directors, and committee chairs.

DATE: February 7-9, 2016 (Mardi Gras Holiday)
EVENT: LDA Winter C.E. Event
LOCATION: Walt Disney World® – Disney's Grand Floridian Resort & Spa, Lake Buena Vista, Fla.
PROVIDER: Louisiana Dental Association (AGD PACE Recognized Provider)
SPONSORS: (As of 8/20/15) Brown & Brown Association Services Professionals (LDA Premier Events Partner), Patterson Dental (LDA Premier Events Partner), MCNA (LDA Sustaining Events Partner), Louisiana Dental Services, Inc. (LDS)
SPEAKERS: Dean Henry Gremillion, Stormy Blair and Robert McDermott. Details are posted on www.ladental.org.
DESIGNED FOR: All
REGISTRATION: Posted on www.ladental.org.

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Political Correctness

One time my wife texted me about whether I had any idea of what she could do that would make her look smoking-hot at a reception we were to attend. I casually mentioned cremation. Not only did she stop talking to me for a few months, but I also had to make my own dinner.

Several years ago, I was invited to speak at a seminar in Houma. I thought I would open with a little humor. I stated that it was a good thing that Noah was not a Cajun, because if he had been there would be no animals today. I have never been invited back.

After many other countless cold shoulders over the years, I had to come to terms that I am not the greatest at communication skills. I know that many of you are in agreement and are in the same predicament.

I first realized that my delivery skills were actually causing problems in my practice several years ago. This was before the advent of some of the great teeth-whitening agents we now enjoy.

I had a fellow come see me and his chief complaint was what could he do about his yellow teeth? I suggested wearing a brown tie. Never did I see him or his family again, even though I got a good chuckle out of it. But you know funny doesn't always win friends or pay the bills.

Then a veritable Godsend came my way when the LDA offered a seminar on "The 10-Step Process to Political Correctness." It was taught at the LDA University branch in Dry Prong.

Dr. Donald Pasqually was our seminar director and therapist, as well as director of janitorial services.

Dr. Pasqually led us gently through the 10-step process over a 10-day period. I can't divulge much

of the procedures used due to private proprietary concerns, but I can state that some actual shock therapy was involved along with a great deal of Barry Manilow music.

We became totally desensitized to not only racial issues but became gender neutral as well.

I had officially become politically correct. I could now find myself going into any bathroom that was convenient. I placed a Welcome Illegal Alien sign in my front yard. I buried all my firearms in the flower bed and planted some day lilies on top. I became a vegetarian. My life was suddenly free from stress.

I started missing a lot of work too. I just didn't feel like it some days. Before long, I was running out of credit cards to max out.

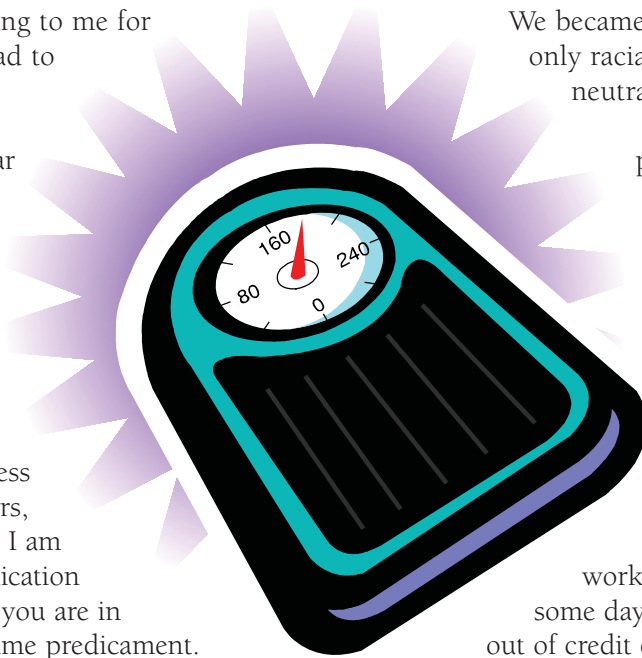
It was about this time that my wife's birthday was on the near horizon. She had dropped a hint that for this special birthday she would like something that would go from zero to 200 in less than 10 seconds.

I was beginning to feel stressed. So... I tore up all my credit cards and discarded every Barry Manilow CD I could find. I started going back to work on a regular basis. I paid my bills. My inner PC was beginning to slowly erode away.

So what could I get her for her birthday that would go from zero to 200 in less than 10 seconds? A Porsche? Maybe a Tesla? Nah, too PC.

I bought her a bathroom scale.

It's good to be back. Although I will feel much better when I am no longer homeless.



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
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