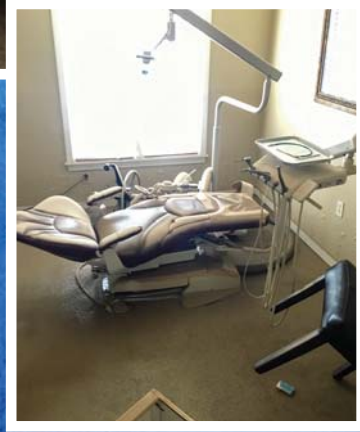


VOL. 75, NO. 3 LDA FALL 2016

Journal

Journal of the Louisiana Dental Association

Disaster Preparedness and Recovery



ILDA
Foundation

See inside for disaster relief info.



Sept. 30 – Oct. 1

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LDA Journal

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VOLUME 75 NUMBER 3 Fall 2016

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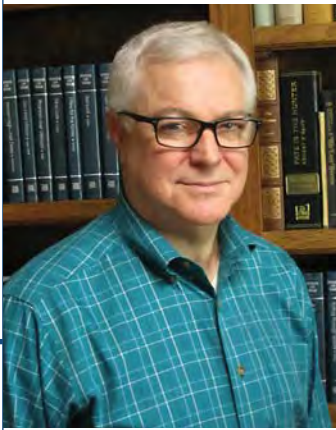
Established in 1878, the Louisiana Dental Association (LDA) is the largest professional health organization for dentists in Louisiana. It is a statewide grassroots organization whose purpose is to promote, advocate, and protect the dental professional. The LDA has over 1,900 members.

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On the cover: Photos are from Drs. Leanne Smith, Clint Sandefer and Chad Spillers homes and/or offices. In the photo with Dr. Leanne Smith is her partner, Dr. Gayle Sanchez. Drs. Smith and Sanchez are in a temporary office a few days a week offered to them by one of their peer dentists. One of their patients came to see them and brought this homemade sign for the temporary office. See more photos pgs. 4-5.

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



LDA

editorial

Dr. David Austin
Editor, LDA Journal

Louisiana Dentists, Like Much of the State, Are Resilient

Most of you probably know that my home and practice are in Shreveport. I have lived in Louisiana most of my life, growing up in West Monroe and living in New Orleans during my dental school years. But my roots go even further back to an old dirt farm in Richland Parish that has been in my dad's family since before the Civil War. My brothers and I now own it and cherish it. Louisiana dirt is in my veins as it is in many of yours.

Just 11 years ago, ravaging winds and water overtook New Orleans as Hurricane Katrina came ashore causing widespread devastation never seen before. And a few weeks later, Hurricane Rita brought floods to the Lake Charles area. In the last two years, Shreveport and other areas have been affected by the Red River overflowing with resulting damage to many homes and businesses. Earlier this year, the Monroe area had a torrential downpour that left many homes and businesses flooded as well.

Now, it is in South Louisiana, in the greater Baton Rouge and Acadiana areas. The last article I read mentioned 150,000 homes and businesses have been impacted by flood damage, and most in areas that are not in a flood zone. It has been characterized as the worst natural disaster since Hurricane Sandy.

Already more than 100,000 individuals and households have registered for FEMA assistance. And FEMA has approved more than \$132 million for this. More than 40 dentists have been impacted with flooding in their home and/or office. And again, because most were not in a flood zone, carried no flood insurance.

It was good to find out that our LDA office and staff homes were not flooded. In trying to track impacted dentists and assist in any way possible, the LDA leadership and staff stepped in right away to begin sending information to our members, to find out who needed help, and to provide the LDA Foundation Disaster Relief grants. I also found out

that so many of our members ALL OVER THE STATE were offering dental equipment, dental supplies, and even space in their dental offices so that these impacted dentists could see patients. Our members and LDA staff were even spending nights and weekends helping impacted friends with cleanup and delivering food and supplies to people in need.

As I watched the news, I saw the "Cajun Navy" rescues. As I read the paper, I saw more rescues and more of our citizens jumping right in to help each other. And through the LDA staff, I found out about my peers and friends who were impacted and still going strong.

We are resilient. Our State is resilient. Our Association is resilient. It is times like these that I truly understand the meaning of organized dentistry. Even when we are not in emergency situations, the LDA and ADA have been there for us. They fight for us daily on the state and national level in attempts to keep us from over regulation and to provide governmental affairs. Even our for-profit subsidiary, LDS, provides us with discounts and value when we need it with over 20 endorsed companies - several contacting the LDA to offer assistance any way they could (see more on this on pages 4-6).

I keep thinking now of how many times I call the LDA office for information and how many times I sit in board meetings listening to our leadership talk about the future of dentistry and protecting our profession. As *Journal* editor, I have seen many of our leaders come and go. But in the end, they all have a common thread - to promote, advocate and protect our profession. And I couldn't be more proud.

www.ladental.org



LaMOM 2016

Venue: Alario Center
 (2000 Segnette Boulevard,
 Westwego, Louisiana 70094)

Set Up Day: Thursday, Sept. 29, 2016
 (NO TREATMENT DONE THIS DAY)

Clinic Day: Friday, Sept. 30, 2016

Clinic Day: Saturday, Oct. 1, 2016

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

**LaMOM is your chance to bring HOPE.
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If you can't volunteer, please consider making a donation - \$25, \$50 or \$100 will help us to bring hope to the forgotten people of Louisiana who are not able to go to the dentist. In 2015, we brought hope to 1,473 patients from around the state at the Baton Rouge LaMOM.

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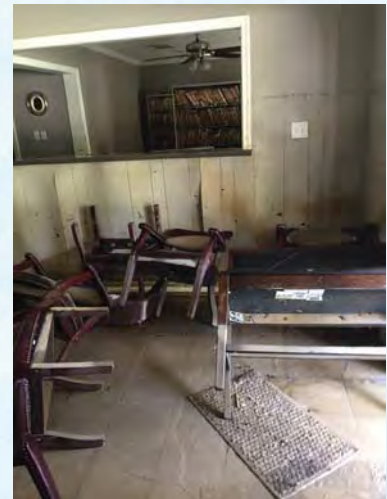
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Great Flood of 2016

The following photos from homes or offices were shared with the LDA by Drs. Rachel Beyer, Cleve Brown, Joshua Girod, Douglas Strickland, and Kraig Zeller.



Cherie Bowling and Marsha Williams from Drs. Leanne Smith and Gayle Sanchez's office pick up gloves and masks provided by Association Gloves.



In the LDA's efforts to promote, advocate and protect our members, we immediately began updating our "Disaster Preparedness and Recovery" link on our website to provide invaluable information on grants, loans, resources, tips, etc. Included in this link is a list of LDA/LDS endorsed companies offering assistance to members. Any additional assistance provided after this printing will be listed on the website. Other resources, such as Office Depot discounts for members, is available at all times for all members. Visit www.ladental.org/LDS for the complete list of endorsed companies and utilize this membership benefit!

LDA/LDS Endorsed Companies Offering Assistance

(List as of 9/8/16)

Campus Federal Credit Union is offering payment relief, including deferred payment options, to business members affected by the epic flooding in Louisiana. Contact your Business Relationship Manager for detailed information. Campus is offering up to \$10,000 personal Disaster Relief Loans to those in affected areas. Additionally, they have compiled Disaster Relief Information. For more information on disaster relief or how to become a member call 1-888-769-8841 or visit www.campusfederal.org.

ADS Lovelace and Associates, Inc. is offering a free "Rebuild or Retire" consultation, as well as 25% off any transition or consultation fees for dentists affected by the flooding. If an affected dentist is within 5-7 years of their expected retirement, rebuilding and equipping the practice does not always make financial sense. After Katrina, some retirement age dentists spent more rebuilding than their practice was worth, and they would have been better served to sell the patient charts and goodwill, keep the insurance money, and not rebuild. If you would like to schedule a consultation, contact Preston Lovelace at 225-614-7700 or PLovelace@gmail.com.

Fortress and Brown & Brown Association Services Professionals are dedicated to assisting policyholders impacted by the recent historic flooding in Louisiana. Policyholders impacted by the flooding are encouraged to contact Brown and Brown at (888) 503-5547 to discuss options for short-term accommodations to assist during their time of hardship. The following accommodations are available:

- All notices of cancellation, non-renewal, or non-reinstatement were suspended pursuant to Emergency Rule 27 during the period August 12, 2016 through September 12, 2016. Ongoing consideration will be provided to policyholders requiring additional time to pay their premium.

- Part-Time Coverage is available, at a reduced rate, to policyholder whose practice activities have been temporarily limited to an average of 20 hours or less per week.
- Suspension of Coverage is available, at a reduced rate, to policyholders requiring a short-term leave of absence from practice.

ProSites is waiving the set-up fee on any new pre-designed website for LDA dentists who were affected by the floods in Louisiana. Contact ProSites at (888) 932-3644 to speak with an Internet Marketing Advisor about your available options, or visit www.ProSites.com/LDA to learn more.

EXCLUSIVE TO LOUISIANA DENTISTS BUT FOR ALL LDA MEMBERS: LDS Glove Program (through Association Gloves) is offering LDA members 10% off purchases of 10 or more cases in total of NON-SALE products through Sept. 30, 2016. And, shipping is free. Should members purchase Halyard gloves, you will get an extra box free; Halyard masks, get 2 extra boxes free. And we have just gained price concessions from Sempermed on some popular gloves. These prices will be good Sept. 1 through Nov. 30:

- Sempermed Best touch Aloe and Vitamin E: \$6/10 per 100/\$120.21 per case
- Sempemed StarMed Rose, Aloe and Vitamin E: \$6.02 per 100/\$120.46 per case
- Sempermed StarMed Ultra Nitrile: \$5.21 per 100/\$130.36 per case
- Sempermed TenderTouch: \$5.45 per 100/\$109.17 per case

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LDA

executive director

Ward Blackwell, M.J.
Executive Director, LDA

There When You Need It Most

The numbers aren't quite at Katrina levels, but they're still pretty sobering: More than 2.5 FEET of rain in less than three days. The Amite River cresting nearly FIVE FEET higher than the previous record flood. More than 55,000 homes with documented flood damage, a figure that may double eventually. An estimated \$8.7 billion in total damage, according to the governor.

Given those totals, it almost seems a miracle that only about 40 dentists have (so far) been confirmed to have suffered flooded offices and/or homes. But the devastation to most of those affected was on a daunting scale consistent with the staggering amounts of water that inundated some 22 Louisiana parishes, especially in the Baton Rouge area.

The needs of those affected dentists were, and are, many. But as in past disasters, the LDA and the LDA Foundation were there to meet as many of those needs as possible, including:

- More than \$46,750 in direct disaster grants from the LDA/ADA Foundations.
- A "matching service" to connect dentists with available office space or equipment with dentists in need of same.
- An online compilation of resources available to flood victims, from ADA grants to SBA loans.
- Outreach to companies endorsed by Louisiana Dental Services, many of whom are offering relief/assistance to LDA members affected by the flooding (see page 5 for details).

No doubt, LDA and the LDA Foundation will identify both more dentists who were flood victims and more needs that we can help address for all the dentist flood victims. And, if there is a need we can't address, we'll do our best to get our members in touch with someone who can.

I'd be remiss if I didn't mention LDA's flood relief has been greatly facilitated by the outpouring of generosity from LDA members wanting to help their colleagues. To date, LDA members collectively have contributed \$9,600 to aid dentists who were flood victims!

With all that said, it may give the impression to some that the LDA and LDA Foundation are mainly reactive – there when dentists need help after something has happened, but not so much proactively trying to help

dentists. Nothing could be further from the truth.

For example, the LDA anticipated additional burdens on Medicaid dentists resulting from Medicaid expansion. So, before the election for governor had even been decided last fall, the LDA was seeking funding from the ADA to support an effort to mitigate those burdens. LDA has since been working with DHH on a couple of different initiatives which (hopefully) will soon improve the lot of at least some Medicaid dentists.

The LDA has also either secured a seat for dentistry on, or sends someone to monitor, more than a dozen governmental agencies and similar groups. The LDA is represented at every meeting of the Louisiana State Board of Dentistry, the Louisiana Health Care Commission, the Louisiana Oral Health Coalition, the Louisiana Patients Compensation Fund, The MCNA Dental Advisory Committee, the Louisiana Medical Disclosure Panel and the Prescription Monitoring Program (PMP) Advisory Committee, to list but a few. By constantly and proactively monitoring these agencies, LDA has been instrumental in reducing the adverse impact of regulations on dentistry, getting PCF surcharges to dentists significantly lowered, exempting dentists from mandatory PMP reporting and MUCH more.

Likewise, the LDA Foundation is proactive in promoting the altruism of the dental profession. Through the Foundation's support of the Louisiana Mission of Mercy (LaMOM), it gives Louisiana dentists an excellent, exciting means of "giving back" by providing desperately needed care to some extremely vulnerable citizens of our state. And, the positive PR that results greatly enhances dentistry's image with key government officials.

Bottom line: LDA is there for YOU. Check out the LDA website and watch for E-Bytes in your e-mail inbox to find out just how much of this is true!

¹ Official rainfall total Aug. 10–13 for Watson, La. = 31.89"

² Baton Rouge Area Chamber estimates 110,000 homes were in flooded areas.

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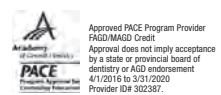
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Dr. Michael J. Maginnis
President, Louisiana Dental Services, Inc.

A Five-Minute Quote Today Can Save Lots of Time and Money in the Future

Last year, I volunteered for the entire LA Mission of Mercy (LaMOM) and it was an unbelievable experience. As you read this, I certainly hope it is a last minute reminder to you that LaMOM is at the end of September and that you are making preparations to volunteer. Clinic days are Sept. 30 and Oct. 1 at the Alario Center in Westwego, LA. All the information you need is on the LaMOM website at www.lamissionofmercy.com.

Not only is this an incredible community endeavor that will hopefully provide over 1,500 patients with much-needed dental care, but the project is headed up by one of LDS's long-time board members, Dr. Maria Burmaster, an "energizer bunny" if there ever was one. You say you can't get away to help? Then send money...donations are needed and appreciated. Directions for donating are also on the website.

And, speaking of donations, LDS endorsed companies Medical Waste Management, Association Gloves, Best Card, Fortress and Brown & Brown Association Services Professionals have all stepped up to help with and sponsor LaMOM through either cash donations or in-kind donations. Your continued support of these companies is greatly appreciated because they have done their part in supporting LDA initiatives.

Now, down to business! The LDS and LDA boards have approved a new endorsement proposal from Profit-On-Hold, a company that will provide telephone on-hold messaging to improve your practice's profitability. More than 40 of the practices in the New Orleans area already use the service that provides professionally produced scripts and voice overs with just the right music to make the on-hold wait pleasant and informative to your patients. I'm sure that most of you have been on the receiving end of a well done message that touts the benefits of being a patient of Dr. So-and-So and thought that your practice could benefit from such a service. Check out the "Endorsed Products and Services Spotlight" on the following page and watch your e-mail inbox for more info or visit the LDA website at www.ladental.org/LDS to find out more!

In my last update, I failed to fully explain the services offered by iMedicor. I only highlighted their HIPPA compliant e-mail service, when, in fact, they offer practice management software. They refer to it as "EHR" or electronic



health records, a cloud-based service that doesn't require your server to be enlarged or replaced every time there is an update. Since the software is not in your office, fixes and alterations you want can be handled online, which as you can imagine is a real convenience. If you are thinking about making a change from your present software or you are just starting out, give Jennifer Helit a call at (407) 505-9156 or e-mail her

at jhelit@imedicor.com. Their website can be viewed at www.imedicor.com.

Lastly, I emphasize the need to identify yourself as a member of the LDA when dealing with any of our vendors. A simple suggestion that you should pass on to the members of your staff that order goods and services for the office. You won't be sorry if you have a staff member take the time to get quotes from some of our vendors. Five minutes today to request a quote can save lots of time and money in the future! Or, e-mail the LDA at info@ladental.org and let them know what types of products you are interested in and either an LDA staff member or a representative from the endorsed company will contact you directly! We want to make it quick and easy for you to get a quote!



Dr. Mike Maginnis in the Lab at the 2015 LaMOM.

www.ladental.org/LDS

ENDORSED PRODUCTS AND SERVICES SPOTLIGHT



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LDA president

*Dr. Robert Barsley, J.D.
President, Louisiana Dental Association*

President's Update

It is hard to believe that my year as president is approximately half over and there will be but a single remaining Board of Directors meeting (in January) at which I will preside. Time moves relentlessly forward and we must strive to keep pace, for if we don't the opportunity to make an impact, it may be lost forever.

One of the areas I am certain the LDA will be making an impact is the LA Mission of Mercy (LaMOM), Fri., Sept. 30 and Sat., Oct., 1. Our first two LaMOMs have been great successes – for the volunteers and for the thousands of patients who received dental care that might otherwise have been beyond their reach. The first in conjunction with the ADA Annual Session in New Orleans November 2013 and the second hosted entirely by the LDA in Baton Rouge February 2015. General Chair Dr. Maria Burmaster along with the department leads, the LDA staff, and quite a few volunteers have already devoted hundreds of man-hours to assure our string of success will continue later this month. I know that there are other areas in our state that could benefit from a MOM event and I know that there are members of the LDA who would assist in its organization, planning, and execution. This is no small task – there are substantial financial commitments along with a planning cycle that can take well over a year. If you and your LDA component is interested, contact Maria.

As many of you know, I spent more than a decade in my role as a faculty consultant to the Louisiana Dental Medicaid program. During those years, again due to the efforts of many people – particularly Dr. Don Donaldson and the members of DAPAC, the program became more successful. More patients were treated, the fees paid to dentists for that treatment were increased to a level that made financial sense for practices. The LSU Medicaid Office, the Department of Health and Hospitals, and Molina all worked together to streamline and simplify the administrative

burdens associated with patient management and reimbursement. Louisiana surpassed both the mean and the median for children treated in the last year for which I could find data (2014 for FFY 2013) and we appear to be on track for Federal Fiscal Year 2014 (ends September 30, 2014) in preliminary data releases.

In July 2014, Louisiana entered a new era in Medicaid dental services when the state carved out dental services from a legacy fee-for-service system and placed the more than 800,000 eligible children into a dental managed care system consistent with its earlier decision to transition medical care into a managed care system. In medicine, five managed care companies were selected to manage the care under the umbrella of Bayou Health. Pursuant to a revised RFP and bidding process, MCNA in July of 2014 was awarded a contract valued in excess of \$480,000,000 to manage the first three years of the dental program. In order to make certain that our patients continue to receive care and that our dentists continue to be able to participate meaningfully in the program, the LDA has consulted with the (renamed) Louisiana Department of Health (LDH). We are in the process of appointing a Task Force that will assist the Office of the Secretary to assure that proper metrics are in place and enforced to guarantee that taxpayer dollars are well spent, that the savings expected to accrue from the adoption of managed care actually do accrue, and that patients continue to receive the full range of services to which they are entitled. Of course, if dental offices are presented with barriers to participation, then patient care and patient oral health will suffer.

The historic and unprecedented 2016 Louisiana legislative sessions are now history. The LDA was successful in advancing its legislative agenda and strengthened our ties with the champions for oral health in Baton Rouge, which is ultimately good news for the dentists of this state. The legislative report was



LaMOM 2015

printed in the Summer 2016 *LDA Journal* and can also be found on the LDA website at www.ladental.org. In particular, our success in the TMJ bill and the ongoing saga with the Louisiana State Board of Dentistry deserve commendation. Also the Senate has (or will soon) confirm new appointees to the LSBDD from metropolitan areas around the state. The LDA Council on Government Affairs works year round to benefit our membership. As always, I, along with the Council members urge you to develop relationships with your elected officials. On a similar note, the members of your LDA delegation to the ADA House of Delegates met briefly in August to be ready to confront any challenges that may arise in Denver in October.

I am writing part of this in between lectures at a graduate level C.E. program for dental forensic fellowship students at the University of Texas Health Science Center in San Antonio, taking place high in the Rocky Mountains of Colorado. I watched the news coverage this morning of the devastating flooding in Louisiana and that this is a “Thousand Year” flood event – as I recall, the floods we just had in March were a “500 Year” flood event. I sincerely hope that our members, their families, and their patients are all OK – I know that cannot be true, some will suffer damage and loss. But I am confident that our membership and the LDA will rise to task and pave the way for recovery.

I have been teaching, along with many others, the new freshman dental class at LSU. Among my major topics are ethics, ethical behavior, and professionalism. Last week while I was readying my home generator for the upcoming storm season, I replaced the battery that was destroyed by its biannual hydrogen fueled explosion (a result of poor battery charger design). In order to prevent its recurrence in 2018, I decided to remount the replacement battery external to the unit to allow for better maintenance. This of course required adding to the length of the negative and positive battery leads.

I could have simply cut and spliced the wires, but the better option was to replace each lead with a continuous wire of proper length and gauge. Of course, one was easy to reach and replace. The other one though was placed in the most difficult area possible to access. My wife asked why I was going to all of that trouble and aggravation – why not just splice? My simple answer to her was “because I want to.” But the real answer was “because I want to do the right way.” Very similar to treating a patient, we have to do things the “right way,” no short cuts allowed because professionalism and ethics demand no less.

4 Ways to Leverage Email in Your Practice's Marketing

(Information provided by Solutionreach. Solutionreach is an LDA/LDS endorsed company.)

The email inbox has become a fierce battleground for attention. While 77% of consumers prefer to receive permission-based marketing communications through email, about 84% of all email traffic is spam.

How can you ensure patients pay attention to your outreach? The key to successful email communication is putting yourself in your patients' shoes and asking "How does this message help the patient?"

Here are four ideas for email communication that benefit patients while helping staff streamline marketing and appointment-related tasks:

- 1. Recall Reminders** - While many practices don't think of recalls as marketing, it's an essential part of an effective patient retention strategy. Instead of printing labels and applying them to recall postcards, automated emails can be sent to re-engage patients by notifying them when it's time to schedule their next appointment. Boost your response rate by including a link to your practice's website. Patients can click that link to quickly and conveniently request an appointment.
- 2. eNewsletters** - eNewsletters are a powerful way to build consistency and continuing education into your patient marketing efforts. Most patients enjoy receiving regular emails with engaging educational articles, videos, trivia, jokes, recipes and more. Don't be afraid to experiment with different ideas. If you lack time, consider looking into a solution that offers a library of pre-written content that you can use or adjust as needed.
- 3. Patient Surveys** - Sending satisfaction surveys via email will help you learn what your patients want, pinpoint areas for practice improvement and show patients that their voices are being heard. Online surveys are 30 times more preferred than paper-based versions, so meet that preference by giving patients a user-friendly outlet for their feedback. Need help creating and delivering those email surveys? Solutions are available that automate surveys on behalf of your practice and allow you

to completely customize the questions. You can also take advantage of built-in analytics and alerts to turn that feedback into action.

- 4. Birthday Messages** - Never underestimate the power of a birthday greeting. eCards have high visibility among patients and offer a variety of fun options for attention-grabbing personalization. You might create a customized greeting by including a photo of your practice staff wearing hats and holding a "Happy Birthday" sign. You could also go the video route and use your mobile device to capture the staff singing "Happy Birthday." Birthday greetings are a proven way to build patient relationships, and delivering them via email only increases their impact.

How is your practice taking advantage of email in its current patient marketing strategy? Get more ideas for email marketing by visiting www.solutionreach.com or calling 888-979-7161.

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





new orleans dental conference/ lda annual session

Eliot D. Guerin
Chair, New Orleans Dental Conference/LDA Annual Session

Don't Miss Out on "Dentistry and All That Jazz" April 6-8

We're looking forward to another exciting year at the 2017 New Orleans Dental Conference/LDA Annual Session! Our dates for "Dentistry and All That Jazz" are April 6-7-8, 2017.

This year we once again share the weekend with the world famous French Quarter Festival! That means music, food, and fun just steps away from the Convention Center, so you can plan on having a mini-vacation while getting top-quality continuing education. This also means planning NOW as hotel rooms, restaurant reservations, and transportation will be at a premium and harder to come by the longer you wait (however, we will have hotel blocks reserved for you once registration opens near the end of the year—get'em early!).

Speaking of C.E., we'll be featuring some of the top speakers in the dental world:

- Terry Tanaka on "Learning from Esthetic and Restorative Complications," along with an additional day on TMJ/Splint issues;
- Marty Zase, one of the most entertaining speakers in the country, on Cosmetic Pearls (He's guaranteed to be wearing a Hawaiian shirt, possibly with matching socks!);
- Craig Misch on "Avoiding Implant Complications";
- Barbara Steinberg on "Women's Dental Health Issues" and so much more!

We'll be continuing some changes we made at last year's conference by having significantly lowered registration fees, making it easier to bring doctors AND staff. In addition, many courses will be at no extra charge making for affordable educational options, while premium speakers such as those

above will come with a modest charge (but much less than it would be to see any of these folks individually at another seminar).

As always, our Exhibit Hall is where it all happens! Make sure to patronize your vendors, see all the new technology, reserve some of your office purchases for the conferences, and then stay for the king cake and happy hours we plan on having again! Remember, our exhibitors help pay for your conference, making your continuing education more affordable, so support them as best you can!

We'll also be continuing our partnership with the LSU School of Dentistry in sponsoring our reception. The NODC Welcome Reception and LDA President's Party, combined with LSUSD, was a huge success last year at The Chicory (just a couple of blocks from the Convention Center). New Orleans Jazz, great food, great friends--one prominent speaker told me it was the best social event of all the conferences she's spoken at! We'll also be partnering with the New Orleans Musicians' Clinic this year in raising awareness of providing medical and dental care to those who give us so much pleasure in this city but need help. They'll be providing the musicians for our party and we'll be publicizing their programs and encouraging dentists to step up and help an important part of our city and state's culture stay healthy!

So make your plans now to attend the Louisiana's preeminent dental meeting! This is YOUR dental meeting, so make sure to book in advance and make it an incredible experience for you and your staff.



www.nodc.org



ladpac LDA

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

Support LADPAC to Make Sure We All Win

Hope everyone had a great summer (although I think this is the hottest summer I have ever experienced.) Fall is here and it's time, once again, to support LADPAC in two ways: 1) You can purchase raffle tickets, and 2) You can join LADPAC simply by including LADPAC dues when you pay your LDA dues later this year.

It is essential that we have enough funds available so that we can support legislators who are friendly to dentistry. The LDA's governmental affairs team monitors all legislation proposed and lobbies against any legislation that negatively affects our ability to

provide our patients with the best treatment possible. It is incumbent upon us, the local dentists, to keep our legislators informed and updated on issues negatively affecting our patients and our practices.

LADPAC

Please join LADPAC if you are not already on board, and

support our cause by purchasing raffle tickets. And of course, by supporting our LADPAC efforts, that already makes you a big winner. Be sure and thank your legislator for his or her help whenever you can.



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Due to the State of Emergency and the historic flooding in parts of Louisiana, the Commissioner of Insurance is promulgating Emergency Rule 28, which retroactively suspends statutory provisions of the Insurance Code concerning cancellations, terminations, nonrenewals, and nonreinstatements of insurance policies due to a material change in the risk, and also gives insureds more time to comply with other policy provisions. The emergency rule applies to all lines of insurance and all regulated entities. To view the updated Emergency Rule, visit <https://ldi.la.gov/docs/default-source/documents/legaldocs/rules/Rule28-Cur-SuspensionofRighttoC>. This is also on the LDA website Disaster Recovery link.

Dr. Lynne Halik, a Fortress Dentist.

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

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

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

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

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

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

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

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



Dentists all over the country trust Fortress for 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 Association Services Professionals, 888-503-5547. Tell her Dr. Halik sent you.

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LDA

feature

Jared Broussard
BlinkJar Media

Growth Driven Design

Even if you've never been involved in managing a traditional dental website redesign project, you can probably imagine how it works. It might start with the slow, creeping suspicion that your website may not have had a substantial facelift since before *Seinfeld* ended, or at least before 'iPhone' became a household term. You're not sure how to even begin the process of revitalizing it – Do you google 'dental website designer in Baton Rouge?' Do you attempt to figure out how to do it yourself? Maybe you're so focused on your practice that you don't have the time or energy to figure out what a modern, attractive website should entail?

Once you've finally settled on an individual or company that will take on this project for you, you begin the long waiting process, often spanning as much as three months depending on your needs. And finally, on one glorious day, your new site will finally go live in all of its colorful, densely-pixeled, modern splendor, and then...

What happens next? The project is finished, and the reigns are often abruptly handed off to you. Maybe there's a way for you to add small content updates to your site, but in many cases, your site will just sit there mostly untouched, a static window in time overlooking the day of initial launch. This is not to say that your website should frequently undergo dramatic changes -- maintaining design consistency is central to the user-experience, and brand recognition is important for your customers. But by the same virtue, your presence on the web should reflect that of your practice: an upward trend of growth and change.

As the internet becomes an ever larger part of our lives, dynamic web experiences will continue to become so ubiquitous that a website left untouched for a long period of time will seem bizarre to us. Enter what is referred to as Growth Driven Design; the philosophy that your website experience should evolve alongside your practice, and never be left to grow stale and outdated.

Growth Driven Design means you can test two different strategies at once (or A/B test), with half your viewers seeing one version of a page and half seeing another, to determine which look or layout leads to more converted users." If users are failing to engage with an important feature on your site, such as an interactive form to make an appointment, that feature can be modified until you see results. If your dental practice evolves or adds a new service, your site can be optimized continuously to make new elements prominent. Even more importantly, you can be sure that your site will be mobile-friendly, and will be quickly updated to the best SEO practices and the latest Google standards. And if you decide that your web strategy as a whole is simply not working, your website can be overhauled piece by piece.

Maintaining an ongoing relationship with the company responsible for building your site can result in a dramatically different experience for both you as a business owner and the users who frequent your website. Marketing your practice involves a very comprehensive strategy across a wide variety of mediums. For those looking to find you, your website is potentially the most important medium of all.

To learn more about growth driven design, contact BlinkJar Media at www.blinkjarmedia.com.





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capir LDA

Dr. Tim Fagan, M.S.
District 12 ADA CAPIR Representative

Council on Access, Prevention and Interprofessional Relations (CAPIR) Action for Dental Health - Dentists Making a Difference:

A Contemporary Plan for Disease Prevention and Treatment

(Continued from Summer 2016 LDA Journal, pg. 18)

Hospital-ER Referral Programs

Adults with dental pain are frequently unaware of how or where to access existing dental services. Current data reflects potential savings of over a billion dollars per year when dental pain is deflected from hospital ERs into dental homes.

The ADA has identified five models of programs, which are successfully divert dental patients from ERs into offices where definitive solutions exist:

- 1. The Dentists' Partnership:** Now in its eighth year, this model currently has 41 private practitioners, a strong hospital partnership and a core of five staff people, who case manage the program. The population of focus is adults with no Medicaid coverage or other types of insurance. Payment for services is accomplished by patients volunteering hours at nonprofit community agencies. This model has shown a reduction of ER visits by 72%. CAPIR has a DVD and 10 Step Document describing this model in detail.
- 2. The Seattle-King County Model:** This is a partnership between a health center, a hospital and an oral surgery clinic. With patients going from the ER to the health center for extraction consultation, a decision is made whether to treat immediately or refer to the specialty clinic. This model has saved the hospital over \$1.5 million dollars in its first 2 years of operation.
- 3. The Milwaukee Private Practice Model:** This model benefits from a unique software, which allows the hospital ER to directly schedule an individual presenting with dental pain from the ER into a private practice. As part of a community-based Health Partnership, this private practice now provides coverage for multiple ERs and has become integrated into an interdisciplinary group of medical providers.
- 4. The Educational and Hospital-Based Model:** Several oral surgery training programs are located within hospitals, resulting in thousands of patients referred from their ERs on a monthly basis. There are at least 50 such programs around the country with impressive statistics. As an example, the oral surgery training program in New Orleans at the Interim Hospital treats an average of 400 patients per week, who are referred by that ER.
- 5. The Retainer Model:** Many hospitals chose to contract with oral surgeons directly to address the needs of ER patients who present with dental pain. One hospital in Wyoming sent a letter to dental offices asking for fee schedules in order to

budget for economically sound dental visits as opposed to more expensive hospital interventions for dental infections.

The ADA has sample contracts and more details on all ER Referral models. A thumb drive with all models noted is also available to send to members.

Community Water Fluoridation

The well-established benefits of community water fluoridation are widely known. There is renewed effort on the part of the ADA to expand water fluoridation to more communities. The ADA National Fluoridation Advisory Committee continues to monitor fluoridation challenges around the country and offer customized technical assistance for members defending fluoridation in their communities. ADA Members can access a fluoridation toolkit to help design strategies to maintain water fluoridation in their communities.

Community Dental Health Coordinator

A Community Dental Health Coordinator (CDHC) is a community health worker with dental knowledge and skills. This new member of the dental team may be a dental hygienist, dental assistant, social worker, or lay person, who enrolls in an online curriculum, performs a community-based internship and receives a certificate of completion.

This program began in 2006 leading to the development of a three-year pilot series of training and studies, which concluded in December of 2012. An analysis of the pilot data revealed that the true value of the program lay in its patient navigation and case management emphasis. In other words, helping inform people of how to access necessary services and making sure they arrive to those visits, in addition to sharing individual and community-based prevention messages.

These activities are not new in the medical world, as most physician groups and hospitals employ a "navigator" to arrange appointments and/or transportation for patients. Several states (7) are now in the process of conducting or beginning to conduct a CDHC program and looking forward to linking more underserved populations with dental care. There are currently 37 CDHCs working in 8 states, with 58 CDHC students in the "pipeline".

The Action for Dental Health clearly provides a roadmap of future strategies that promotes greater access to dental care for underserved populations, while promoting prevention for healthier communities. These initiatives link the dentist to the center of the patient care, while emphasizing the connectivity of the mouth to the rest of the body.

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ADS Lovelace and Associates, Inc.
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Dr. Ed Gunter
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LDA

summer conference

Jeanne Parr
Director of Conference Services, LDA

Parr with Speaker Dr. Dan Pompa.

Dentists Love White Teeth, White Sand, and Blue Water

Well maybe that's everybody, but I sure saw a lot of that at the 2016 Summer Conference in beautiful Destin, Florida. With white beaches and beautiful blue water, why would you want to miss out on this spectacular four-day event? Not only did the conference registrants experience the luxuries of a relaxing beach vacation, but they also earned up to 16 continuing education credits. Talk about a dream vacation!

Wednesday we kicked things off with Dr. Jacob Duke speaking on "Ways to Make Implant and Restorative Dentistry Easier and More Profitable." Dr. Dan Pompa took off running Thursday and Friday with two more great topics, "To Pull or Not to Pull" and "Top 10 List for the Drug Emergency Kit." He kept everyone on their toes with his movie references and quick New York dialog!

After all that class time, we gave the attendees a much needed brain break! Friday afternoon we played a few rounds of beach volleyball. The winner was Dr. Guy Hedrick's team consisting of: Dr. Hedrick, Lacy Chaffin, Jim Chaffin, Paige Hedrick, Gale Hedrick, Jackson Hedrick, and Sydney Hedrick. They sure did give the other teams a run for their money! We then headed over to the Family Beach Boil to watch the sun set, eat some boiled shrimp, and have a REALLY great time with family and friends! The photo booth props were quite the hit! Check out all the pictures on the LDA Dental Membership Facebook page.

Saturday, the troops came in bright and early after their fun filled evening to get their practice management credits with Richard Small. Fortress Insurance offered a 10% premium credit for three years for those who attended the 4 hour course on "Improving Patient Safety: An Analysis of Dental Risks and Liability." Talk about a great benefit! Thanks Fortress and Brown &



Above: Dr. Lloyd Van Geffen, Dr. Ron Britsch, Dr. Melissa Tom, Dr. Sammy Tom, Dr. Patrick Dooley, Stacie Bailey, and Dr. Thomas Bailey. *Left:* Patsy Dayries and Dr. Scott Taylor.

Brown Association Services Professionals for sponsoring this speaker!

Everyone I spoke to relaxed, enjoyed family time, and had a lot of fun! My motto for the trip, "The answer may not be at the beach, but shouldn't we at least check?" We indeed found many answers, to many, many questions. If you didn't make the trip, maybe after reading this, you won't think twice about registering next year. We will be finding more answers next year (dates and resort information coming soon at www.ladental.org/summerconference)!

I have to give a huge shout out to our event partners and supporters who helped make this year's conference a success - Brown & Brown Association Services Professionals, Patterson Dental, Bayou State Crown & Bridge Lab, MCNA, Campus Federal Credit Union, Blackburn Dental Lab, Fortress Insurance, WEAVE, Implant Direct, Louisiana Dental Services, and Solutionreach. Thank you so much for your support!

Now that you see all the fun we are having, come along next year and tell your friends!



Beach Volleyball Winners, Dr. Guy Hedrick's team consisting of: Lacy Chaffin, Jim Chaffin, Paige Hedrick, Gale Hedrick, Jackson Hedrick, and Sydney Hedrick.



Drs. Darrell Bourg and Nick Governale.



Dr. Glen and Alayne Corcoran in vacation mode.



Drs. Ed Hebert and Scott Hannaman brought the whole family to the Summer Conference, Gay, Jenna, Bethany, Kristen, Nick, Cruz, and Anders.



Dr. Patrick Dooley and his family, wife, Mercedes, daughter, Aidan, and sons, Connor and Jack.



The "Northlake gang" sticks together at Summer Conference - Drs. Charles Mehle, Catherine Hebert, and Glen Corcoran.



Dr. Steven Latiolais and wife, Renee Latiolais.



Sustaining Events Partners Campus Federal Credit Union, represented by Ashley Poumaroux and Jessica Walker.

**NEW
Benefit**

ADA Credentialing Service Now Available to Members

The ADA Credentialing Service is a new member benefit that helps streamline the credentialing process, allowing you to input, store and update your professional credentials in one centralized location. This service helps eliminate repetitive paperwork for you and your office staff, requiring you to input your credentials only one time. Designed specifically for the dental market, this securely designed service stores your information and makes it available to third party payers, hospitals and employers.

Some of the benefits of participation are:

- Helps eliminate repetitive paperwork
- Enter your information one time
- Easily upload and store supporting documents
- Centralized database available to payers, hospitals and employers
- Notifies you when information is due to expire
- Takes 20 minutes or less
- Designed specifically for the dental market
- Securely designed

The ADA is working with SKYGEN USA to engage their subsidiary Scion Dental, which provides dental payment solutions to government and commercial payers. By completing your credentials in this portal, the ADA can leverage your support to secure the participation of additional payers.

As an ADA member, this service is free. Register now at <http://www.ada.org/en/member-center/member-benefits/practice-resources/ada-credentialing-service?source=VanityURL>



L.H. Bowden Leadership Development Conference

Friday, January 13, 2017

(Incoming Component Presidents Meeting the Night Before Bowden)

Embassy Suites Hotel, Baton Rouge, LA

The L.H. Bowden Leadership Development Conference has been training LDA leaders to work effectively within the association for 48 years. Registration is free, and attendance is **COMPULSORY** for component officers as well as for LDA officers, directors, and committee chairs.

Speaker: Janie Walters

Topic: To Boldly Go Where Few Have Gone Before!
Leadership skills for the 21st Century

To Boldly Go Where Few Have Gone Before is an interactive workshop that teaches some of the essentials of leadership. The content includes: defining leadership, identifying qualities of great leaders, exploring skills leaders must possess, and focusing on problems leaders must successfully confront.

For more info or to register, visit www.ladental.org/bowden.

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**2017 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, 2016.** 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.

**2017 LDA Distinguished Service Award
2017 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, 2016.** 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.

LDA Offers C.E. and Ski Over Mardi Gras Holiday

**Park City/Canyons, Utah
Sat., Feb. 25 – Mon., Feb. 27, 2017**

Mark your calendars and pack your bags because the LDA's heading to Park City, Utah. The winter C.E. destination meeting (held over Mardi Gras) will offer C.E. and special rates for a ski vacation. Special rates will be good before and after the meeting dates. Courses will be held each day, Sat. to Mon. from 6:30 a.m. to 8:30 a.m. and 4:30 p.m. to 6:30 p.m. You attend the times you choose and will get C.E. for the hours you attend.

Saturday, Feb. 25: "Nutrition...Oral and Systemic Effects" with Maryanne Butler, D.D.S., M.S.

Sunday, Feb. 26: "Oral Systemic Interface" with Maryanne Butler, D.D.S., M.S.

Monday, Feb. 27: "A Proven Way To Pay Less Taxes" with Dan Romance



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LDA lsu school of dentistry

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

The LSUSD Department of Diagnostic Sciences— A Valuable Resource for Dentists

Along with its primary mission of educating dental professionals, the LSU School of Dentistry offers unique resources to the dental community. The multiple services of the Department of Diagnostic Sciences exemplify the ways in which the school can assist all dentists in providing the best possible care to their patients. Under the leadership of **Kitrina Cordell, D.D.S., M.S.**, associate professor of oral and maxillofacial pathology, the department encompasses several dental specialties and includes faculty members with diverse areas of expertise. After a national search, Dr. Cordell was named this spring as chair of the department. She had been interim chair since Diagnostic Sciences became a separate department in 2014.

Faculty members in diagnostic sciences provide patient consultations, teach in continuing education courses, and deliver dental care to patients with oral and maxillofacial disorders and systemic diseases. Enhancing the contributions of the faculty are Drs. Giulio Fortuna and Christopher Spencer, who joined the department this year.

Among the services provided by the department are:

Oral Pathology Biopsy Service and Self Oral Cancer Screening Grant

Dr. Cordell and **Molly Rosebush, D.D.S., M.S.**, board certified oral and maxillofacial pathologists, operate the Oral Pathology Biopsy Service, which has been available to dentists since the opening of the school in 1969. For most cases, Drs. Cordell and



(Left to right) Drs. Giulio Fortuna, Kitrina Cordell and Christopher Spencer.

Rosebush provide a 48-hour turnaround from receipt of the specimen to generation of a final diagnostic report. The service has contracted with FedEx to provide prepaid two-day shipping and tracking of specimens from practitioners' offices to the dental school. More details about the biopsy service are available in a January 2016 issue of LSUSD ENews at <http://www.lsusd.lsuhsd.edu/News/OralBiopsyService.html>.

In addition, Dr. Cordell recently secured a grant of \$5,000 from the Academy of General Dentistry to teach self oral cancer screening (SOCS) to patients. The grant includes a one-on-one educational session with a faculty member, resident, or student as well as printed information and access to online educational tools to strengthen SOCS patient compliance. Once the program is developed and tested, it will be made available to other dental professionals.

Dr. Cordell sees patients in Faculty Dental Practice who have been referred for oral pathology concerns; she also teaches dental, dental hygiene, and advanced education students in multiple courses.

Continued next page.

Oral Medicine Referrals and Consultation

Giulio Fortuna, D.M.D., Ph.D., the newest faculty member of the department, adds his extensive knowledge of oral medicine to the strengths and diversity of existing faculty. He is the only dentist in Louisiana with expertise in the discipline. A native of Naples, Italy, Dr. Fortuna received his dental degree from the Second University of Naples in 2005 and his Ph.D. in oral science from the Federico II University of Naples in 2011. After a year at Stanford University in California as a visiting PhD student in the Department of Dermatology, concentrating on epidermolysis bullosa, Dr. Fortuna attended the Carolinas Medical Center in Charlotte, North Carolina, where he completed a general practice residency in 2013 followed by a residency in oral medicine in 2015. He is editor-in-chief of the American Journal of Oral Medicine.

Dr. Fortuna sees patients in Dental Faculty Practice for diagnosis and management of non-tooth-related conditions affecting the oral and maxillofacial region including, but not limited to, autoimmune diseases, potentially malignant oral disorders, oral manifestations of systemic diseases, and salivary gland disorders. He also provides orofacial evaluation of head and neck cancer patients receiving chemo- and radiation therapy. Dr. Fortuna will be involved in didactic and clinical oral medicine education for both undergraduate and advanced education students.

Orofacial Pain and TMD Disorders: Referrals and Continuing Education

The Department of Diagnostic Sciences also includes experts in the diagnosis and treatment of orofacial pain and temporomandibular joint disorders. The newest faculty member in this specialty is **Christopher Spencer, D.D.S.**, who joined LSUSD in January. He received his DDS from the University of the Pacific Arthur A. Dugoni School of Dentistry in 1978. In 2003, after 30 years in private practice, he entered a two-year fellowship at the University of Florida College of Dentistry Parker E. Mahan Facial Pain Center. He then served as the Center's clinic director from 2006-2008. He taught in the departments of orthodontics, prosthodontics, and restorative dentistry at the University of Florida. Dr. Spencer treats patients in Faculty Dental Practice for orofacial pain and temporomandibular joint dysfunction (TMD) along with **Gary Klasser, D.M.D.**, associate professor of diagnostic sciences.

Dr. Spencer teaches in several didactic and clinical courses including the one I direct, Advanced Head

and Neck Anatomy for third-year dental students. In addition, Dr. Spencer has joined Drs. Klasser; A. Dale Ehrlich, D.D.S., M.S., chair of the Department of Comprehensive Dentistry and Biomaterials; and myself as a faculty member in the Orofacial Pain Continuum, a five-session interactive course offered through LSU Health Continuing Dental Education. The continuum is designed for dentists and other health care practitioners who wish to improve their ability to recognize, evaluate, diagnose, manage, and refer patients with TMD, sleep disorders, and other types of orofacial pain. Registration is currently open for the fourth annual continuum, which will begin on June 2, 2017.

Other Referral Services

Oral and Maxillofacial Radiology

Kavas Thunthy, B.D.S., M.S., M.Ed., and **Sean Hubar, D.M.D., M.S.**, board certified oral and maxillofacial radiologists, provide advanced radiography via cone beam computed tomography (CBCT) for patients referred by dentists for dental implants, orthognathic surgery, or oral pathology. The CBCT produces three-dimensional images of teeth, soft tissue, bone, and nerve pathways in a single scan, allowing for more precise treatment planning.

Infectious Disease Dental Clinic

The Infectious Disease Dental Clinic (formerly HIV Outpatient Dental Clinic) is located at University Medical Center. The clinic, staffed by **Dwight Brown, D.D.S.**, director, and **Alana Goldstein, D.D.S.**, provides comprehensive dental care to patients with HIV/AIDS. The ID Dental Clinic also serves as an academic rotation for fourth-year dental students and residents in the general practice residency. To qualify for dental treatment, patients are required to be under the care of a physician, clinic, or medical provider for their HIV/AIDS status. Patients are usually referred by their primary care physician.

It is our hope that the dental community will take advantage of the expert services offered by the Department of Diagnostic Sciences. As a public institution, our mission is to serve the citizens and practitioners of Louisiana.

Continued next page.

Oral Pathology Biopsy Service

LSU School of Dentistry

Amanda Picou, administrative assistant,
Office of Oral and Maxillofacial Pathology
(504) 941-8449 or oralpath@lsuhsc.edu

Faculty Dental Practice

LSU School of Dentistry

Monday-Friday 8:00 a.m.-5:00 p.m.
(504) 619-8721

Drs. Kitrina Cordell, Giulio Fortuna, Sean Hubar, Gary Klasser, Christopher Spencer, Kavas Thunthy

Infectious Disease Dental Clinic

University Medical Center

Drs. Dwight Brown and Alana Goldstein
University Medical Center, 2000 Canal
Street, 3rd Floor, Clinic 3B
Monday-Friday 8 a.m.-4:30 p.m.
Phone: (504) 702-5700 Fax: (504) 702-2051

Fax patient laboratory reports (less than six months old), medication list, and physician's referral to the attention of ID Dental Clinic, 3rd Floor Clinic 3B.

Orofacial Pain Continuum

LSU School of Dentistry

LSU Health New Orleans Continuing
Dental Education
(504) 941-8193 or Info@lsucde.org

Upcoming LSUSD Events

Saturday, February 18

11th Annual Clay Pigeon Shoot

Florida Parishes Skeet &
Conservation Association
Amite, Louisiana

Thursday, April 6, 2017

NODC/LDAAS Welcome Reception & President's Party

LSUSD Alumni Reception

The Chicory
(2nd floor above Ernst Café)
610 South Peters Street,
New Orleans

7:00 – 10:00 p.m.

\$25 per person, includes
Hors d'oeuvres and Open Bar

Reunion celebrations are typically held in conjunction with the NODC/LDAAS dental conference.

If your graduation year ends in a "2" or "7," graduation plans are underway for many DDS classes. Information and registration will be available in early November. Keep in mind that the French Quarter Festival is the sameweekend as the NODC/LDA Annual Session.



LDA wealth management

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

Being Money Savvy is a Family Business


Another school year has begun. If you have young children they are back to a new year of learning, developing, and looking older than you want them to look. As children start studying new subjects, let's look at ways that you can teach them about money. Here's five basics of money that we can pass on to our children at any age.

- 1. Money is not free.** Children grow up spending their parent's money, so it's almost inevitable that they will have a skewed financial outlook. After all, for children, all purchases are free, so why should they fret about the price tag or control their desires? Make your children feel like they're spending their own money. Give them a candy allowance when they are younger and a clothing allowance when they are teenagers, and insist they live within this budget. This way, instead of you constantly saying "no" to your children, they will learn to say "no" to themselves.
- 2. Saving is not an option, it is a habit.** One of the best things parents can do for children is have them save. Whether it be an allowance or their first job, it is important to teach the value of saving. We do not want our children to spend all of the money they make. The most successful people in our society are the savers not the spenders. A great idea is to have your child open a Roth IRA once they start having earned income. Have them send part of their income to their Roth IRA, which will grow tax deferred and can be taken out tax-free in retirement, as long as certain requirements are met. This will get them in the habit of saving for retirement.
- 3. Stay profitable.** Teach early what numerous people never learn: what is a profit. When dealing with money and business the only way to be successful is to be profitable and stay profitable. Start budgeting with your children. Write it down. Teach them that the difference between your income (after taxes) and your expenses equals your profit. So many people get behind financially because they fail to keep expenses low and take on too much debt. Once your children get into the work force, you want them to get into the "virtuous financial cycle" where they are steadily building wealth. They will become able to own their home rather than renting, buy their cars rather than leasing, fully fund their 401(k) plan and their individual retirement accounts each year, and never carry a credit card balance.
- 4. Become a charitable family:** Teach your children to be generous through your volunteer activities. If you do service work individually, talk about what you are doing and the people for whom you are doing it. If you can, find opportunities to volunteer as a family. Also, when you get requests for charitable donations, discuss the goals of each charity, and have your children help you decide where to give. By introducing the ideas of service and giving, you can teach your children that they have the power to make life better for others.
- 5. Lead by example.** The way parents spend money sends messages to their children about their values and priorities. So control the messages you want them to receive by teaching your children good money values. They learn values by seeing what you spend money on and how you treat others. It's important to teach children that money is something they have and not something they are. Their net worth and their self-worth are entirely different things.

We, as parents, strive to help our children financially and would like to bequeath them at least part of our nest egg. Don't want your adult children swimming in credit card debt, missing mortgage payments, and constantly asking you for money? Your best bet is to make sure problems never arise by raising money-savvy children.

The Roth IRA offers tax deferral on any earnings in the account. Withdrawals from the account may be tax free, as long as they are considered qualified. Limitations and restrictions may apply. Withdrawals prior to age 59 ½ or prior to the account being opened for 5 years, whichever is later, may result in a 10% IRS penalty tax. Future tax laws can change at any time and may impact the benefits of Roth IRAs. Their tax treatment may change. This is not intended to be a substitute for specific individualized tax advice. We suggest you discuss your specific tax issues with a qualified tax advisor. The opinions voiced in this material are for general information only and are not intended to provide specific advice or recommendations for any individual. Chad Olivier is author of What Medical School Did Not Teach You about Financial Planning and owner of the firm The Olivier Group, LLC in Baton Rouge, La., which specializes in retirement planning and wealth management for physicians, dentists and other affluent individuals and families. If you have any questions about this article or future topic suggestions, please call (888) 465-2112 or visit us on the web at www.oliviergroup.com.

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LDA

Jeanne Parr
Director of Conference Services, LDA



Work Hard, Play Harder! #FishingForACause

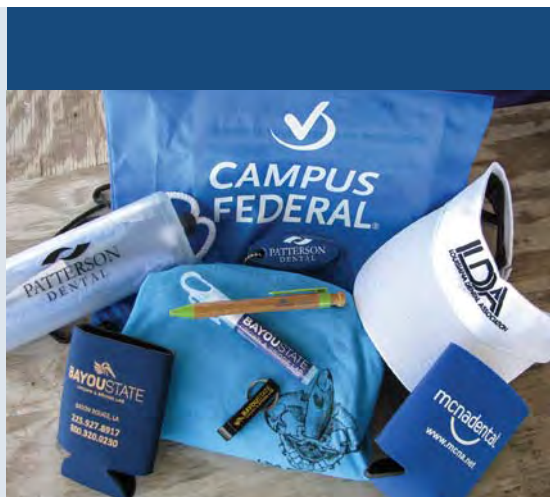
Dentists and family and friends left their suits, ties, and scrubs at home and traded them in for shorts and fishing shirts during the 2016 LDA Foundation Fishing Rodeo! Being my first rodeo (pun intended!), I wasn't sure what to expect, but I have to say, it sure didn't disappoint!

Dr. Nelson Daly started this event 16 years ago and it has grown into an LDA favorite. The numbers don't lie. This year we had 116 fisherman and raised over \$10,000 for the LDA Foundation. We are so proud that this money will help fund dental outreach programs such as LaMOM.

It's incredible that even the July heat or the mid-day rain storms couldn't keep people from bringing

in BIG fish and even BIGGER stories. A lot of fish were weighed in, but not many made it on the leader board. Dr. Bruni had the biggest catch of the weekend with his award winning 112 pound yellow fin tuna! It won 1st in the Bluewater category. It was definitely a sight to see!

After all the fish were weighed and filleted, we ended the weekend the best way we knew how, with a fish fry! A La Carte Catering fried up shrimp and catfish, and cooked homemade jambalaya and white beans for dinner while we listened to Kirk Holder play our favorite tunes. It was the perfect way to end a perfect fishing weekend in Grand Isle! What more could you ask for? Don't miss out next year!



The Fishing Rodeo Sponsors added a little swag to the rodeo this year with great giveaways for all who registered!

Premier Events Partners



Sustaining Events Partners



Platinum Sponsor:

Henry Schein

Gold Sponsors:

Barataria Dental and VOCO America, Inc.

Supporters:

Bowie Outfitters
Drs. Nelson and Sally Daly
Sand Dollar Marina
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Baton Rouge
Vivid Ink

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Dr. Nelson Daly and Dr. Chip Simon enjoying a job well done after a great weekend of raising funds for the LDA Foundation!



Dr. Ann Cook and husband, Smokey Cook.



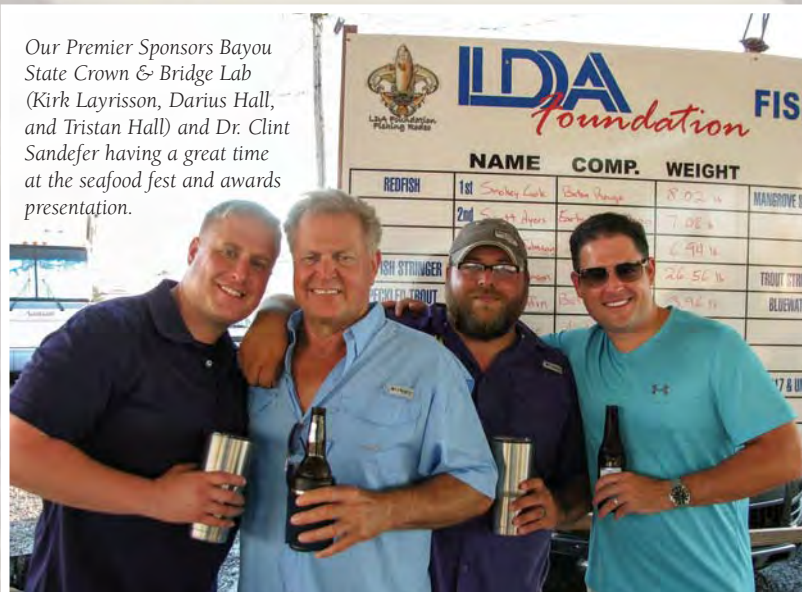
Dr. Troy Lefort, Jacob Weaver, and Dr. Lance Savoie.



Dr. Kristi Soileau and family: Christopher DeGenova, Alex DeGenova, Adam DeGenova, Gilly Andry, Ronnie Lamarque, and Christopher Smith.



Dr. Danny Weaver and son, Jacob Weaver.



Our Premier Sponsors Bayou State Crown & Bridge Lab (Kirk Layrison, Darius Hall, and Tristan Hall) and Dr. Clint Sandefer having a great time at the seafood fest and awards presentation.



Dr. Keith Kyler and Dr. Glen Padgett weighing in to see if their fish made the cut.



Dr. John Lewis, Dr. Joey Porter, Dr. Andre Bruni, and Noel Bunol proudly holding their yellow fin tunas.



Dr. Philip Gastinel and LDA Executive Director Ward Blackwell.



Dr. Nelson Daly presenting Dr. Lance Savoie with his 2nd place prize for his 3.86 lb. speckled trout.



Our Premier Sponsors
Brown & Brown
Association Services
Professoinals (Stormy Blair and Jennifer Luquette), Dr. Nelson Daly, and (dental students and their spouses) Kramer Sherman, Lindi Perkins, Emily Allen, Lauren Becnel, Kacey Guillory, Archie Melcher, Craig Murphy, Buddy Trauth, David Ward, Elizabeth Ward, Abby Trauth, and Paulo Perkins

2016 LDA Foundation Fishing Rodeo Winners			
Greater Baton Rouge Wins Best Fishermen in the State Award			
	1st	2nd	3rd
Redfish	Smokey Cook Baton Rouge 8.02 lb	Scott Ayers Early Morning Charters 7.08 lb	Kalon Johnson Bayou 6.94 lb
Redfish Stringer	Kalon Johnson Bayou 26.56 lb		
Speckled Trout	Jeffery Griffin Baton Rouge 3.96 lb	Lance Savoie Acadiana 3.86 lb	Luke St. Pierre Acadiana 3.70 lb
Cobia	Andre Bruni Baton Rouge 45.32 lb	Robin Ardoin Acadiana 30.12 lb	John Lewis Baton Rouge 30.08 lb
Mangrove Snapper	Kramer Sherman Baton Rouge 9.88 lb	Alex DeGenova New Orleans 6.38 lb	Gilly Andry New Orleans 4.70 lb
Trout Stringer	Luke St. Pierre Acadiana 17.30 lb		
Bluewater	Andre Bruni Baton Rouge 112 lb	John Levin Acadiana 55 lb	Ben Ber Bayou 42 lb
Kids (15 & under)	Jacob Weaver Southwest 4.75 lb	John Luke St. Pierre Acadiana 3.58 lb	John Luke St. Pierre Acadiana 3.10 lb



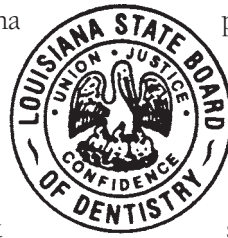
LDA louisiana state board of dentistry

Dr. Russell "Rusty" Mayer
President, Louisiana State Board of Dentistry

Eventful Year for LSBOD

It has been an eventful year for the Louisiana State Board of Dentistry. Our first major change updated the disciplinary process. Following that, we have been incredibly busy over the past few months making improvements to our online services. The hope is that these improvements will make it easier on our licensees to comply with both C.E. and contact information requirements. Soon licensees will be able to track their continuing education online through C.E. Broker. This online tracking system means that the board will no longer need to conduct random continuing education audits. Licensees will also soon be able to change their address information online without having to send written notice to the board office.

A few years ago, we updated our website to allow online license renewals and easier access to applications and information. The licensee response to the online renewals has been so overwhelmingly



positive that the board has begun making other improvements to better assist our licensees with compliance. Beginning October 1, our licensees will be able to log in to the website at www.lsbod.org to update their personal address information themselves; if you use the online system, you will no longer be required to mail or fax information updates to the board office.

License renewals will begin on October 1, 2017. We will be sending out renewal notices to licensees sometime in September, so if your license is up for renewal, please be on the lookout for that mailing.

The recent passing of longtime board member Dr. H.O. Blackwood is a great loss to the dental community of Louisiana. He served on the board for over 25 years, tirelessly working to ensure the high standards of dental care in Louisiana. Dr. Blackwood was an inspiration to many and will be greatly missed by current, as well as former board members and colleagues.



The LDA website, www.ladental.org, offers a wide array of governmental briefs, dental resources, disaster preparedness and recovery and so much more!

LDA classifieds

General Dentist needed for busy, established practices in Mobile, Birmingham, and Huntsville areas - new grads welcome! Seeking compassionate doctor to provide evidence-based dentistry in our modern chartless/digital office. Full schedule. Well-trained, exceptional staff. Competitive compensation and potential SIGN-ON BONUS for the right candidate. Full benefits include: Healthcare, Vision/Dental, STD/LTD, FSA, Life Insurance, 401K and more. Hours = M-Th, 8-5, and F, 8-1. Send resumes to: JRoseDMD@yahoo.com.

We Are Looking for Chairside Dental Assistants to be Dental Assistant Instructors at our Alexandria, LA Campus: Job requires Saturdays only, base pay of \$18-21 per hour.

Must have 5 or more years current, chairside experience, a clean criminal background, and GED or high school diploma. Email resume to: dawn@vandelayereducation.com.

General Practice #LA-1313: Jefferson Parish, 4 operatories, average collections \$213,955. Small office currently open 3 days/week. Significant growth potential. For details, contact Amanda Christy, NPT (National Practice Transitions, LLC) 877-365-6786 x230, a.christy@NPTdental.com or register for FREE on the website (www.NPTdental.com) as a member for immediate updates.

Continued next page.

Welcome to the LDA LOUISIANA DENTAL ASSOCIATION

New Members of the LDA from June 29 to September 6, 2016

Acadiana District Dental Association

Dr. Amy Bordelon
Dr. Jade Fontenot
Dr. Madeleine Groth
Dr. Lara Henderson
Dr. Casey Weber

Bayou District Dental Association

Dr. Katelynn Colburn
Dr. Quyen Nguyen
Dr. Katherine Sevier

Central Louisiana Dental Association

Dr. Jack Daigrepoint
Dr. Lindsay Robichaux

Greater Baton Rouge Dental Association

Dr. Marcie Adams
Dr. Noelle Davis
Dr. Steve Hu
Dr. Elise King

Dr. Randy Roth
Dr. Amanda Sandifer
Dr. Andrea Scollard
Dr. Christine Walters

New Orleans Dental Association

Dr. Casey Bates
Dr. Anh Tuyet Dang
Dr. Jenny Herman
Dr. Vandana Kewalramani
Dr. Emily Levy
Dr. Timothy Mooney
Dr. Rachel Neumeyer
Dr. Hang Nguyen
Dr. Vy Nguyen
Dr. Matthew Oubre
Dr. Troy Patterson
Dr. Gabrielle Richard
Dr. Jacob Robichaux

Northeast Louisiana Dental Association

Dr. Susann McMahan
Dr. Mindi Roberson

Dr. Caitlin Slade
Dr. Rachel Zachary

Northlake Dental Association

Dr. Alyssa Brailsford
Dr. Megan Currier
Dr. Steven Le

Northwest Louisiana Dental Association

Dr. Yolanda Bell
Dr. Reuben House
Dr. Collin Miller
Dr. Jake O'Brien
Dr. Meredith Patton
Dr. Timothy Tate
Dr. David Wischoff

Southwest District Dental Association

Dr. Benjamin Duplantis
Dr. Angelica Maheia



OFFICE SPACE AND OPERATORIES AVAILABLE TO RENT for anyone affected by the flooding. Office located on O'Neal Lane, Baton Rouge. Available Fridays and Saturdays. Contact Dr. Bill Booty, (504) 913-0417.

Original Dexis 601P Sensor with card reader. Accessory kit included. Great images, like new condition. Contact: Melinda E. Hickey, (985) 373-7944. Please email: mhickeydds@gmail.com.

Former dental office (1,659 sq. ft.) available for lease at 5211 Essen Lane in Baton Rouge. Includes waiting room, reception, (1) private office, (5) exam rooms, kitchenette, file room, supply room, work room with 2 sinks, private restroom, and designated x-ray area. Owner is willing to give a tenant improvement allowance to renovate the space. More information can be found online at <http://www.lacdb.com/listing/29986601>. Please contact Ransom Pipes for more information - rpipes@mmcre.com or (225) 810-3379.

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

Matika Irons & Associates, LLC (formerly Forest Irons & Associates, Inc.) is searching for a general dentist to work in a community health center in SW Louisiana for 1-5 days per week, starting in August or September. Mondays through Thursdays are full days, and Fridays are half days until 12 noon. Compensation is based on an hourly rate. Please visit www.matikairons.com for additional information, if needed. Thank you in advance for your consideration. All replies will be held strictly confidential. Respectfully, Ann Matika, B.S.D.H., M.S., (757) 431-5481.

Dental office space for lease in predominate Baton Rouge location. Call (225) 978-1111.

Brian M. Begue is now available to represent dental professionals in disciplinary and other proceedings.

- 1992-2015, Counsel, Louisiana State Board of Dentistry.
- 2002-present, Chairman, Louisiana State Bar Association - Administrative Law Section.
- Contact: (504) 944-8443.
- Email: beguebrianatty@bellsouth.net.



Dental Dreams is actively seeking motivated, quality-oriented associate dentists for our office in Baton Rouge, LA. We provide the ultimate in quality general dentistry to the entire family in a modern, technologically advanced setting with experienced support staff. Our highly valued associates enjoy top tier compensation.

Compensation:

- \$25,000 sign on bonus
- Average compensation of full-time dentists in excess of \$220,000/per annum
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Clinical Practice:

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Benefits:

- Health insurance
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Make Dental Dreams a reality for you. Please contact us to learn more about rewarding associate dentist opportunities with Dental Dreams. We offer full-time, part-time, and Saturday only schedules.

Phone: (312) 274-4598; Email: Recruiting@DentalDreams.com; Website: www.dentaldreams.com.



Candidate should have been awarded a D.D.S. or D.M.D. degree from a dental school accredited by the Commission on Dental Accreditation of the American

Continued next page.

Dental Association and hold a dental license in the State of Louisiana, a DEA Certificate, and a State Controlled Substance Registration. Provides evaluation, diagnosis, prevention, or treatment, including nonsurgical, surgical, or related procedures, of diseases, disorders, or conditions of the oral cavity of children and adults. Hours of operation are Monday and Wednesday from 8 a.m. to 5 p.m., Tuesday and Thursday from 8 a.m. to 7 p.m., and Friday from 8 a.m. to 12 p.m. Positions are available in Lafayette and Crowley, LA. Salary negotiable based on experience. Contact Dr. John Colligan at (337) 493-5163 or jcolligan@swlahealth.org.

Established general practice, 5 ops and Gross revenue of \$385,000 with an active patient base located in a business district in a free standing building owned by seller. Contact representative, Ronnie Mullins, ronnie.mullins@henryschein.com, (251) 648-7733 for more information. #LA 101

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

Looking for part-time and full-time dental hygienist. Great pay at a 30 year old established practice in Ferriday, LA. Email resume to dallas@missloudental.com.



**SHREVEPORT BOSSIER FAMILY DENTAL CARE:
(OFFERING \$10,000 SIGNING BONUS*)**

Seeking a NEW or EXPERIENCED Dentist to join the largest privately owned dental practice in northwest Louisiana. For the past 30 years, we have provided general and cosmetic dentistry that has now expanded to five state-of-the-art facilities with the latest advancements in technology. The large expansion and growth in Shreveport and Bossier City is bringing in over 700 NEW patients a month, assuring unlimited income opportunity with a \$150K guarantee. We are not a corporate setting. Our

office is owned and operated by local dentists, and we offer medical insurance, dental, 401K, CE, and relocation assistance for all our doctors. We can help you relocate to a great place to live and raise a family.

This is an opportunity of a lifetime! Our doctors and staff take pride in teamwork and providing quality care for our patients. We will remove the stress of daily operations, payroll, marketing, and billing, etc., thus allowing you to focus on caring for your patients. Our team and our patients are family! If you would like to visit us or learn more, Contact Us TODAY! (318) 547-1454 or Email: marketing@shreveportbossierdental.com. Finder's Fee:\$1,000 (restrictions apply*)

Our busy Houma dental practice is currently seeking a general practitioner to cover, Monday, Tuesday, Thursday and Friday from Nov. 21, 2016, to February 20, 2017, for a maternity leave. Position would be available for one doctor all four days or two doctors to cover the four days. After maternity coverage, possible future days available. Pay would be per diem plus a percentage of collections over a certain amount. Specific details to be discussed at interview. If interested, please send your resume to houmafamildental@icloud.com.

BATON ROUGE ASSOCIATE DENTIST NEEDED FOR FRIDAYS: Busy practice is expanding and may include a larger role in future and/or possible partnership. Contact Dr. Bill Booty, (504) 913-0417 or (225) 753-5303.

DENTAL EQUIPMENT FOR SALE: Chairs, lights, x-ray units, dual suction pump, compressor and more. Call (504) 887-1272 to have information faxed to you.

Classified Advertising Online

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

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

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

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 14, 2016 8:30 a.m.-4:30 p.m.
TOPIC: "Technology in your Dental Practice – A Review of Current Products and a Look in to the Future"
SPEAKER: Dr. Paul Feuerstein
PROVIDER: Continuing Dental Education of Baton Rouge
LOCATION: Baton Rouge, LA – BREC Little Theatre Park, 7800 Independence Blvd.
CREDIT HOURS: 7 Clinical Hours
FEES & REGISTRATION: No charge for Members; \$290 for Non-Members; Contact Dr. Scott M. Pecue at 225-293-3966, info@scottpecuedds.com, www.CDEOFBR.com

DATE: October 20-24, 2016
EVENT: ADA Annual Session
LOCATION: Denver, Colorado
FEES & REGISTRATION: <http://www.ada.org/en/meeting/registration>

DATE: December 9, 2016
EVENT: LDA Last Chance Seminar, "For the Love of Dentistry" Presented by the LDA and Patterson Dental
LOCATION: Renaissance Hotel, Baton Rouge, LA
SPEAKERS: Dr. James Klim, Dr. Darin O'Bryan, and Dr. Dave Juliani
CREDIT HOURS: 7 Clinical Hours
PROVIDER: Louisiana Dental Association (AGD PACE Recognized Provider)
DESIGNED FOR: All
REGISTRATION: www.ladental.org/lastchance

DATE: January 13, 2017
EVENT: LDA's Bowden Leadership Development Conference, To Boldly Go Where Few Have Gone Before! Leadership skills for the 21st Century
LOCATION: Embassy Suites, Baton Rouge, LA
SPEAKER: Janie Walters
PROVIDER: Louisiana Dental Association (AGD PACE Recognized Provider)
DESIGNED FOR: LDA and local component leadership
CREDIT HOURS: 4 practice management
REGISTRATION: www.ladental.org/bowden

DATE: February 25-27, 2017
EVENT: Winter C.E. and Ski Over Mardi Gras Holiday
LOCATION: Park City/Canyons, Utah
CREDIT HOURS: 12 Hours (4 practice management and 8 clinical)
PROVIDER: Louisiana Dental Association (AGD PACE Recognized Provider)
DESIGNED FOR: All
REGISTRATION: www.ladental.org/ski

DATE: March 10, 2017
EVENT: Louisiana Dental Hygienists' Annual Session
LOCATION: Wyndham Hotel, Metairie, LA
REGISTRATION: Contact Leslie LaGrange, sles825@yahoo.com

DATE: April 6-8, 2017
EVENT: New Orleans Dental Conference/LDA Annual Session
LOCATION: New Orleans Morial Convention Center
PROVIDER: New Orleans Dental Association (ADA CERP Recognized Provider)
DESIGNED FOR: All
REGISTRATION: www.nodc.org

DATE: May 3-6, 2017
EVENT: 10th National Conference on Health Disparities
LOCATION: JW Marriott, 614 Canal St., New Orleans, LA
REGISTRATION: Contact M. Monique Hill, hillmo@musc.edu or Dr. David E. Rivers, riversd@musc.edu, nationalhealthdisparities.com

Visit www.ladental.org
 for the statewide
 C.E. calendar!

Upcoming CE Courses During 2016-2017

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

Continuing Dental Education

2016 DATES & CITY	COURSE NAME, SPEAKER(S) & LOCATION	FOR...	FEES	HRS – C or NC, L and/or P
Sept. 9 New Orleans	The 10 th Annual Clifton O. Dummett, Jr. Memorial Lecture on Dentistry for the Pediatric Patient (Friday Only) w/ Dennis J. McTigue, DDS, MS – at LSU Health New Orleans School of Dentistry	Dentist Hygienist, Assistant, or Lab Tech	\$399 \$145	8 C, L
Sept. 9-10 New Orleans	The 10 th Annual Clifton O. Dummett, Jr. Memorial Lecture & Workshop on Dentistry for the Pediatric Patient (Friday and Saturday) w/ Dennis J. McTigue, DDS, MS and Ashok Kumar, DDS, MS – at LSU Health New Orleans School of Dentistry	Dentist Hygienist, Assistant, or Lab Tech	\$785 \$285	11.5 C (8 L/3.5P)
Sept. 16-18 Baton Rouge	Expanded Duty Dental Assistant (EDDA) w/ A. Klasser, EDDA, L. C. Hernandez, EDDA, CDA & S. Renfrow, EDDA – at National EMS Academy in Baton Rouge	Assistant	\$650	24 C, (12L/12P)
Sept. 23 New Orleans	Alumni Day 2016 at LSU School of Dentistry (in Auditorium C) w/ AM Presentation: Contemporary Ceramics presented by Edward A. McLaren, DDS, MDC ; PM Presentation: TMD: Facts, Fads, and Fallacies (What I've Learned in 40 Years of Practice) presented by Ronald C. Auvenshine, DDS, PhD – or –	Dentist Hygienist/Lab Tech Assistant	\$269 \$169 \$109	6 C, L
Sept. 23 New Orleans	Alumni Day 2016 at LSU School of Dentistry (in Auditorium B) w/ Concurrent AM & PM Presentation: STOP Texting: Learn to Communicate and Build a Dynamic Team presented by Joan Forrest, CEO and Laura Wittenauer, DDS, The Dawson Academy	Dentist Hygienist/Lab Tech Assistant	\$269 \$169 \$109	6 NC, L
Oct. 8 New Orleans	Digital & Conventional Radiology for the Dental Assistant w/ Dr. Kavas A. Thunthy – at LSU Health New Orleans School of Dentistry	Assistant	\$300	7 C, (3.5L/3.5P)
Oct. 28-29 New Orleans	How to Fabricate a New Generation of Hybrid Dentures for Edentulous Patients – 1.5 Days. Presented by Marco Brindis, DDS with Julia Zavala, Master CDT - a NEW limited-attendance lecture and “hands-on” course with free 90-day subscription to The LSU Online CDE Training Platform – at LSU Health New Orleans School of Dentistry	Dentist Staff	\$2,495 \$495	10 C, (6 L/4P)
Nov. 4-6 Lafayette	Expanded Duty Dental Assistant (EDDA) w/ K. Coco, EDDA, L. Hoyer, EDDA , and T. Rogers, EDDA – at National EMS Academy in Lafayette	Assistant	\$650 ★	24 C, (12L/12P)
Nov. 18-20 New Orleans	Expanded Duty Dental Assistant (EDDA) w/ N. Weiss, RDH, CDA, EFDA, D. Williams, CDA, EDDA , and B. Meyers, EDDA – at LSU Health New Orleans School of Dentistry	Assistant	\$650 ★	24 C, (12L/12P)
Dec. 2 New Orleans	“LAST CHANCE” in New Orleans: A Sound Recession Proof Restorative/Hygiene Practice: Integrating the Team and Creating the “Value” – a course for the entire dental team w/ Lou Graham, DDS – at LSU Health New Orleans School of Dentistry – or take by Video Conference if you live 150 miles or more outside of New Orleans –	Dentist Hygienist Assistant	\$325 ■ \$205 ■ \$115 ■	7 C, L
Dec. 2	Streaming LIVE from New Orleans at LSU School of Dentistry to your home or office to your desktop or laptop. This is limited attendance. REGISTER EARLY!	Dentist Hygienist Assistant	\$325 ■ \$205 ■ \$115 ■	7 C, L
Jan. 27 Lake Charles	LSU Day in Lake Charles: I've Got a Few Tricks Up My Sleeve! Tips to Make Every Day Procedures a Little Bit Easier – a course for dentists and the entire dental team w/ Jeffrey W. Horowitz, DMD, FAGD – at L'Auberge Casino Resort in Lake Charles – or take by Video Conference if you live 150 miles or more outside of Lake Charles –	Dentist Hygienist Assistant	\$325 ■ \$205 ■ \$115 ■	7 C, L
Jan. 27	Streaming LIVE from Lake Charles at L'Auberge Casino in Lake Charles to your home or office to your desktop or laptop. This is limited attendance. REGISTER EARLY!	Dentist Hygienist Assistant	\$325 ■ \$205 ■ \$115 ■	7 C, L
Feb. 3 New Orleans	Treating the Medically Complex Dental Patient & Medical Emergencies in the Dental Office – a course for dentists, dental specialists and the entire dental team w/ Michael Glick, DMD and Alfredo Arribas, DDS, MS – at LSU Health New Orleans School of Dentistry – or take by Video Conference if you live 150 miles or more outside of New Orleans –	Dentist RDH Assistant	\$325 ■ \$205 ■ \$115 ■	7 C, L
Feb. 3	Streaming LIVE from New Orleans at LSU Health New Orleans School of Dentistry to your desktop or laptop. This is limited attendance. REGISTER EARLY!	Dentist RDH Assistant	\$325 ■ \$205 ■ \$115 ■	7 C, L

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

■ 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.

David N. Austin

No More Low B

I have great news to announce to you today coming straight to us from the 11th floor of the LDA Research Laboratory, (LDARL) in Bunkie, Louisiana!

Have you ever suffered the heartbreak of dwindling or complete loss of function while using your cell phone or smart device? And how embarrassing it can be to disappoint a friend or loved one in the middle of an important conversation. Of course, we all have had or will have this problem and it seems to get worse as our devices age. Nothing can be more stressful than having your personal equipment not perform as it used to.

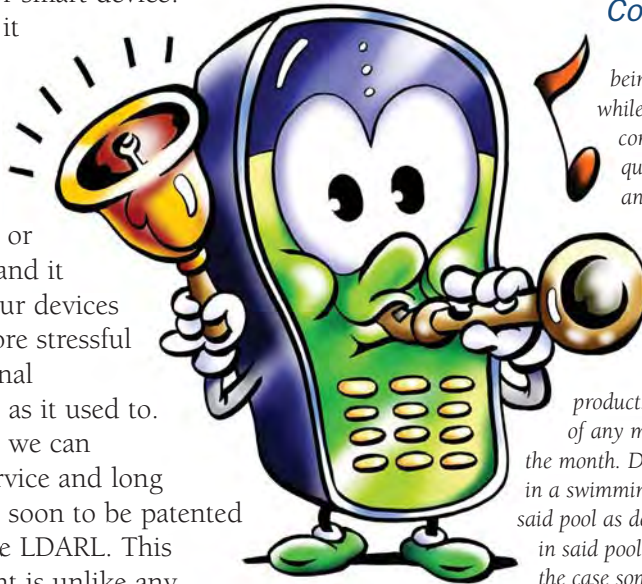
But now my friends, we can now enjoy extended service and long enjoyment through this soon to be patented product provided by the LDARL. This revolutionary instrument is unlike any that has been on the market. It is a lithium-ion tool that will attach to your personal device and will guarantee to lengthen its use up to 5 full hours over and above its usual time-span!

This breakthrough in increasing the fulfillment of enjoying your personal device has occurred over a 5 year developmental period in which the lithium used has been augmented by a proprietary ingredient discovered on Avery Island. Hard to explain how it works, but we guarantee your complete satisfaction. And of course, it is 100% gluten-free.

In fact, if you do not experience at least 5 full hours of extended service you must immediately stop using the device due to the fact that permanent harm can occur.

Right now, if you call the toll-free number in the front of this publication you will be eligible to receive not 1, but 2, for the price of 1, just pay additional

shipping and handling. You can expect to receive this within 10 days of receipt of payment to the address you specify, securely packed in a private purple-shaded water-proof box. This offer is only good for the next 24 hours so don't delay.



Consumer Warning:

Caution should be used at all times while being used in a damp environment. Never use while hands are damp or you might experience complete heart failure and/or death – either will qualify you for a complete refund [less shipping and handling] or instead of a refund we will replace the product [except for shipping and handling]. If you should experience an electrical malfunction causing severe harm or death go to www.ldarldumb.com and fill out return affidavit for a RMA number to be issued to you for return of defective product. This can only be sent to us on the 5th Friday of any month containing an 'R' in the actual spelling of the month. Do not make the mistake of dropping this device in a swimming pool containing anything live swimming in said pool as device will act like an AED on all living objects in said pool and heart stoppage is extremely likely or in the case someone's heart was already stopped this sucker will start it up again. And for heaven's sake, do not drop this thing in the ocean if you are offshore fishing as all the living animals in a 10 mile radius will be really ticked and severe harm will occur to any nearby oil rig. Also it is not recommended to use while lightning is occurring within a 30 mile radius as this dude could light up like a 4th of July fireworks display and you will be really sorry. Also please dispose of device in only approved lithium-ion disposal units as any other disposal method will enact the Homeland Security Alert System and a special anti-terrorism unit will be visiting you and your friends and this could be extremely embarrassing because they seldom come to your home when you are expecting them. Should you lose this device, you must immediately contact your state national guard and tell them everything you know about where the heck you think you lost this thing because you could be responsible for the nuclear material that this device contains. Also use caution while using this device while driving a car or heavy machinery as device could cause an electrical stoppage of said vehicles or machinery while in use and you could be fined by the police or authorities in your area, especially if you drive off a cliff or bridge. And speaking of driving off a bridge, here we go talking about getting this thing in water again....

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