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JOURNAL OF THE LOUISIANA DENTAL ASSOCIATION

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- Greatest Net Gain of New Dentists
- Converted Highest Number of Nonmember Women Dentists to Membership
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- Recognition of Collaborative Recruitment Efforts for the Class of 2021 to Tripartite Membership

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JOURNAL

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

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On the cover: The LDA recently received seven membership awards during the ADA Management Conference in Chicago! This success would not have been possible without the valued commitment of all LDA members to the association. See pages 10-11 for more information on this outstanding work within the LDA.

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



Time to Get Off the Sidelines and Get into the Game

By Dr. Brian Basinger
Editor, LDA Journal

The change of season from summer to fall brings so many things with it. Much appreciated cooler temperatures after a brutally hot summer, the routine of a school day after a few months of freedom, and the return of football, whether fantasy or real, are just a few of the changes anticipated by millions. And come November, fall will mean Election Day across the country. There will be intense interest in who wins what, from local city councils and mayoral races up to the national level of congressional races. Brace yourself for the yard signs and knocks on your door and the ads. Oh, the ads.

One of the great things about our country is that we can have a say so in these elections. We can donate money, campaign for our favorite candidates, and ultimately, we get to cast a vote. It's a right and privilege that citizens in our country get to express themselves at the ballot box to support candidates with ideas they like or sometimes to oppose someone they don't like. In Shreveport, the mayor and city council have been dicker-ing over awarding a recycling contract for almost two years while we've been without a provider the entire time. That issue may get some people unelected. On a national level, if you don't like paying close to \$4 a gallon for gas because of a change in our energy policies, vote. Or, if you don't like that tens of thousands of illegal immigrants a month are allowed to enter our country, vote. Or, if you like the idea of green energy or would like us to be more environmentally conscious, make your voice heard by participating in the voting process. Maybe you can make a difference.

As dentists, we can participate and make a difference as the electorate, but we can also make a difference in our profession by participating and being involved with organized dentistry. If you haven't already, join the LDA. Become a member and stay a member. No matter what type

of practice model or specialty you practice, there is a place for you. When you join, you are actually joining a tripartite system, which includes membership into the American Dental Association (ADA), Louisiana Dental Association (LDA), and a local component. So, after you've joined, then what? Go to your local component meeting. If there is an opportunity to get involved then take it, you just might like it! If you do like it, then other opportunities will present themselves. On the state level, there are positions available on various committees and possibly even the on the LDA Board of Directors. There are also similar positions available on the national level. As a matter of fact, in 2016, Dr. Gary Roberts from Shreveport was sworn in as the 153rd president of the American Dental Association. He started as a volunteer in the Northwest Louisiana Dental Association and eventually ended up at the pinnacle of leadership in the organization.

Besides a sense of community and camaraderie with your fellow dentists, why participate in or maybe even why support organized dentistry? Maybe you're thinking about the ever-popular question of "What's in it for me?" Glad you asked because actually, there's a lot in it for you. Besides having a part in helping to shape the future of our profession, let me give you a few examples of what the LDA has done just in the past two years. When our offices were initially shut down from the COVID-19 pandemic in March 2020, Louisiana dentists and hygienists were some of the first in the country to be able to get back to work. This was because of the intense lobbying efforts by the LDA, the Louisiana Department of Health and the governor. Even in the COVID-19



environment of the past two years, the LDA was able to get several bills passed in our state legislature that could be of great benefit to practicing dentists who accept insurance. In 2020, one bill eliminated insurance companies from being able to "down code" a fixed bridge to a removable partial, and another bill eliminated the "missing tooth clause" as a pre-existing condition and a reason for the denial of many claims. In 2021, LDA's bill requiring transparency in network leasing passed, as well as a bill adding the review of dental insurance plans under the Health Insurance Issuer External Review Act.

At the national level, the ADA's motto since the beginning of the COVID-19 pandemic has been "We've got your back." From keeping dentists informed about the appropriate protocols and protection for ourselves and staff and lobbying Congress on our behalf about the PPP and EIDL loan programs to include provisions to benefit dentists, the ADA has really made a difference. These are just a few of the countless issues addressed by the LDA and ADA, many of which have been recently highlighted in this Journal.

Am I preaching to the choir? I hope so. Becoming involved is vital to the continued success of our profession. Nationally, some of the recent discussions have involved dentistry becoming a benefit of the Medicare program, inclusion, and diversity in dentistry and also how to address a perceived shortage of dentists and hygienists nationwide. And there are plenty more. If you want to have your voice heard and potentially affect change, vote. If you'd like to amplify your voice and have your opinions heard by a greater audience, participate. You'll be glad you did!



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Dr. Jacob Dent



Expansion of Comprehensive Dental Care for Adults with Intellectual and Developmental Disabilities

By Dr. Stephen Morgan
President, Louisiana Dental Association

The beauty of dentistry lies in its autonomy to practice however we choose. As dentists, we provide compassionate care in selected disciplines of operative, oral surgery, etc. We have the option to treat kids, teenagers, or adults. Likewise, our patients choose to see us as providers because of how we take care of their needs, ease their stress, and comfort them by restoring their dental health.

However, some patients cannot choose and verbalize their needs. Individuals with intellectual and developmental disabilities (I/DD) have challenges that the typical patient may not present to us. My daughter, Adeline, is one such patient. She has a rare genetic condition called 5P, otherwise known as cri-du-chat syndrome. Adeline is 17 years old, non-verbal, mentally and physically delayed, and extremely strong-willed. In my 19 years of practicing dentistry, her restorations remain the most difficult service that I have ever completed. However, I also feel they are my most rewarding task emotionally.

I personally understand the challenges of treating patients with special needs. I know the fear of potentially having to tell a caretaker that I cannot accommodate the needs of their adult or child for safety reasons, compliance reasons, or skill set. However, as clinicians, we have a responsibility to help, and if we cannot, we should develop resources and outlets for such treatments.



Dr. Stephen Morgan with his daughter, Adeline, and wife, Dr. Amanda Morgan.

Most recently, through legislation of House Bill 55 by Representative Rhonda Butler and Senator Franklin Foil, the state has provided Medicaid coverage for dental care for certain adult residents of intermediate care facilities. The LDA has successfully worked with the Dental Task Force to secure state funding to implement Act 450 of the 2021 Regular Session: comprehensive dental care for adults with intellectual and developmental disabilities (I/DD) through Louisiana's Developmental Disabilities Waiver Program. As of July 1, 2022, these patients have adult Medicaid coverage.

Treating the special needs population is not easy, but we are blessed to be in this profession. We can learn the skill set to utilize different modalities of communication, behavioral modification, and anti-anxiety therapy. If you are not a Medicaid

provider but would like to sign up to serve these patients, contact DentaQuest at 1-800-685-0143, MCNA at 1-855-702-6262, or visit the Louisiana Department of Health's website at www.ldh.la.gov.

The LDA is working with LDH and the Louisiana Dental Task Force to provide trainings related to treating patients with I/DD. Dr. Jacob Dent will provide clinical C.E. hours related to this topic at the LDA's Last Chance Seminar on December 9 at the Crowne Plaza Hotel in Baton Rouge. To register and learn more, visit www.ladental.org/lastchance.

I challenge you to attend the LDA's Last Chance Seminar to educate yourself on this area of dentistry. It is important that we are all able to play a hand in improving our profession's ability to take care of all dental needs.



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The Top 5 Things You Need to Know to Recognize and Avert Cyber Attacks

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

The TOP 5 Things You Need to Know to Recognize & Avert Cyber Attacks

Cyberattacks are hitting too close to home in the dental industry. Using real examples, here are the 10 things you need to know about what cybercriminals are doing to target you and what you can do to avert catastrophe.

1.

The sender requests you call a phone number.

Example:

```
Auto Renewal Confirmation
Customer Support Desk: +1 (877) 750-6660
Date: 25th Jan,2022
Thank you for your Subscription!
We have successfully renewed your service.
Your subscription services have been auto renewed.
Charged 148.88 USD for the auto-renewal.
Invoice Number – #BH87GS98JQ
```

What They're Doing:

They're posing as a customer service representative to convince you of a couple of things:

- Go to an online site and put in a code or information to request a refund
- The scammers need to log on to your computer to delete a free trial of the product
- They request bank information so that they can "refund" the money

What You Should Do: Don't call the phone number provided.

- Avoid the trick by checking your bank or credit card account before you take any action. Alert the bank or credit card company to monitor your account
- Visit the supposed source's actual website to look up the correct number for support or account issues.

2.

The sender's name looks legitimate, but the email address is spoofed or doesn't remotely resemble the company it claims to be.

Example:

```
From: "Larry@billing" <ekeraslihan410@gmail.com>
Subject: Subscription_auto_renewal_receipt_177G2994M32560DG
Date: January 25, 2022 at 9:43:18 AM CST
```

What They're Doing:

The cybercrime group expects you to read quickly and think the email is coming from a trusted source. A closer look reveals the name in the "From" line and the email address are inconsistent, both with each other and the actual company they claim to represent.

What You Should Do: Catch the sender info mismatch.

Always look at the "From" line with care. If the information in the sender's name or email address doesn't match, it indicates the source is not legitimate.

3.

Logos and company names are too prominently placed in the email.

Example:



What They're Doing:

Cybercriminals use every possible asset to convince you to take the action requested. These are low quality, and the layout isn't consistent with the way Microsoft presents them on its website.

What You Should Do:

Pay attention to random logos and poor quality.

Taking note of details like extremely oversized or fuzzy logos helps you zero in on a non-legit sender. If you've ever received communication from a legitimate source, compare previous emails.

4.

Logos, company name and sender emails are often at odds.

Example:



What They're Doing:

The criminals may include what appears to be the company web address or company name. In this example, Amazon is represented as "Amazon Com."

What You Should Do:

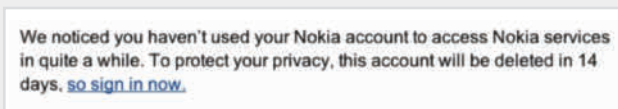
If logos and names don't agree, question the security.

Using "Amazon com" in the "From" line is a poor attempt to pretend they're Amazon. It's not a verified email, business name or web address.

5.

You have to click a link to take action.

Example:



What They're Doing:

This email combines several tactics addressed thus far. In addition, the "sign in" link is embedded so you can't see where it actually takes you unless you hover over it without clicking. If you click, you've possibly exposed yourself to any kind of malware, including ransomware, which can shut down your practice and stick you with a very high price for data recovery.

Know what to look for to avert cyber attacks.

What You Should Do:

Always hover before you click.

Before you click, hover your cursor over the link and you should see a small pop-up indicating the URL it points to. A false hyperlink will look something like <http://www.FAKEURL.com/FAKE KEY WORDS/COMPANY NAME>. If it looks remotely suspicious, don't click the link!

After you take the proper action to avert the attack, be sure you alert your IT personnel as well as the rest of your team. Equally important is the type of email service you are using, especially when sending or receiving Protected Health Information (PHI). Make sure your email is encrypted at the highest level, transmitted across a private network and in compliance with every federal HIPAA requirement. The most secure, compliant email requires your office to initiate emails with anyone outside your verified network of contacts. The best protection is to keep criminals from getting to your inbox in the first place.

LDA endorses iCoreExchange secure, HIPAA-compliant email. iCoreExchange not only meets or exceeds every compliance and security requirement, it also allows you to attach as many large files as you want to any single email. Speed up your workflow, protect patients and your practice. Check out this convenient and compliant service at iCoreConnect.com/LA4 or 888.810.7706. LDA members receive a substantial discount on iCoreExchange.



Angelo J. Mariotti, DDS., PhD Appointed Dean of LSUSD

Sandra Andrieu, PhD
Interim Dean & Associate Dean for Academic Affairs
Professor, Comprehensive Dentistry and Biomaterials - Administration
LSU Health School of Dentistry

It is with great pleasure to announce that after an eight-month search, a new dean has been chosen to lead the LSU Health School of Dentistry (LSUSD). Dr. Angelo Mariotti, an experienced clinician, educator and researcher, has agreed to serve as the next dean effective January 2023. As an alumnus and a faculty member for over four decades, I know that our dental school holds a special place in the hearts of its alumni and is well-respected by health professionals in Louisiana. I welcome Dr. Mariotti and look forward to learning from him and supporting his efforts to strengthen the mission of our school in the years to come.

As professor and chair of the Department of Periodontology at The Ohio State University College of Dentistry, Dr. Mariotti was instrumental in transforming the curriculum, increasing educational outcomes at both pre- and post-doctoral levels, increasing fundraising, improving facilities, building research, expanding clinics, and enhancing faculty development. Through collaboration with faculty, students, staff, alumni, and external partners, he will bring this proven success to benefit LSUSD.

Dr. Mariotti received a BS in biology and education from Grove City College in Pennsylvania. He received both his PhD in pharmacology and toxicology and his DDS from West Virginia University and specialty training in periodontology from the Medical College of Virginia.



A fellow of the International College of Dentists, American College of Dentists, and the Pierre Fauchard Academy, Dr. Mariotti is both a diplomate and director of the

American Board of Periodontology. He is an editor of *Pharmacology and Therapeutics for Dentistry*. His more than 100 articles in peer-reviewed journals and textbooks focus on the pharmacologic actions of agents in the oral cavity and topics related to dental health care economics. Dr. Mariotti has served in a variety of leadership positions for numerous national and international dentistry organizations, all the while maintaining an active clinical practice in periodontology.

As I continue my role as associate dean of academic affairs, I look forward to collaborating with Dr. Mariotti and supporting a smooth transition as we continue to maintain excellence in dental education to benefit students, faculty and the citizens of Louisiana.

LDA Delegates and Alternate Delegates to the ADA House of Delegates attending the Dallas Pre-Caucus



Pictured: Dr. Lance Savoie, Dr. Stephanie Weaver, Dr. Glen Corcoran, Dr. Vincent DiLeo, Dr. Stephen Morgan, Dr. Nelson Daly, Dr. Aaron Mangum, Dr. King Scott, Dr. Kristi Soileau, Dr. Brian Basinger, Dr. Mike Luminais, Dr. Marty Garrett and Dr. Mark Chaney.



2023

LDA AWARD NOMINATIONS

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Taking One for the Team Has Never Been Better

LDA Receives SEVEN Membership Awards During ADA Management Conference

Annette Droddy
Executive Director, LDA

In July, several LDA team members attended various portions of the ADA's Management Conference in Chicago. During the reception that overlapped between the executive director meeting and the membership meeting, there was a reception that included ADA membership awards/recognition.

Typically, when we are told to take one for the team, it's never a truly remarkable experience. However, in this case, I took "seven for the team," and it was an amazing acknowledgement of the LDA leadership and staff and their dedication to helping our members continue to succeed, even in the most difficult times.

LDA Membership Awards acknowledged by the ADA:

- Most Improved Active Member Retention Rate
- Most Improved Five-Year Market Share
- Greatest Net Gain of New Dentists
- Converted Highest Number of Nonmember Women Dentists to Membership
- Converted Highest Number of Diverse Dentists to Membership
- Greatest Net Gain in Membership
- Recognition of Collaborative Recruitment Efforts for the Class of 2021 to Tripartite Membership

This success would not have been possible without the valued commitment of all LDA members to the association! In unprecedented times economically, clinically and legally (specifically in government



LDA staff members Alannie Broussard, director of communications and public affairs; Annette Droddy, executive director; Colin Zvosec, director of membership development; Candice Castro, executive assistant; and Tiffany Waddell, director of accounting.

regulations), LDA members banded together to make sure that as essential providers, dentists were allowed to go back to work. Instead of competing for patients and PPE, LDA members shared information and helped each other find PPE to reopen offices and treat patients. We worked hard together, component by component, to find vaccine resources at a time when only hospitals were receiving the much needed and wanted vaccine.

Our 2020-2021 president, Dr. Trey Carlton, saw the benefit of reaching out to non-LDA members with some of the information that we had garnered and to let them know that the LDA was fighting to help

dentists. As a result, many non-member dentists realized the opportunity to continue getting these resources and the assistance of the LDA leadership and staff in a time of great trial and confusion for everyone, especially health care professionals.

These are not the LDA Board of Directors' awards, and they are not the LDA staff's awards. They belong to all of us for the hard work and dedication that truly makes us a team. THIS is what organized dentistry is about. For those of you who have been long-time members and for those of you who just recently joined, we thank you. We thank you for being a part of the organized dentistry team!

DRIVE CHANGE



LDA Membership Director Colin Zvosec and LDA Council on Membership Chair Dr. Reid Owens.



LDA Executive Director Annette Drodny and LDA President-Elect Dr. Vince DiLeo.



ADA President Dr. Cesar Sabates and LDA Executive Director Annette Drodny.



Nicole Subick, ADA dental society outreach manager; Colin Zvosec, LDA director of membership; Annette Drodny, LDA executive director; and April Kates-Ellison, ADA chief client services and tripartite relations officer.



Health Insurance: What You Don't Know Can Hurt You

By Stormy Blair
 Vice President, Brown & Brown Association Services Professionals
 (an LDA/LDS endorsed company)

I have been enjoying all of the first day of school pictures my friends post on Facebook. While scrolling through the posts recently, it dawned on me that fall is right around the corner. In my world, this means it is time to get focused on assisting LDA members with health insurance needs because open enrollment will be here before we know it!

To quote a long-time friend and colleague, “When you need it bad, you want it really good!” This is so true when choosing a health plan. But it just isn't easy to shop for and choose the right coverage. Just like dentistry, health insurance has its own language making healthcare benefits terminology hard to understand. Here is some information that I hope will clarify what you are buying to avoid any disappointing and costly surprises when you file a claim.

First off, know if you are buying true health insurance or not. There are many products that pop up when you search for health insurance online that only mimic health insurance. Some of the most common not-for-real-health insurance products are health care sharing ministries or other similar memberships where the monthly membership fees are pooled to pay member claims. But, there are others. Some that popped up in a recent search are healthcare.com, health-insurance.com, healthcare.org and buyhealthinsurance.com.

These types of plans are not subject to the requirements, rules and standards of health insurance.

While less expensive, the lack of regulation could mean a lack of coverage in a time of need. You have very few legal protections if the group decides your illness is unworthy of contribution.

Second, here are some basic insurance terms that should be helpful in understanding the benefits of a plan:

- **Premiums** — The fixed amount you pay each month for the protection.
- **Deductibles** — The amount you must pay for care out of your own pocket before insurance starts to pay.
- **Coinurance** — What you must cover AFTER you meet your deductible UNTIL you spend your out-of-pocket maximum.
- **Max Out-Of-Pocket** — The most you must pay for in-network care in a given benefit year. Once you spend this amount, your carrier will take over and pay all of your covered in-network costs at 100%.
- **Copays** — Fixed payment amounts for covered healthcare services.

- **Networks** — Medical providers who have contracted with health insurance companies to accept set amounts for services. By design, networks lower unit costs and protect patients from extra billing.
- **Formulary** — An approved list of drugs that your health insurance plan will cover and how they are covered.
- **Claims** — The invoices medical providers send to your insurance company so they can get paid.

My recommendation is if you have never heard of an insurance company, it is best to avoid it. Work with trusted insurance advisors that understand health insurance and are familiar with the reputable carriers offering true health insurance in Louisiana.

If you have additional questions, reach out to me by emailing sblair@bb-asp.com, calling (985) 674-3886 or visiting www.bb-gulfstates.com/asp.

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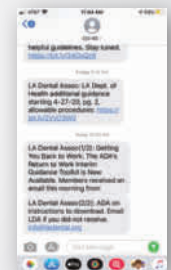


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At Olivier Group, our financial planners walk our clients through The Blueprinting Process, during which we hope our clients feel empowered to design their dream life to find their personal freedom. An important point to remember is your feelings of freedom come from knowing your purpose, often called your “why” the reason you are on this Earth. Once you have that identified, you can put forth your energy, including your business and finances, in line with your purpose.

As dental professionals, you have chosen a field that has great meaning. For the seventh consecutive year, the U.S. News & World Report’s 100 best jobs *listed professions within dentistry*.¹ Restoring oral health and transforming the lives of patients is just one of the many powerful reasons to be a dentist.² There are also the financial incentives to practicing dentistry. These incentives go hand in hand with blueprinting for financial success in business.

4 Steps for Business Success to Align with Purpose

Owning my financial planning business for 20 years has taught me a great deal about discipline, hard work, patience, and achievement. Running a successful business is rewarding yet extremely challenging. Business owners face some of the same struggles across any industry. Whether a dental practice, financial planning firm, or manufacturing company, there are key ingredients that the most successful businesses have and that all business owners should incorporate. Let’s look at four steps for business success.

Step 1: Find your “why.” Simon Sinek, bestselling author of *Start With Why*, says, “People don’t buy what you do, they buy *why* you do it.” Start with why you do what you do. This is the purpose, cause, or belief of the business. I recently re-examined why I was in business by revisiting the blueprinting process. I discovered that I enjoy contributing to our clients’ families and helping them with their goals. So, my why is helping you and your family live life by design, not by default, through innovative planning and personalized service based on integrity. That’s why I started Olivier Group over 20 years ago, and that’s why we come to work each day. Successful businesses that have longevity have a great vision of why they are in business. If you can express that to your patients or clients, then they will be inspired to work with your company. This also applies to your employees. Ensure that they believe what you believe, so they can help work towards your vision. Create your business plan around this vision.

Step 2: Set wildly important goals. Whether you are in business or financial planning, set ten-year, five-year, three-year, and one-year goals. Start with the ten-year goals and five-year goals. Then break it down to what the company needs to do on a three-year basis and then on a one-year basis. Break down the one-year goals even further to a quarterly basis and then to a weekly basis. Always make sure the goals are specific, measurable, pursuable, and compatible with your long-term

goals, and aligned with the overall vision for the business. Identify Key Performance Indicators (KPIs), which are measurable values that determine whether the company is working towards its goals. Tracking KPIs is a way to keep score. Verne Harnish, author of *Scaling Up: How a Few Companies Make It...and Why the Rest Don’t*, says, “Nothing builds momentum and energy like hitting specific targets.” Throughout this process, communication with your partners and staff is key. One of the most successful business leaders, John D. Rockefeller, built his oil empire by establishing priorities and meeting daily with his key executives. He did this in multiple locations riding his horse and buggy well before Zoom meetings. This was to ensure his key executives, and in return, his employees were aligned with the company goals.

Step 3: Develop efficient systems. Once you have the goals and KPIs in place, it is time to establish a system for each goal. Goals are worthless unless there are efficient processes in place to pursue them. The systems include the daily tasks that can get you to your goals. Create an environment where your employees understand and are always looking to improve the business’ systems.

Step 4: Take action to execute the plan. When you have your systems in place, meet consistently, ensure an employee is assigned to each task, and hold each employee accountable. By meeting with your team at least weekly and holding them accountable, you will have a consistent execution

of your plan, getting you closer to your goals. Don't forget to reward your team when a goal is accomplished.

When you began your dentistry practice, you were guided by values, goals, and principles. Also, running a profitable business is hard work. Spend your time wisely and master the steps to grow your company effectively and efficiently to success. Blueprinting guides you through the process of discovery and action planning to gain a personalized design to guide you.³ A comprehensive financial plan considers every aspect of your financial life to help you define freedom and design the path to get there. As financial planners, we can help you through each step of the planning process.

¹ Money.usnews.com; "100 Best Jobs" 2022; Dentist #47 in 100 Best Jobs

² www.adea.org; "Why be a dentist?"

³ The Blueprinting Process™ is a series of exercises created to help you live your life by design, not by default. *Tested in the Trenches, Carson, Ron and Sanduski, Steve, 2012.*

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

Chad Olivier, CERTIFIED FINANCIAL PLANNER™, is the owner of Olivier Group in Baton Rouge, LA, which specializes in wealth management for physicians, dentists and affluent families. If you have any questions about this article please call (888) 465-2112 or visit us at www.oliviergroup.com or 4609 Bluebonnet Blvd., Ste. A, Baton Rouge, LA, 70809 or call 225-757-9484. Securities offered through Cetera Advisor Networks LLC, Member FINRA/SIPC. Investment advisory services offered through CWM, LLC, an SEC Registered Investment Advisor. Cetera Advisor Networks LLC is under separate ownership from any other named entity. Carson Partners, a division of CWM, LLC, is a nationwide partnership of advisors.



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We All Know Inflation is Here. But, Have No Fear. The LDS is Here!

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

It is with great excitement that I begin my role as president of Louisiana Dental Services (LDS). I would like to thank the past president, Dr. Michael Maginnis, and the LDS Board of Directors for outstanding work over the years.

We have all noticed that inflation is affecting lives and businesses daily. Within dental offices, you may have experienced increased costs of equipment/supplies, subscription rates, wages and more. Luckily, the LDS is consistently offering exclusive offers for LDA members on products and services.



In 2021, the average LDA member saved nearly \$2,000 just by shopping with TDSC.com! The TDSC.com endorsement allows you to save more money on dental supplies than you pay in membership dues. To me, shopping with TDSC.com is a no-brainer. I encourage every LDA member to simply create an account and just take a look at the money-saving opportunities offered. If you simply set up an account you'll get notifications on sales and specials that add up to even more savings.

If you have never shopped from TDSC.com before, new shoppers will receive 25% off their next purchase of \$300 or more, plus free shipping. Remember to use code WELCOME25 at checkout. Furthermore, TDSC.com runs specials almost every week!



If you aren't aware, the Office Depot endorsement has rebranded to the name ODP Business Solutions. Don't worry. The endorsement will continue to provide LDA members with outstanding savings on office supplies. The most important thing to note is that the store purchasing card will no longer be accepted in Office Depot stores.

However, the Store Purchasing Card Program has been replaced with the new Store Discount Program, focusing on purchasing orders online. Register for the Store Discount Program online at www.odpbusiness.com and download the ODP Business Solutions mobile app to begin accessing discounts.

When you join the ODP Business Solutions Program, some of the benefits you will receive include:

- Up to 55% off on office supplies
- Up to 55% off on cleaning & breakroom items
- 20% off private brand ink & toner
- Average 10% off on over 200 technology core items
- Free next-day shipping on orders of \$50 or more
- SIGNIFICANT savings on copy & print

Until October 3, 2022, LDA members can receive \$50 off orders of \$350 or more with code 23749288, \$25 off orders of \$250 or more with code 37251440 or \$15 off orders \$100 or more with code 86416380. Shop now by visiting www.odpbusiness.com.

If you have any questions, contact Esther Wickersham by emailing esther.wickersham@excelerateamerica.com.

Are you taking advantage of your full tripartite membership? Whenever you become a member of the LDA, you are also joining the ADA and your local component. Therefore, take some time to learn more about the ADA's benefits, especially their

endorsed companies. Just like LDS, the ADA endorsed products and services for your dental practice, your home and your personal enjoyment.

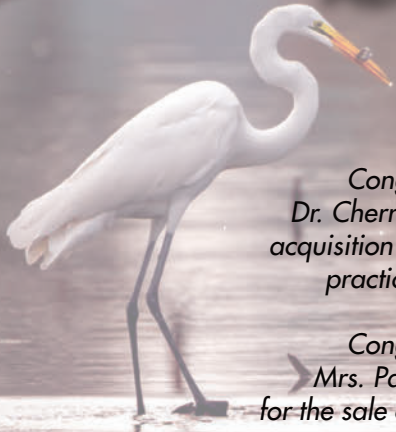
When shopping from any of the endorsed companies, be sure that you are identifying yourself as an LDA/ADA member to receive exclusive discounted rates. Many of the companies will require members to create an account, so have your ADA number on hand to be verified as an LDA/ADA member.

Us dentists work hard. So, treat yourself to money-saving opportunities during this crazy time of inflation. Check out the full list of the LDS endorsed companies by visiting www.ladental.org/LDS.



www.ladental.org/LDS

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Top 5 Considerations When Buying Your First Practice

Christian Frey, CPA
Jude Guerin, CPA
AG Dental CPAs

For many dentists, buying their first practice is the biggest decision they'll make in their professional careers. With so much uncertainty in the process, there are many considerations that need to be carefully evaluated. The five items below are issues we encounter with dentists when they take the next step of purchasing a practice.

Financing options: One of the biggest decisions you'll have to make when purchasing a practice is choosing the appropriate financing. The first step we suggest is finding a lender who has experience working with dentists and can help close the deal in a timely manner. Closing on time is a common issue in these deals. We advise dentists to not always pick the lowest interest rate but use the bank that makes them feel the most comfortable. In many cases, you will have a working relationship with this bank for 5+ years. Also, make sure to review the loan details for items such as prepayment penalties, required reporting, etc. Owner financing is offered in some deals, and as the buyer, it can be advantageous assuming the interest rate is competitive.

Staffing the practice: The staff members of a practice are critical to the success of the buyer. You need to know the plan of staff members once the purchase occurs. The value of a practice can vary significantly depending on key staff intentions. Retaining the staff, especially those that have been with the practice for multiple years, can make the transition period much easier for the buyer. Most times, they will have great insight into the existing patients and other functionalities of the practice. They can tell you what works well or what doesn't and point you to areas of the practice needing improvement. Make sure to be vocal about your vision for the

ag Dental CPAs & Advisors beyond accounting.

practice and what you hope to accomplish as a team. Building this relationship with the staff will be paramount in the months following the purchase.

Demographics of the practice:

When assessing the growth potential of the practice you are buying, one of the key areas to analyze is the demographics of the existing patient base. Items such as location, age and payment method are just a few of the many items to consider. The buyer needs to feel comfortable that the practice's existing patients will continue to use the new dentist. Another related topic to address is insurance. If most of the patient base are patients because the practice carries their insurance plan, this can turn into a problem if there's ever a falling out with the insurance company. Insurance reimbursement rates are not the same for all dentists. The larger the insurance aspect of the practice, the more critical the reimbursement rates become in the valuation of the practice.

Price allocation: When negotiating the price with the seller, there's a lot more that goes into the agreed-upon number. It's not just a one-for-one transaction. Items to consider may include dental supplies, dental equipment, accounts receivable, patient records, covenants, and goodwill. Determining what portion of the price gets allocated

to each is important and can save you money both in the short and long term. For instance, having more of the price allocated to items such as supplies and equipment will allow you to realize those costs in the short term through the way of depreciation. This can save you thousands in taxes and allow you to use the extra cash flow for more urgent needs of the practice. Also, keep in mind that the seller has the opposite incentives in the price allocation, so flexibility is key.

Real estate: Does the practice you want to purchase come with real estate? This can be a huge, additional consideration. You need to consider if you have enough capital to purchase both the practice and the real estate. The building may be older and in need of renovations, which can be costly. If this is the case, maybe leasing is the better option for you in the short term while you work on building the practice. If so, make sure you negotiate with your landlord on terms that work for both parties. Discuss having a right of first refusal clause written in the contract. That way, you are first in line if he or she ever wants to sell. If owning the real estate is a feasible option, go for it. Not only will you reap the benefits of long-term appreciation, but you have the choice of keeping the real estate when you reach the end of your career. Doing so will allow you to have a steady income stream while you enjoy retirement.

The above list is certainly not exhaustive but will put you on a solid path to buying a practice. Completing the necessary due diligence is essential and can help prevent an undesirable purchase. Purchasing a practice continues to be one of the most financially rewarding decisions you will make in your career.

Save the Date

LDA Calendar of Events

Event	Date	Location/Website
Last Chance Seminar	Friday, December 9, 2022	Crowne Plaza Hotel, Baton Rouge, LA www.ladental.org/lastchance
Winter C.E. & Ski	Sunday, February 19 - Tuesday, February 21, 2023	The Keystone Resort, Keystone, CO www.ladental.org/ski
New Orleans Dental Conference & LDA Annual Session	Thursday, April 20 - Saturday, April 22, 2023	Hyatt Regency Hotel, New Orleans, LA www.nodc.org
Summer Education Conference	Wednesday, June 14 - Saturday, June 17, 2023	Hilton Pensacola Hotel, Pensacola, FL www.ladental.org/summerconference
Kick-Off C.E.	August 2023	TBA www.ladental.org/kickoff
LA Mission of Mercy	Thursday, August 10 (set-up) Friday, August 11 - Saturday, August 12, 2023 (clinic)	CajunDome, Lafayette, LA www.lamissionofmercy.org
Last Chance Seminar	Friday, December 8, 2023	TBA www.ladental.org/lastchance
Winter C.E. with Character	Sunday, February 11 - Tuesday, February 13, 2024	Grand Floridian Resort & Spa, Lake Buena Vista, FL www.ladental.org/character



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Can't Stop Us From Fishing!

By Jeanne McFall
Director of Conference Services, LDA

The LDA Foundation Fishing Rodeo was a success, once again! This event is special to the LDA and the LDA Foundation because all funds directly benefits community outreach programs such as the Louisiana Mission of Mercy (LaMOM). The next LaMOM will be August 10-12, 2023, in Lafayette, LA. We hope to see you and your staff volunteer for the event.

Did you know that the fishing rodeo is not only for LDA members? Nonmembers and non-dentists are welcomed and encouraged to participate in the rodeo. Furthermore, we invite up

to 12 LSU School of dentistry D4 students to join in on the fun. With the support of sponsors, the LDA Foundation provides the dental students with guided fishing trips, a camp in Grand Isle, and networking opportunities with the dentists in attendance. This is a great way for the students to connect with potential partners and their future colleagues in a relaxed environment.

Mark your calendars to attend the next LDA Foundation Fishing Rodeo on July 13-15, 2023.



Above left: Dr. David Hildebrandt and sponsor Dave Kauffmann.
Right: Dr. Lance Savoie with his specks.

2022 LDA Foundation Fishing Rodeo Winners

	1st	2nd	3rd
Speckled Trout	Dr. Lance Savoie Acadiana 3.0	Dr. Lance Savoie Acadiana 3.0	Nathan Whiddon Northlake 2.8
Cobia	Dr. David Baughman Bayou 25.6		
Mangrove Snapper	Dr. David Baughman Bayou 4.4	Dr. Casey Weber Acadiana 2.6	
Red Snapper	Randy Fandel NODA 19.0	Dr. David Hildebrandt New Orleans 14.8	Dr. David Baughman Bayou 13.8
Trout Stringer	Dr. Lance Savoie Acadiana 12.6		
Grouper	Dr. David Baughman Bayou 9.4	Jarrieth Theriot NODA 8.8	

Note: Weights in pounds and ounces.



Dr. David Baughman and friends showing off their big catches during the fishing rodeo.



Stormy Blair with Brown & Brown Insurance and the LSUSD D4 students who fished with her Saturday morning.



Congratulations to the LDA Foundation Fishing Rodeo winners who received \$100 for catching the biggest fish.



Dr. Stephen Morgan, Chad Howat, Dr. Lance Savoie and Dr. Danny Weaver.



LSUSD D4 students with sponsor, Stormy Blair with Brown & Brown Insurance, and Dr. Nelson Daly, LDA Foundation chair.

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The Federal False Claims Act

Catherine Maraist

Gregory Frost

Partners, Breazeale, Sachse & Wilson, L.L.P. (LDA Event Partner)

One of the most important enforcement tools available to the federal government to identify and punish false or fraudulent claims to government health care programs (such as Medicare, Medicaid, and Tricare) is the Federal False Claims Act (FCA), 31 U.S.C. § 3729 *et seq.* The FCA provides civil damages and penalties based on the submission of false and/or fraudulent claims for payment to the government. Under the FCA, damages can be assessed up to three times the amount billed to the government for false or fraudulent claims. In addition, a defendant in an FCA action can be assessed statutory penalties ranging from \$12,537 to \$25,076 for *each* false claim, no matter how small.

To incentivize the reporting and prosecution of claims, the FCA allows private citizens, who are called “relators,” to file suit on behalf of the United States based on the relator’s knowledge of false and fraudulent practices. These suits, known as “qui tam” suits, constitute the majority of the claims filed under the FCA. And no wonder - a qui tam relator is entitled to recovery to up to 30% of the damages collected by the government, as well as his or her attorney’s fees.

On July 26, 2022, the U.S. Attorney’s Office for the Eastern District of Tennessee announced that they had reached a \$1.5 million settlement in the case of *United States ex rel. Shepherd v. Dental Center, Inc.*, an FCA qui tam suit brought by a former employee of the dental practice against her former employer, the management company that managed the dental practice, as well as individual defendants, including the dentist-owner. The whistleblower had worked in various administrative capacities in the dental office. After she was fired from her job, she brought an action under the FCA against the dental



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practice and the management company that was brought in by the defendant dentist to maximize the profit. The employee-turned-whistleblower alleged the following misconduct:

- The majority owner of the practice had not worked in general dentistry in years and was an orthodontist by practice.
- The practice routinely submitted claims for payment for services in the names of credentialed providers when the services were actually provided by uncredentialed, non-participating dentists.
- The defendants would submit claims for certain multistage procedures (such as for a crown) before the final completion of the procedure by fraudulently backdating the date of procedure. This was allegedly done to bill for as many services as possible before the patients’ 21st birthdays when they would no longer be eligible for benefits under Tennessee’s dental benefits program.
- The dental practice set revenue goals for each office and rewarded employees with bonuses and other items of value when these goals were met.
- The dental practice paid employees an additional \$25 for each patient they referred - a violation of the Anti-Kickback Statute, which prohibits paying for referrals to a government health care program.
- The dental practice compensated its employees based on a percentage of the total amount collected,

which impermissibly took into account the volume of referrals in the compensation of its employees, also in violation of the Anti-Kickback Statute.

- The dental practice pushed the sale of certain products and would often bill for products that the patients did not need and did not actually receive. One product billed was a product created and marketed by the defendant dentist, and thus he had a direct financial interest in the product.

In this case, the allegations were settled by the relator-whistleblower before the United States Attorney’s Office even began a formal investigation of the allegations. The former employee was awarded more than \$255,000 for her involvement in the suit, as well as undisclosed attorney’s fees.

Three additional observations from this case are noteworthy. First, such a settlement would only involve the damages sustained by government payors. It did not involve the settlement of any claims that private insurance companies or self-paying patients might have against the defendants.

Secondly, the conduct, as alleged, could have just as easily been prosecuted as a federal criminal matter under the federal criminal wire fraud and health care fraud statutes. In fact, many whistleblower complaints brought under the FCA result in both criminal and civil charges against the defendants.

Finally, practitioners should always be mindful that any non-compliant conduct could be disclosed from the inside and make sure to promptly and thoroughly investigate any allegations brought to their attention by their employees.

Dental Lifeline Network • Louisiana

Donated Dental Services (DDS) Program

Fiscal Year 2022-2023



Dental Lifeline Network is grateful for the Louisiana Dental Association's partnership in developing a Donated Dental Services (DDS) program in 1987, and for its long-time support for people with disabilities or who are elderly or medically fragile and have no other access to dental care. DLN is also thankful to the Louisiana Dental Association for its advocacy efforts. Special thanks to the Louisiana dentists and labs who have donated almost \$12 million worth of comprehensive donated treatment for 5,498 people since 1987, and those who continue to do so. **Additional revenue is needed. Donate today at www.DentalLifeline.org/Donate or scan the QR code.**



The Story

The DDS program helps people like Richard, 70, who lives independently in Caddo Parish. Several years ago, Richard was involved in a car accident that fractured his spine, leaving him with severe nerve and paralysis from the waist down. While he has improved significantly, Richard continues to have limited use of his right leg and hand. In addition to these struggles, Richard's dental health presented another challenge. He had not seen a dentist in over 50 years, resulting in numerous cavities, as well as many teeth that had fallen out.



Dr. J. Michael Rooney, a DDS volunteer since 1987, with Paula, one of his DDS patients.

Following a career as an electrical engineer, Richard now relies on Social Security and a small retirement benefit. With such a meager income, he struggles to get by, and was unable to afford the dental treatment he needed. Thankfully, three generous DDS volunteers agreed to help. An oral surgeon extracted Richard's remaining teeth, and a general dentist, with help from a volunteer lab, donated full upper and lower dentures. Thanks to these caring volunteers, Richard received thousands of dollars in donated treatment that restored his dental health!

"I just want to thank you for all the help you've given me. You have changed my life and I am so grateful for all you have done for me. I am 70 but you have helped me extend my life so much. Thank you so much. You've been a Godsend." - Richard, DDS Patient

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

DDS Totals for Fiscal Year 2020-2021

- Patients Served¹ = 91
- Patients on Wait-list = 307
- Volunteer Dentists = 387
- Volunteer Labs in LA = 79
- Participating Labs outside LA = 7
- Value of Care to Patients Treated² = \$281,012
- Average Value of Treatment/Case³ = \$4,841
- Value of Donated Lab Services = \$14,697

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

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

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

Get Involved

Please Visit: DentalLifeline.org
Or Contact: Michelle Aiken, DDS Coordinator
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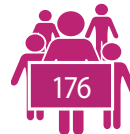


@DentalLifeline

Patient Treatment (DDS Program Totals 7/1/21 to 6/30/22)



Patients Served



Patients on Wait List



Volunteer Dentists



Volunteer Labs

Financial



Value of Care to Patients Treated
\$289,177



Average Value of Treatment/Case
\$3,717



Value of Donated Lab Services
\$26,791

Since Program Inception (1987)



Total Patients Treated
5,498



Total Value of Care to Patients Treated
\$11,998,695

Dental Lifeline Network • Board of Directors

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What is HIPAA & How Does It Apply to Your Dental Practice?

Monica McCormack

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

Did you know that much of the everyday operations at your dental practice are heavily regulated by HIPAA? HIPAA consists of a complex set of regulations that dictate the privacy and security of patient information.

Because of its complexity, many people fail to understand what HIPAA actually is and how it applies to them. Compliance Group has provided answers to frequently asked questions to simplify HIPAA and provide dental offices with guidance on how to comply with HIPAA standards.

How Does HIPAA Apply to Dental Practices?

Dental practices are considered covered entities under HIPAA. To be HIPAA compliant, dental practices must meet the requirements of HIPAA's three main rules. The Department of Health and Human Services (HHS) sets forth specific standards that dentists must follow, while the Office for Civil Rights enforces compliance with the rules.

HIPAA Privacy Rule

The HIPAA Privacy Rule provides guidance on the appropriate use and disclosure of protected health information (PHI). Under this rule, PHI access must be limited to only those employees that require access to perform their job (known as the minimum necessary standard). To comply with this rule, employees should be granted access to PHI based on their role within the practice.

For instance, an employee scheduling a patient appointment would not need to be granted access to a patient's complete medical chart. They would only need to know the basic information required for scheduling the appointment.

For dental practices using an EHR, access to the platform should only be given to employees that need it. EHR platforms will allow you to designate different levels of access to employees through unique login credentials. Dental practices that are still using paper records may have a more difficult time limiting access to specific parts of a patient's file. However, paper records must be kept in locked rooms or cabinets to prevent access by unauthorized parties. It is essential to have written privacy policies that dictate the proper uses and disclosures of PHI to ensure that employees access paper records appropriately.

The HIPAA Privacy Rule also requires dental practices to develop a Notice of Privacy Practices (NPP) that outlines how practices use and disclose patient information. Patients must be given a copy of your NPP for review upon intake. If your practice would like to use or disclose PHI for reasons other than what is outlined in your NPP, you must receive written authorization from the patient. For example, you may wish to share patient testimonials on your website or through social media, but to do so, patients must give explicit consent for you to use their information in this manner.

Also, outlined in your NPP, patients have the right to request copies of their medical records. Should a patient request their records, your practice has 30 days to provide them with the documents. Records should be provided in the format the patient requests them in (i.e., paper, CD, USB, etc.) when reasonably appropriate to do so. Additionally, practices may only charge a reasonable cost-based fee for requested records, such as the cost of the CD.

HIPAA also imposes annual employee training requirements. Training must include HIPAA basics, cybersecurity best

practices, and an overview of your practice's HIPAA policies and procedures. To meet HIPAA training requirements, employees must legally attest that they have read and understood the training materials and agree to comply with the standards set forth in the training.

HIPAA Security Rule

The HIPAA Security Rule requires dental offices to ensure the PHI's confidentiality, integrity, and availability. This is accomplished by implementing administrative, technical, and physical safeguards. It is important to conduct an annual security risk assessment (SRA) to determine what safeguards are appropriate for your practice. SRAs identify risks and vulnerabilities to electronic PHI (ePHI). By conducting a risk assessment, your practice can prepare against potential threats to the privacy and security of ePHI.

It is essential to have written security policies and procedures to ensure that your practice adheres to the HIPAA Security Rule. These policies and procedures provide guidance on how your practice implements safeguards to protect PHI.

HIPAA Breach Notification Rule

The HIPAA Breach Notification Rule requires breaches affecting PHI to be reported. Breaches affecting 500 or more patients must be reported within sixty days of discovery to HHS' OCR, affected patients, and local media outlets; while breaches affecting less than 500 patients must be reported within sixty days from the end of the calendar year in which they were discovered (March 1st).

Your practice must have written policies and procedures for breach notification. These policies and procedures

guide employees on what to do should they suspect a breach and to whom they should report an incident.

What is a Business Associate?

Dental practices must also ensure that all their business associate vendors are HIPAA compliant and have signed business associate agreements with them.

A business associate is any vendor that creates, transmits, receives, stores, or maintains PHI on behalf of their clients. Common examples of business associates include online appointment scheduling services, electronic health record providers, cloud storage services, and email service providers.

Business associate agreements (BAAs) are legal contracts that must be signed before vendors can perform business associate functions. By signing a BAA, each party agrees to be HIPAA compliant and be responsible for maintaining their compliance.

How Are HIPAA Violations and Fines Determined?

HIPAA violations can occur for a variety of reasons. The most common

reasons that healthcare practices are fined are:

- Failure to conduct an annual security risk assessment
- Failure to provide patients with timely access to their medical records
- Improperly using or disclosing patient information
- Lacking signed business associate agreements

Healthcare organizations that are investigated by the HHS' Office for Civil Rights and found in violation of HIPAA are subjected to costly fines, OCR monitoring, and corrective action plans. In the past year, dental practices have been fined \$5,000 - \$62,500 for right of access violations, impermissibly disclosing patient information in response to an online review, and impermissibly disclosing patient information to a third-party marketing firm.

How Do I Become HIPAA Compliant?

To become HIPAA compliant, you must implement a documented compliance program that meets HIPAA Privacy,

Security, and Breach Notification requirements.

To do so, you must:

- Conduct annual self-audits, identify gaps in your compliance, and implement remediation plans
- Implement documented HIPAA policies and procedures, and review them at least annually or when there is a change in your business operations
- Have signed business associate agreements with all business associate vendors
- Conduct annual employee training and have employees attest to the training
- Have a system in place for detecting and responding to breaches

Need assistance with HIPAA compliance? Compliancy Group can help! Its simplified software solution, coupled with Compliance Coach® guidance, help dentists achieve HIPAA compliance with ease. As the only HIPAA solution endorsed by the LDA/LDS, dentists can be confident in their compliance program. Find out more about Compliancy Group and HIPAA compliance by visiting www.compliancygroup.com/ada.

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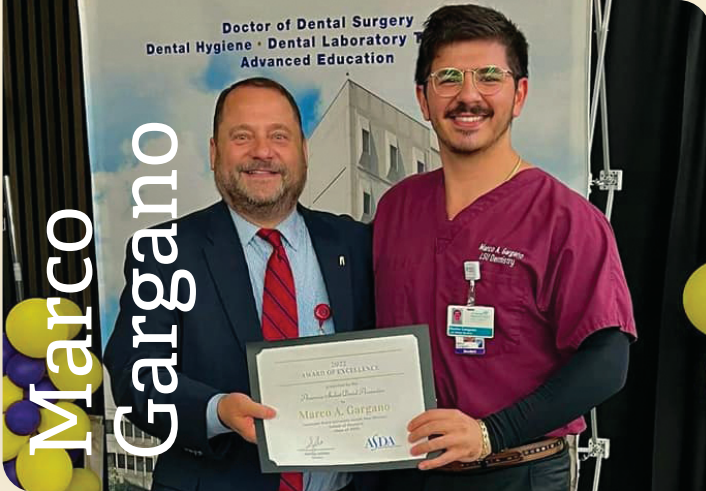
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LDA

News



Congratulations to Marco Gargano, a D4 student at LSUSD, for being the recipient of the 2022 Award of Excellence presented by the American Student Dental Association (ASDA).



Dr. Jeffrey Kerst has been named an honoree of the Greater Shreveport Chamber's 40 Under Forty! These young professionals create a network of community leaders to enhance the development of Northwest Louisiana. Dr. Kerst represents Northwest Louisiana on the LDA Board of Directors.



Katie O'Friel

Congratulations to the 2022 LDA Student Award recipient, Katie O'Friel! The award is presented to a graduating senior who best represents and conducts his/her life in accordance with the ideals of the profession of dentistry, and who has demonstrated a willingness to be involved with organized dentistry.

Alannie Broussard



The LDA director of communications and public affairs, Alannie Broussard, serves on the board of directors for the Baton Rouge Chapter of the Public Relations Association of Louisiana. The organization is made up of PR and communications professionals driven to advance the profession and grow each other's learning through programming, resources and networking opportunities.

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Artificial Intelligence - The New Odds in Dentistry

Nisha Manila BDS, PhD

Assistant professor, LSU School of Dentistry

Introduction and History of Artificial Intelligence (AI)

Artificial intelligence (AI) is a promising and rapidly expanding division of technology that is expected to have a noteworthy effect on dentistry in the future. This article introduces you to the history of AI and its applications in dentistry. The initial stages of contemporary AI are comparable to early philosophers' efforts to define human intelligence as an emblematic scheme. However, it wasn't until 1956 that the discipline of AI was formally recognized when the term artificial intelligence was first used at a conference at Dartmouth College in Hanover, New Hampshire.

Marvin Minsky, a cognitive scientist at MIT, as well as other participants at the event, were very hopeful about the potential that AI could have, "The challenge of developing 'artificial intelligence will largely be solved within a generation," quoted Minsky in the book "AI: The Tumultuous Search for Artificial Intelligence". But achieving this goal wasn't so straightforward.

After numerous information and disapproving improvements in AI, support and recognition from the government in the discipline were weakened during a time that became known as the AI Winter, from 1974-80. During the 1980s, the subject was fortified by the British government, which started to invest in this field again in order to be competitive with projects being developed by the Japanese. From 1987 to 1993,



AI suffered another major decline, which happened simultaneously with the market crash for some of the first general-purpose computers and lowered public funding.

However, in the following period, research accelerated again, and in 1997, Russian chess champion Garry Kasparov became the first human to be defeated by a computer, IBM's Deep Blue. Then, in 2011, a computer won Jeopardy for the first time when Watson, a computer-generated question-answering system, could beat top winners, Brad Rutter and Ken Jennings. Later, Eugene Goostman, a talking computer chatbox, obtained media attention when he deceived judges and made them think he was a real flesh and bones human during a Turing Test in 2011. The Turing Test was created in 1950 by British mathematician and computer scientist Alan Turing and was designed to evaluate the intelligence of a machine.

Now, AI has advanced to a remarkable level. The concept of deep learning, AI, and data science

are trending at rocket speed. Google, Facebook, IBM, and Amazon are creating unique devices using AI. The future of AI and its applications in healthcare and dentistry is exciting and will come with high intelligence.

AI in Dentistry

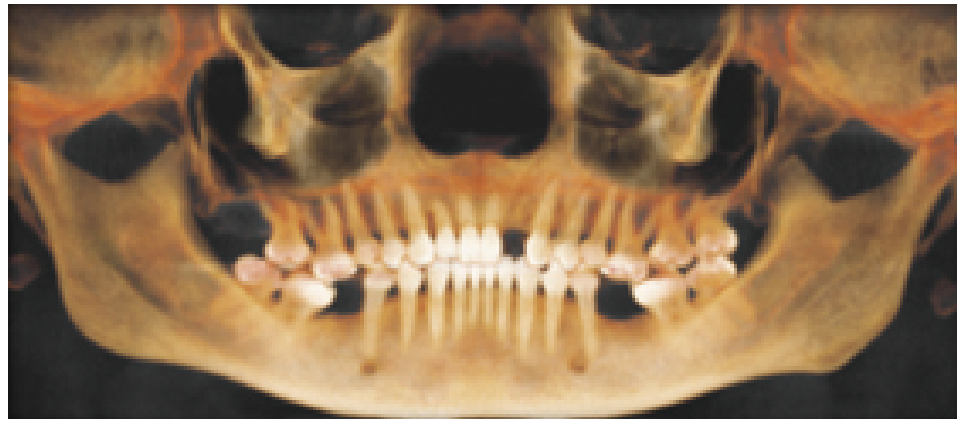
AI in dentistry is only in its earliest stage of development, and a limited number of companies have presented some triumphs in labeling, crown design, and caries detection. Some dental informatics companies utilizing AI have been operating aggressively to acquire initial authorization from the FDA to supply immediate funding to practitioners examining patients. In contrast, some companies have already obtained this authorization. Despite AI being only in its formative years in dentistry, with more resources devoted to its growth, experts predict that it will continue to grow in the coming years and be widely accepted. This technology can adjust to cutting-edge knowledge. These

factors can expand productivity, pose innovative answers to current challenges, and develop a foundation that would have otherwise been impossible in the healthcare industry, not only in the discipline of dentistry.

The application of machine intelligence can be achieved via numerous numerical processes and methods, all aiming to develop programs that can replicate educational or analytical skills. Lately, there has been a significant endorsement of AI in medicine as in diagnostic radiology, cancer diagnosis, and personalized medicine. Several factors influence the uptake and utilization of artificial intelligence in health care and are turning into a paradigm. However, we are not yet fully adapted to this technology in dentistry. Employing these technologies can speed up the digital workflow and reduce human error.

Much of the current exhilaration about AI in healthcare has orbited around the competence of AI models to distinguish anatomy and detect pathology, sometimes at the expert level. However, besides its diagnostic/clinical ability, AI can also perform nondiagnostic/nonclinical tasks. In addition to developments in patient care AI can be invaluable in other areas like laboratories, compensations, due submissions, practice administration, etc.

Most practicing dentists have overlooked problems that were only noticeable later. Utilizing AI allows clinicians to reduce the possibility of error radically. Understanding what factors cause inaccuracies in diagnoses is an ongoing problem in dentistry, and these technologies can provide benefits and create a comprehensive reduction in mistakes. Some of the current clinical applications of AI in dentistry include radiology, orthodontics, periodontics, endodontics, and oral pathology. Labeling, detection, and diagnosis of caries, determining the need for extraction in the



orthodontic treatment plan, predicting periodontally compromised teeth, detection of variation in root canal morphology, and diagnosing some head and neck cancers are examples of clinical applications of AI in dentistry. Imagine a situation at work where you enter an operator and greet a patient. As you begin your physical examination, you can simultaneously refer back to the diagnostic information on your computer that is gathered through the perio chart, photos, radiographs, and other measures, and unbiased and statistically accurate suggestions are given to you to consider. The AI technological tool will be with you as you see each patient and assist in all medical assessments made as a faithful and experienced guide. Additionally, such a tool offers possibilities for treatment suggestions, risks to avoid, and prognoses based on collected data.

Automation is the focus of revolution in the healthcare industry. With the gradual decline in the healthcare worker-to-patient ratio, experts predict that robotics and AI could be used to fill this void. Numerous investigations have demonstrated that tools operated by AI are able to carry out tasks effectively, which eventually ties to better patient outcomes. The goal for clinicians is to deliver quality services that are based on real data, and with AI-operated equipment, we move closer to accomplishing this objective. However, there are certainly numerous challenges

with this development. There are several drawbacks, including bias, missteps, or accidents that might lead to incorrect interpretations and legal, ethical, and privacy concerns. Despite the challenges, the chances of incorporating AI into dentistry in the future are high, and the level of care that can be provided to patients will only get better as we embrace these promising inventions. But for this to take place in the dental industry, new financing resources are needed, as well as indebtedness and appreciation that open systems cause beneficial innovations for the whole industry. If these issues can be resolved, the possibilities are vast.

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How to Protect Your Practice from Inflation

Jayden Rae Bever
Content Marketing Manager, ProSites Inc. (LDA/LDS Endorsed Company)

You've probably noticed that inflation is rising quickly in the United States. Inflation is at the highest level in 13 years and is continuing to rise at the fastest pace in 30 years.¹ You've seen this with the increase in grocery and gas prices, but these aren't the only challenges we are seeing. Inflation also affects your dental practice. Wage costs, equipment costs, and more are increasing. The costs to run your practice are higher than they used to be, and you may need to make some changes to ensure your practice remains profitable.

Fortunately, dentistry is a resilient industry. When patients understand the importance of dental care, they are more likely to pay for treatments and exams regardless of inflation levels. As the economy changes and inflation increases, you don't have to add gimmicks to attract patients. The tried-and-true methods to improve practice efficiency and attract patients are the best way to stay profitable as inflation continues to rise. Here are some things you can do to keep your practice profitable even as inflation rises.

Use Technology

Investing in technology can reduce costs by improving practice efficiency. You shouldn't waste money and resources on things that can be done with technology. Automating tasks gives your team members more time to focus on the most important thing, patient care. Practice automation adds



value, improves patient engagement, provides consistent quality of services, and reduces overhead.

Automated patient communication systems such as PracticeMojo can send out automatic appointment reminders, follow-up treatment information, and recall messages. These messages can eliminate no-shows and last-minute cancellations, keeping your schedule full while eliminating unnecessary work.

Communicate with Patients

Patient communication plays a much more significant role in practice profits than you may realize. Communicate with patients often and early when you have to make changes due to inflation, especially if you have to raise prices. Giving your patients advance notice with a message stating why you have to raise prices helps them prepare. Patients are more willing to continue supporting your practice if they feel included through communication. Ninety percent of consumers say transparency and adhering to values are critical factors in deciding what business to support.²

Communicating the importance of your services is also helpful. When patients understand the importance of proactive dental care, they are more likely to spend money on it, even when other expenses rise.

Social media, email, and text messages are all important

communication tools. Combining these communication methods is the best way to stay in contact with your patients. ProSites offers social media management to help you keep in touch with your patients. We can ensure you stay in touch with your patients and get in front of new patients while you remain focused on patient care.

Market Your Practice

Marketing is crucial in attracting the new patients you need to keep your practice profitable. Social media, review management, SEO (search engine optimization), and more can help your practice get new patients. Here are some marketing strategies to help you obtain new patients and build loyalty with current patients.

Use Promotions:

Promotions can be a good way to get and keep more price-sensitive patients. However, you don't want to offer too many discounts as this can reduce profits overall. Offer discounts only on products and services with the highest margin for your practice. And target the patients that are the most price conscious. This way, you can attract and keep some patients who may not pay full price for certain services while still profiting from their procedures.

Create Bundles:

A good way to discount some services is to bundle them. If booking both a hygiene and whitening appointment together gets them

a better deal on both, patients are more likely to book more than one service. This can help you get more profit per patient.

Try Influencer Marketing:

Influencer marketing can help attract new patients. A recent survey found that 92% of social media users trust an influencer recommendation.³ You do not even have to get a celebrity endorsement. Micro and macro influencers (5k to 20k followers) are often more persuasive. Their followers trust these influencers more due to the community feel of the smaller follower count. Find a micro or macro influencer in your area to partner with and market your services.

Change Pricing and Payment Options

Using these tips is essential to keep profits up as inflation rises, but you may still need to raise prices despite all that effort. If you are

nervous about raising prices, you can raise them a little each quarter until you get to the final prices you need. If you find that many patients are concerned about price increases, you may need to consider new payment options. Using a buy now, pay later service can help patients that struggle with price increases. Nearly a third of consumers have used these services, with 81% saying they would do it again.⁴ Offering these payment options allows patients that cannot afford treatment upfront more options, allowing you to increase your patient base.

It's important to remember that adapting to change is key when we experience challenging times. It can be scary when changes threaten your business, and these inflation rates are certainly frightening. Now it is more important than ever to evaluate your practice policies. Using technology, communicating, marketing,

and adjusting pricing and payment options will keep your practice's schedule full and help you help your practice stay profitable, even as your costs increase.

If rising costs are affecting your practice, ProSites can help. We offer services to help with marketing, automation, and client retention as well as free resources to help you boost office morale and increase efficiencies.

To learn more, www.prosites.com/LDA.

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LSBD to Resume Office Inspections

By Dr. Donald Bennett
President, Louisiana State Board of Dentistry

Fall is finally here! I am looking forward to cooler temperatures and working through the third quarter of business for the Louisiana State Board of Dentistry (LSBD). I understand that the effects of the COVID-19 pandemic may still be affecting dental practices, but I am happy to see most dental offices open and operating at normal capacity again. With that being said, the LSBD will resume office inspections. The Louisiana state law requires the LSBD to inspect every office in the state every three years.

As you may know, it has been reported that Louisiana is experiencing a shortage of dental hygienists. During the 2022 Legislative Session, the LDA worked with the LSU Health Science Center to successfully get an appropriation of \$520,000 to extend the dental hygiene program to LSU-Alexandria. This was one of the many successes for dentistry. Over the spring and summer, both the LDA and LSU School of Dentistry asked dentists to participate in surveys to further assess the need for the Alexandria extension.

However, the work is not over yet. I encourage you to stay up to date with what the LDA and LSBD are doing for dentists and the entire oral health profession. Be sure to check your emails daily, read the quarterly issues of the LDA Journal, follow the LDA on its social media channels and more. If you ever need anything, please remember that the LDA and LSBD are here for you.

LSBD Meeting | August 19, 2022

Submitted by Annette Droddy

Licensing & Credentials Committee

There was a presentation on an alternative licensure pathway other than a licensure examination. The pathway would require a dentist to do a 5th year in a AGD or GPR residency (PGY1) instead of taking a licensure exam. All other state mandates would have to be met. No decision was made at this time.

The Board did vote to use discretion on licensure by credentials whereas the Board could accept similar training or experience or some other option to the requirements.

Examination Committee

Board members were encouraged to administer the CITA exam. In the merger of CITA with CDCA/WREB, there are some surplus funds that would be given to dental schools around the country, including LSUSD.

In other news, Dr. Conrad McVea was elected president of ADEX.

Examination Committee Chairman Dr. Steve Ortego also reported that for the manekin exam, they have had a higher failure rate in every category than with live person exams.

New/Other Business

Amending Rule 710: A dental hygienist who has been licensed and trained in a course equivalent to §710.B and C to administer local anesthesia in another state may qualify, at the discretion of the board, to be permitted to administer local anesthesia in Louisiana by presenting written documentation of such licensure and training to the board and documentation of experience in the previous two years and by gaining approval of the board through the interview process. Factors to be considered are whether the dental hygienist

had satisfactorily completed a course at a dental hygiene school approved by the Commission on Dental Accreditation or by having successfully completed a continuing education course in local anesthesia comparable to the requirements set forth in §710.B and C. The Board voted to remove the two-year requirement and use discretion on the hygienist's training and education.

Dental Compact: The Department of Defense has funded a group to come up with a "dental compact." A compact is an agreement between states that would allow movement of licensees between states. Nursing, medicine and physical therapy, among others, currently have

compacts. The way it works is that the state legislature would have to pass a bill adopting the exact language of the compact. A draft of the compact has been completed and has been sent out for review and comments by interested parties. As currently drafted, a dentist who holds a license in a state that has adopted the compact would apply to a commission for a license in a different state that is also a member of the compact. As long as the dentist is in good standing in the original state, the commission would issue a license for the second state. The commission would be funded by the member states, and the state for which the commission issued

a license would be entitled to charge a fee. In addition to issuing licenses for "remote" states, the commission would also pass rules. The LSBSD has asked the LDA Board of Directors to review the compact and make comments to the Department of Defense if appropriate.



NEW ORLEANS DENTAL CONFERENCE & LDA ANNUAL SESSION

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Clinic: August 11-12, 2023
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VOLUNTEERS NEEDED:

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- Dental Laboratory Technicians
- Dental Equipment Technicians
- Dental Equipment
- Dental Equipment Technicians
- Physicians
- EMTs
- Pharmacists
- Nurses/RNs
- Computer/IT
- Dental School Students
- Pre-Dental Students
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- Security
- Food Service
- Parking
- Group Organizations
- Interpreters
- Many more!

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

Continuing Education and LDA Events Calendar



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

DATE: Ongoing
EVENT: Online Opioid Course
PROVIDER: Louisiana Dental Association, Approved PACE Program Provider
REGISTRATION: www.ladental.org/onlinece; (225) 926-1986

DATE: September 20, 2022
TOPIC: TBA, 2 clinical hours
SPEAKER: Dr. Celso Palmieri
PROVIDER: Louisiana Shreveport-Bossier Dental Hygienists' Association
REGISTRATION: www.sbdha.net; tdickson313@gmail.com

DATE: September 22, 2022
TOPIC: CPR, 3 clinical hours
TIME: 6pm
SPEAKER: Iggy Rosales
LOCATION: Little Farms Playground, 10301 S. Park St., River Ridge, LA
PROVIDER: NODHA
FEE: \$70
REGISTRATION: NODHA.org; RDH@NODHA.org

DATE: September 23, 2022
TOPIC: New Technologies in Your Dental Practice, 7 clinical hours
TIME: Registration 8:00-8:30 AM; Meetings begin at 8:30 AM
SPEAKER: Paul Feurstein, DMD
LOCATION: Sam's Town Hotel and Casino, Shreveport, Louisiana
PROVIDER: ArkLATex Academy of Dentistry
FEE: Staff/Lab Tech of Member Dentist: \$60; Non-Member Doctor/Staff/Lab Tech: \$295; Non-Member Doctor's Staff: \$150 for each staff member attending with a non-member doctor
REGISTRATION: Ronnie Hermes, 6930 Fern Avenue, Suite 100, Shreveport, LA 71105, (318) 797-9997, fax (318) 797-9990, rhermes14@aol.com

Clint Bruyere, 444 Forest Square, Suite G, Longview, Texas 75605, (903) 753-0337, fax (903) 236-4537, clint.bruyere.dds@gmail.com; ADA CERP approved

DATE: September 29, 2022
TOPIC: How to Read a Digital Periodontal Exam Report, 2 clinical hours
TIME: 6pm social; 7-9 CE
SPEAKER: Dr. Kristi Soileau
PROVIDER: NODHA
REGISTRATION: NODHA.org; RDH@NODHA.org

DATE: October 7, 2022
EVENT: LAPD Annual Meeting
TOPIC: Louisiana Academy of Pediatric Dentistry Annual CE Course, 7 clinical hours
SPEAKER: Ann Bynum (The Core of the Snore), Kitrina Cordell (Pediatric Oral Pathology), and Kevin Donly (Remineralizing Agents)
LOCATION: Hilton Capitol Center Baton Rouge, LA
SPONSOR: LAPD; <https://louisianapediatricdentistry.org/>
FEE: Member \$250; Non-Member \$300; Hygienist \$100; Approved: ADA-CERP; Pediatric Dentists, Hygienists, and general dentists who treat children.
REGISTRATION: Dr. Claudia Cavallino; cavallinoc@yahoo.com; <https://louisianapediatricdentistry.org/october-7th%2C-2022-ce-1>

DATE: October 14, 2022
TOPIC: Fixed Bridgework for the General Practitioner, "Saving Hopeless Teeth and Learning to Do When You Don't Know What to Do," 7 clinical hours
TIME: Registration 8:00-8:30 AM; Meetings begin at 8:30 AM
SPEAKER: Edward Feinberg, DMD
LOCATION: Sam's Town Hotel and Casino, Shreveport, Louisiana
PROVIDER: ArkLATex Academy of Dentistry
FEE: Staff/Lab Tech of Member Dentist: \$60; Non-Member Doctor/Staff/Lab Tech: \$295; Non-Member Doctor's Staff: \$150 for each staff member attending with a non-member doctor

Continued next page...

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DATE: October 18, 2022
TOPIC: TBA, 2 clinical hours
PROVIDER: Louisiana Shreveport-Bossier Dental Hygienists' Association
REGISTRATION: www.sbdha.net; tdickson313@gmail.com

DATE: October 20, 2022
TOPIC: Understanding Inflammation & Autoimmune Disease, 2 clinical hours
TIME: 6pm social; 7-9 CE
SPEAKER: Danielle Victoriano, RDH, BS, MHS
PROVIDER: NODHA
REGISTRATION: NODHA.org; RDH@NODHA.org

DATE: November 11, 2022
EVENT: Mysteries Behind the Medical Histories; Will Cannabis Challenge the Dental Professions
TOPIC: Focus on Dentistry 2022, 7 clinical hours, For General Dentists, Specialists, Hygienists
SPEAKER: Dr. Daniel Domingue
LOCATION: University of Louisiana at Monroe
SPONSOR: Department of Dental Hygiene – ULM/
NELDA 700 University Ave, Monroe, LA
Contact: Kimberly Whorton (318) 342-1623
FEE: NELDA (Northeast LDA) \$100; Non-NELDA \$390; Hygienists \$210; Staff \$110

DATE: November 11, 2022
TOPIC: A 50 Year Retrospective – My Failures and Lessons Learned, 7 clinical hours
TIME: Registration 8:00-8:30 AM; Meetings begin at 8:30 AM
SPEAKER: Bill Robbins, DDS
LOCATION: Sam's Town Hotel and Casino, Shreveport, Louisiana
PROVIDER: ArkLATex Academy of Dentistry
FEE: Staff/Lab Tech of Member Dentist: \$60; Non-Member Doctor/Staff/Lab Tech: \$295; Non-Member Doctor's Staff: \$150 for each staff member attending with a non-member doctor
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DATE: November 16, 2022
TOPIC: TBA, 2 clinical hours
PROVIDER: Louisiana Shreveport-Bossier Dental Hygienists' Association
REGISTRATION: www.sbdha.net; tdickson313@gmail.com

DATE: December 8, 2022
TOPIC: Airway Issues and the Dental Hygienists' Role with Patient Care, 2 clinical hours
TIME: 6pm social; 7-9 CE
SPEAKER: Dr. Brad Gottsegen
PROVIDER: NODHA
REGISTRATION: NODHA.org; RDH@NODHA.org

DATE: December 9, 2022
EVENT: Last Chance Seminar
TOPIC: Common Cents! Everything You Need to Know About Dental Care for Adults with IDD, 7 clinical hours
TIME: 8 am – 4 pm
SPEAKER: Dr. Jacob Dent
LOCATION: Crowne Plaza Hotel, Baton Rouge, LA
PROVIDER: Louisiana Dental Association
REGISTRATION: www.ladental.org/lastchance, (225) 926-1986

DATE: January 20, 2023
EVENT: Bowden Leadership Conference
PROVIDER: Louisiana Dental Association
REGISTRATION: www.ladental.org/bowden, (225) 926-1986

DATE: February 19-21, 2023
EVENT: Winter C.E. & Ski
TIME: see website
LOCATION: Keystone, CO
PROVIDER: Louisiana Dental Association
REGISTRATION: www.ladental.org/ski, (225) 926-1986

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

DATE: June 14-17, 2023
EVENT: Summer Education Conference
LOCATION: Hilton Pensacola, Florida
PROVIDER: Louisiana Dental Association
REGISTRATION: www.ladental.org/summerconference, (225) 926-1989

2022 FALL COURSES

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LSU Courses



LSU Health New Orleans Continuing Dental Education is the brand name of LSU's overall continuing dental education program; it represents the long-standing affiliation and working relationship between LSU Health New Orleans School of Dentistry and The Louisiana Academy of Continuing Dental Education, Inc. the purpose of developing, marketing, and administering live and online continuing education courses and training programs.

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DATE	COURSE INFORMATION	REGISTRATION FEES*	HOURS
September 23, 2022 Live Course	LSUSD Alumni Day Presented by Dr. Lyndon F. Cooper at <i>LSU School of Dentistry</i>	Early Bird / Regular / Late Dentist: \$325 / \$340 / \$365 Dental Team Member: \$125/ \$140 / \$190	a maximum of 5 clinical hours (lecture)
October 21, 2022 Live Course	A Biologically-Oriented Approach to Predictable Esthetic Implant Dentistry Presented by Dr. Jonathan Esquivel at <i>LSU School of Dentistry</i>	Early Bird / Regular / Late Dentist: \$445 / \$465 / \$485	a maximum of 7 clinical hours (lecture)
October 28, 2022 Live Course and Video Conference	The Digital Flow in Implant Dentistry Presented by Dr. Jon Julian at <i>LSU School of Dentistry</i>	Early Bird / Regular / Late Dentist: \$310 / \$340 / \$365 Hygienist / Lab Tech: \$185 / \$215 / \$240 Dental Assistant: \$100 / \$120 / \$140	a maximum of 7 clinical hours (lecture)
January 27, 2023 Live Course and Video Conference	LSU Day in Lake Charles Super Generalist: The Pathway to Independence and Fulfillment Presented by Dr. Mark Malterud at <i>L'Auberge Casino Resort in Lake Charles</i>	Early Bird / Regular / Late Dentist: \$325 / \$340 / \$365 Hygienist / Lab Tech: \$200 / \$215 / \$240 Dental Assistant: \$115 / \$130 / \$155	a maximum of 7 clinical hours (lecture)

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



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Recognition Program

LSU Health New Orleans Continuing Dental Education is an ADA CERP Recognized Provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. Concerns or complaints about a CE provider may be directed to the provider or to the Commission for Continuing Education Provider Recognition at ADA.org/CERP.

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3 locations & dates to choose from –
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*Not a beginner course. A minimum of 6 months of chair-side experience assisting a dentist is required to take this course.

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Presenters

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Jenny Rayborn, EDDA
Susan Lowrance, EDDA
Ashley Guarisco, EDDA

Lafayette

Karen Coco, EDDA
Loretta Hoyer, EDDA
Telisa Rogers, EDDA

New Orleans

Susan Lowrance, EDDA
Tonica Reeves, CDA, EDDA
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Attention Dental Employers: Qualifying Louisiana dentists could be reimbursed for sending their assistants to EDDA training through the Small Business Employee Training (SBET) training program. For additional information click here. The SBET program application and reimbursement is between you and the SBET of the Louisiana Department of Labor. LSU Continuing Dental Education does not process this paperwork or reimbursement.

LDA

Classifieds

East Texas prosthodontic practice for sale. New to the market is a long-standing, removable prosthodontic practice in East Texas. The current doctor has practiced in the community for over 40 years and would like to sell to another doctor and transition to retirement. 3 operatories. Collections of \$881,000 & SDE of \$200,000. With no marketing efforts, the practice sees an average of 12-15 new patients/month. The current doctor only works three days per week – clearly the practice is prime for growth! The practice is in a great location with easy access to I-20. To learn more, contact Professional Transition Strategies: bailey@professionaltransition.com or call: (719) 694-8320. <https://professionaltransition.com/properties-list/east-texas-dental-practice-for-sale>

Large Louisiana Pediatric dental practice for sale. New to the market is a thriving multi-location pediatric dental practice seeking partnership. The practice supports multiple doctor owners; each in various stages of their respective careers. Collections of \$3.803 million & EBTIDA of \$825,000. Each practice has 11 and 10 operatories, respectively. With an average of 115 new patients/month, the practice is clearly well-established. You won't want to miss this incredible pediatric practice affiliation opportunity! To learn more, contact Professional Transition Strategies: bailey@professionaltransition.com or call: 719-694-8320. <https://professionaltransition.com/properties-list/large-louisiana-pediatric-dental-practice-for-sale/>



Dr. C. Kenneth Sherman is announcing the sale of a 5-op dental office in

Hammond, LA, the home of his practice for 34 years. The address is 2102 Rue Simone, Hammond, LA, 70403. The building is currently occupied by my old practices but will be available mid-

November of this year. It is located in a great place in the center of Hammond and there is more than adequate parking in front of and behind the building. It has only been a dental office and was constructed in 1984 with an addition placed in 1997 and room for more addition to the building. It is built off the ground and is 2240 sq. ft. The 2nd floor is for storage only and 4 of the ops have a built in nitrous-oxide system. Contact Dr. Sherman at kenshermandds@yahoo.com.

Louisiana Dental Group is looking for an associate dentist to join our busy practice! Located in Lafayette, LA, Louisiana Dental Group is a children's dental clinic that provides routine hygiene exams and treatment. We are a fast-paced, busy office with a high volume of patients. We are looking for a motivated dentist and offer flexible hours. Our knowledgeable and supportive staff is ready to welcome a new doctor to our team! Excellent work hours, collaborative environment that includes mentorship and teamwork, and excellent staff and up-to-date dental equipment. Please email jtherioto4@gmail.com.

Used dental/oral surgery equipment for sale. Equipment includes Planmeca ProOne Digital Panorex x2, Welch Allyn vital sign monitors x2, Welch Allyn AED, Mirage 4000 chair, pole light, DCI surgery chair, Midmark Classic Series wet-ring vacuum pump motors (2hp) x2, Boyd recover chairs x3, Straumann surgical implant kit, various other equipment, file cabinet and furniture available. Contact jwdomfs@yahoo.com or (504) 252-1386.

BLS CPR classes. Need BLS renewal? I teach adult/child/infant B:S CPR for your office in Baton Rouge and surrounding areas. Call Jeanne at (225) 241-0131 to schedule a class.

Grand Family Dentistry is seeking a full-time general dentist to join our team. This is an outstanding opportunity to join one of the most successful private

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FT associate dentist wanted! Skilled, outgoing, and motivated to replace a retiring dentist. Mentoring available in a beautiful, relaxing, modern private office with a knowledgeable and supportive staff. Where is that dentist who loves the after to the before, the dentures, the particle replacements, the transformation to a beautiful smile, while you're in control to a high-income potential. Send CV's to ljj1101@yahoo.com.

Northern Louisiana General Dental Practice for Sale. Northern Louisiana is a true sportsman's paradise featuring abundant outdoor activities alongside the comforts and entertainment of larger urban areas. New to the market is a well-established general dental practice for sale in the Northern LA region!

The current doctor has practiced in the community for over forty years and is interested in exploring options that lead to retirement. Situated in an expansive, free-standing building the real estate is available at the time of practice sale. The practice has over 6,000 active patients and supports the owner/doctor as well as multiple associates. This largely FFS practice is an impressive opportunity and sure to be worth the look! For an overview of this general dental practice for sale in northern Louisiana, read below:

- 14 operatories
- Collections of \$3,587 million
- EBITDA (21) \$500,000
- Real estate for sale
- FFS practice
- Supports multiple doctors

To learn more, contact Bailey Jones with Professional Transition Strategies: bailey@professionaltransition.com or call: 719.694.8320.

<https://professionaltransition.com/properties-list/northern-louisiana-general-dental-practice-for-sale/>

Southern Louisiana Orthodontic Practice for Sale. New to the market is a thriving orthodontic dental practice in southern Louisiana. Ideally located within an hour of Lafayette in a desirable community. The current doctor loves practicing dentistry and would like to continue to see patients for at least three years. They are therefore interested in a straight buy-out, partnership or affiliation with the right group! The practice is situated in an expansive, free-standing building with room for expansion. Additionally, the real estate is available if desired. Between January and September 2021, the practice had 445 new starts. With 40-45 new starts per month, the practice sees continuous growth! For an overview of this orthodontic practice in southern Louisiana, read below:

- 6 operatories
- Expansion opportunity
- Collections of \$1.346 million
- SDE \$682,000
- Real estate for sale
- 40-45 new starts per month
- 100% FFS practice

To learn more, contact Bailey Jones with Professional Transition Strategies: bailey@professionaltransition.com or call: 719.694.8320.

<https://professionaltransition.com/properties-list/southern-louisiana-orthodontic-practice-for-sale/>

Southwest Louisiana Periodontal Practice for Sale. Periodontal practice ownership opportunity in southwest LA. The current doctor has practiced in the community for decades and has built a tremendous patient base. With very little marketing, the practice sees 30-35 new patients per month. Located in a large, free-standing building the real estate is also available for sale. To learn more about this periodontal practice for sale in southwest LA, read below:

- 5 operatories
- Collections of \$1.24 million
- SDE of \$500,000
- Real estate opportunity
- 4000 active patients
- Current doctor open to staying on board for a smooth transition

To learn more, contact Bailey Jones with Professional Transition Strategies: bailey@professionaltransition.com or call: 719.694.8320. <https://professionaltransition.com/properties-list/southwest-louisiana-periodontal-practice-for-sale/>

Unique associateship opportunity for a general dentist who enjoys surgery and helping those in need. We are an energetic emergency and surgery-based practice that provides exodontia, implants, IV sedation, PRF, ridge augmentations, biopsies, and various other dentoalveolar surgeries. Compensation is very competitive. Brandon@columbiadentalhealth.com.

PART-TIME or FULL-TIME ASSOCIATE GENERAL DENTIST NEEDED: Our well-established practices on the Northshore & Metairie are looking for a skilled and motivated general dentist to join our team. Candidate must be committed to providing superior patient care. We prefer to keep as many services in-house as possible therefore, an ideal candidate would be skilled at or

open to learning more about implants, molar root canals, and extractions, to name a few. Cerec experience is also preferable. The office is equipped with state-of-the-art dental technology, is digital/paperless, accepts fee for service and PPO patients, and has a well-trained clinical and non-clinical support team. Private practice experience is preferred but not required. This is an ideal opportunity to earn a great income! We offer a \$250K + earning potential, group health & vision insurance, malpractice insurance 100% covered, 401k retirement plan, dental care for family, & annual CE allowance. Please submit your CV to careers@outshinefamilydental.com if this position interests you!

Local established practice looking for the right associate to join our team in the Denham Springs area. Ferguson Family Inc. is a family-oriented practice that strives to provide superior patient care in a calming environment. Great benefits (401k, health, + vision). Knowledgeable and supportive staff. Please send resume to Fergusonfamilydental2020@gmail.com or fax to 225-667-6877.

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Classified Advertising Online

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

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

For more information or to place a classified ad, contact LDA Journal Managing Editor Alannie Broussard at (225) 926-1986 or alannie@ladental.org.

LAST PAGE

Please Cut the Cheese

By David Austin

So, what's up with America's fascination with cheese? I mean, this stuff is everywhere! If a commercial on TV is not about some physical ailment requiring the medicine advertised, it will be about a specific type or brand of food, and almost always, it will involve cheese.

There is cheesy bread, cheese in salads, melted cheese sandwiches, and cheese on burgers. And what would Mexican food be like without cheese? If there is a food you don't like, just add cheese.

There are more than 35 types of different cheeses from all over the world. Cottage cheese and cream cheese, of course... but what about gorgonzola, brie, mascarpone, ricotta, Colby, parmesan, Monterey jack, Havarti, mozzarella, and one of my personal favorites; Wensleydale? Just thinking about this makes me hungry, so I think I'll have a slice of cheddar and a slice of pepper jack with a touch of Gouda on my hamburger for lunch.

I was at Olive Garden the other day enjoying some lasagna when our waitress came over with that little wind-up cheese shredder and offered some extra cheese on my meal. I said sure, and she proceeded to add cheese to my lasagna and my salad and potatoes. I took my shoe off, and she added some to that too!

There seems to be no letup in the fascination with cheese. With this in mind, our own Louisiana Dental Services (LDS) recently came up with an idea. For a few years, the LDS Board of Directors has been working with the LDA laboratories to develop a pizza crust made entirely of cheese. Pizza providers have used cheese in their products in increasing ways in the last few years, including injecting cheese into the pizza crust. But now, thanks to a patented process developed by our labs, the whole crust can be made of cheese, and it is very good, especially after it cools.

During the cheese crust development, the LDA laboratories discovered that cheese could be used to make clothing. Some of the first things fabricated were belts

and hats used by hunters and hikers. These items are edible and can be used if someone becomes lost and hungry. And to imagine that life could actually be saved by this development. This is truly unprecedented.

LDS is now developing a complete clothing line for outdoor sportsmen or sportsladies.

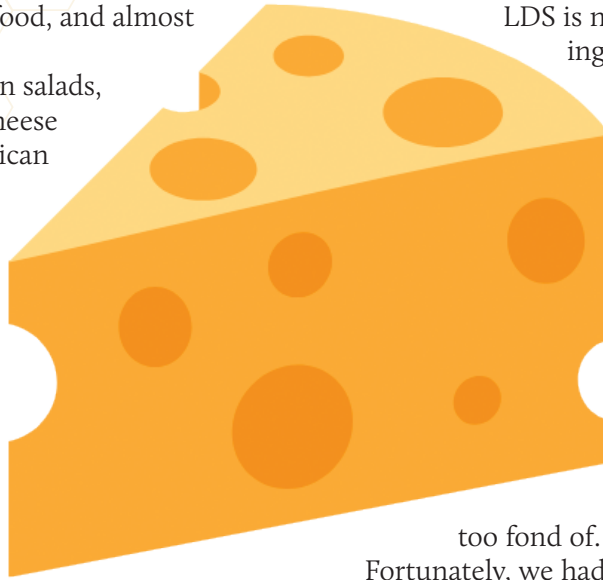
This past weekend my wife and I went camping, and I tested some outdoor camping gear made entirely from cheese. LDS continues to be in the beta stage of testing these, so hopefully, the clothing I wore will come in more colors than the pale-yellow color I was trying. It was comfortable, but in the heat of the day, I noticed a cheesy odor that my wife was not

too fond of.

Fortunately, we had separate tents because at some time during the night, a herd of mice attacked my tent and ate all the cheesy clothing I had brought. I initially thought a bear was attacking me, so I ran out of my tent and into my wife's tent for protection. She kicked me out because I was still smelling like really old cheese. I ended up sleeping in the car, and now she is mad at me because her car smells like... well, you know.

So, here's the deal. I am not sure cheesy clothing will make it to prime time. As for the hats and belts, I believe this will be something good for mankind, and you can be proud that your LDS/LDA helped develop this.

I am actually wearing my third hat. Because of the cheesy smell, my wife wouldn't let me come in the house with my first two, so I left them on the back porch, and my dog ate both of them. So now I leave my hat in my truck. Unfortunately, none of my friends will ride with me anymore.



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