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JOURNAL

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EDITOR

Dr. Brian D. Basinger
818 Pierremont Rd.
Shreveport, LA 71106
(318) 869-3020
basingers5@basingerdental.com

MANAGING EDITOR

Annette B. Drodgy
LDA Headquarters
5637 Bankers Ave.
Baton Rouge, LA 70808
(800) 388-6642 Toll-free
(225) 926-1986 Local Line
E-mail: annette@ladental.org
Web site: www.ladental.org

BUSINESS MANAGER

Dr. William M. Hall, Jr.
7600 Fern Ave., Ste. 1100
Shreveport, LA 71105
(318) 865-1469
E-mail: dr802@bellsouth.net

EDITORIAL BOARD

Dr. Gary Caskey
Dr. Robert Hill
Dr. David N. Austin

LDA OFFICERS

Dr. Glen Corcoran
President
3701 LA-59
Mandeville, LA 70471
(985) 871-9733

Dr. David M. "Trey" Carlton III
Past-President
5422 Provine Pl.
Alexandria, LA 71303-3772
(318) 445-4870

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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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Dr. Steve Morgan

President-Elect
219 Grinage St.
Houma, LA 70360
(985) 868-5699

Dr. Mike Luminais

Secretary-Treasurer
850 N. Canal Blvd.
Thibodaux, LA 70301
(985) 447-4783

Dr. L. King Scott

Speaker of the House of Delegates
120 Professional Dr.
West Monroe, LA 71291
(318) 325-4600

LDA STAFF

Annette B. Drodgy

Executive Director

Colin Zvosec

Director of Membership Development

Tisha White

Director of Accounting

Jeanne McFall

Director of Conference Services

Candice Castro

Executive Assistant

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On the cover: For the first time ever, the LDA House of Delegates was held virtually due to COVID-19 restrictions. During the session, the 2021-2022 LDA officers were installed. The LDA Distinguished Service Award, Humanitarian Award and New Dentist Award recipients were also honored. See pages 30-31 for more information on these award recipients.

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



Here Comes the Sun

By Dr. Brian Basinger, Editor, LDA Journal

*“Little darling, it’s been a long cold lonely winter.
Little darling, it seems like years since it’s been here.”*

Doesn’t it? It’s been right about a year now that COVID-19 reared its ugly head in our part of the world. March 17, 2020, is a date I’m sure most Louisiana dentists will remember for a long time as the day our practices were shut down by the LA Department of Health. There have been major changes to how we’ve lived and practiced dentistry since then. As citizens, we’ve been under a mask mandate, social distancing and zero or limited capacity at everything from sporting events to restaurants since early last summer. As dentists, we’re still practicing under an order from the Department of Health relegating us to “essential” and “time sensitive” procedures that was originally issued April 20, 2020.

*“Little darling, the smiles
returning to the faces.
Little darling, it feels like
years since it’s been here.”*

Thankfully, however, the beginnings of change seem to be happening now. In the past few weeks, states surrounding us have lifted their mask mandates even though it’s still recommended that masks be worn. Hopefully Louisiana will soon follow in allowing its citizens to take some personal responsibility instead of government mandates being handed down and

punitive punishments bandied about.

Another encouraging sign is the availability of vaccines in our state. Our area of the state has done an outstanding job of vaccinating people, whether it’s at sites set up specifically for healthcare workers or drive thru tents at the fairgrounds or most recently a mass vaccination day with approximately 4,500 doses of Johnson & Johnson vaccine in the parking lot of a local arena. Special thanks to Dr. Ghali Ghali, chancellor of LSUHSC-Shreveport, for helping to make a lot of this happen in Northwest Louisiana. As of this writing, about 19% of Louisianians have had at least one vaccine dose and almost 11% are fully vaccinated. For once, our state is right about the national average in something and not at or near the bottom of the list! This seems to be another step in the right direction towards a sense of normalcy again.

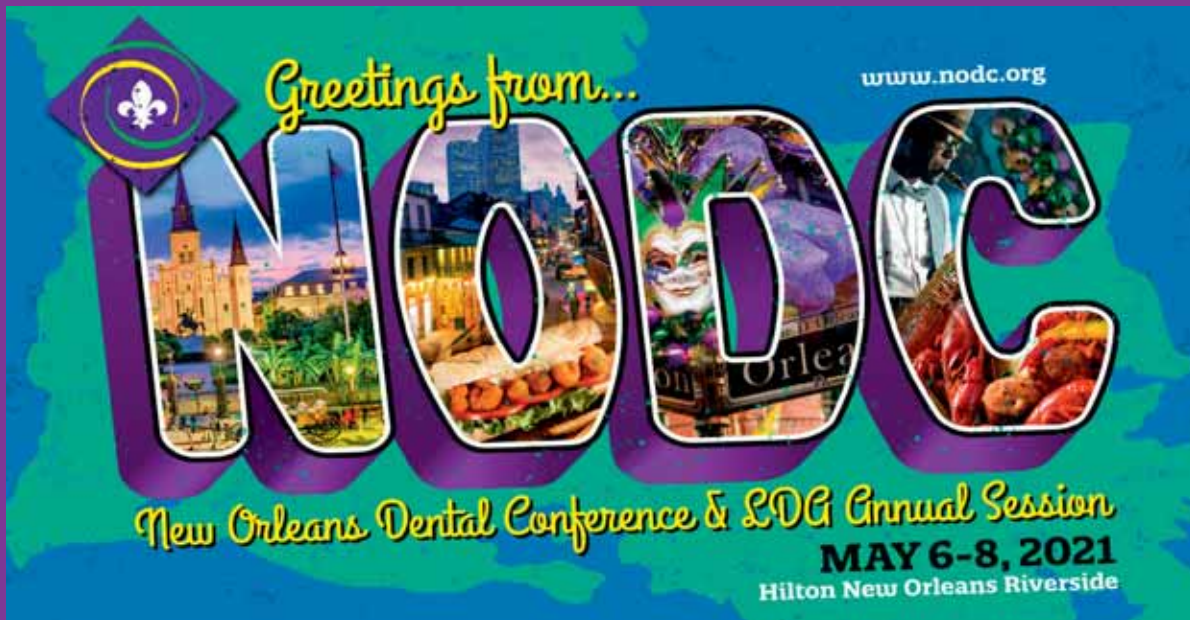
Has anyone been to a good dental meeting lately? And I don’t mean on Zoom. An actual in person meeting. If you’re like me and have been missing the opportunity for in person continuing education and the ability to hang out a little and network with your dental peers, there’s good news on that front, too. Several dental meetings that are within easy driving distance from our state have announced that their meetings will be happening this year. They may look a little different than years past

(you won’t feel too crowded with the distancing protocols in place) but the opportunities are there for those wanting to take advantage of them. One of those opportunities is right here in Louisiana as the New Orleans Dental Conference is set to take place this year May 6-8. Check out NODC.org for the great lineup of speakers and events (the hotels are cheap this year!) so you can help make our state’s dental meeting a success once again. So far, courses are filling up fast so don’t wait if you want to attend.

As we start to come out of a COVID dominated world from the past year, it is a bit of a challenge as we navigate our lives and practices back to a sense of normalcy. How quickly do we go to the next phase of opening? Do we still require masks? What level of PPE are we comfortable with going forward? When and how do we open our waiting room? How long are we taking temperatures? These are a few of the questions out there and I’m sure many of you, like me, are working through the answers as we move forward. But it seems that by even asking these questions now, there is a light at the end of this long tunnel we’ve been traveling through. Thank you, George Harrison and the Beatles for the words of encouragement:

*“Here comes the sun.
And I say, it’s alright.”*

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- Keeping **COSTS** low
- **CONVENIENCE** in all that we do and
- **VALUE** in all that we provide!

Interview with LDA's New President: Dr. Glen Corcoran

What a ride! I was born and raised in Metairie, La. Believe it or not, I knew from the time that I was 9 years old that I wanted to be a dentist one day. My parents did all that they could to provide me with a great education and to support me in pursuing my dreams. I attended Brother Martin High School in New Orleans and graduated from Louisiana Tech University in Ruston with a B.S. in Zoology.



Dr. Glen Corcoran and his wife, Alayne, attending an ADA convention in Washington, DC.

My professional dental journey began over 30 years ago. I received my D.D.S. from the Louisiana State University School of Dentistry. Then, I served in the United States Air Force, as a Captain in the Dental Corps. It was a wonderful experience that allowed me to develop leadership skills, appreciate patriotism, and foster an interest in community service. I then returned to New Orleans and worked as an associate for a number of years before opening my solo practice on the Northshore in Mandeville.

Family Life and Hobbies: My beautiful wife, Alayne, and I met at Louisiana Tech University. She is a retired attorney and has supported me throughout my professional career. I would not be where I am today without her. We have two wonderful children. Our daughter, Calette, also graduated from Louisiana Tech prior to receiving her doctorate in Pharmacy from University of Louisiana at Monroe. Our son, Shaw, is currently a freshman at Louisiana Tech studying



Louisiana Tech University Bulldog family at Calette's graduation. Shaw is currently a freshman at Tech. How 'bout them Dawgs!

Engineering - so you could say we are a proud Bulldog family!

In my spare time, I love spending time with my family and traveling, especially to the beach. I also enjoy cooking, playing golf, and working in the yard. My two energetic toy poodles also keep me very busy.

Participation in Organized Dentistry: I have always been a member of

the American Dental Association. Following my military service, I became active in local components: first, in NODA; and, then in Northlake. I have always believed membership in organized dentistry is very important. The benefits of membership are invaluable, especially for new dentists just starting out. Organized dentistry plays an enormous role in passing legislation



Dr. Corcoran and staff celebrating the holidays.

that is beneficial to our profession, and it is a crucial line of communication for its members. Personally, I have always enjoyed being able to spend time with, and learn from, my peers.

I first became active in the Northlake component when I was asked to serve as Treasurer. I hesitantly accepted thinking it would be time consuming and of little benefit to my practice. I could not have been more wrong. I gained so much insight into the true value of organized dentistry and the great service Northlake was providing for its members. I was hooked! I then served as Northlake President and as a representative to the LDA Board of Directors for several years. During this time, I was able to be around such great leaders and past LDA presidents as Dr. King Scott, Dr. David Hildebrandt, the late Dr. Robert Barsley, Dr. Danny Weaver, Dr. Kristi Soileau, and our most recent past president, Dr. Trey Carlton. It has been an honor to serve with these wonderful professionals.

The Value of Organized Dentistry:

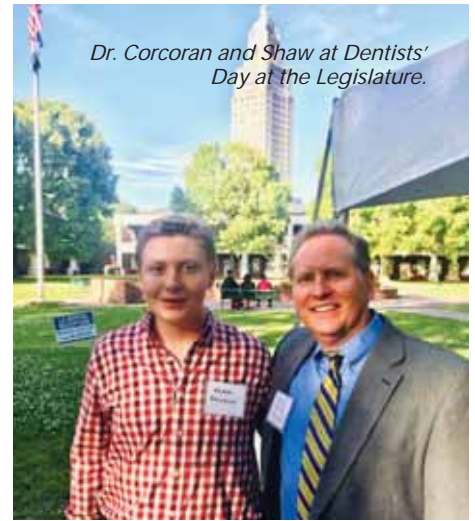
I have seen through the years how the LDA has advocated, promoted and protected our profession. This mission of the LDA has never been more true, particularly in light of the COVID-19 Pandemic. We have been through many challenges, but none that has been so overwhelming and prevalent across the entire country. I have personally witnessed the ADA and LDA leaderships' mighty efforts to get us all back to work. Being president-elect of the LDA during the height of the pandemic, I participated in many Zoom calls with organization leaders as they navigated us through these trying times. These



Dr. Corcoran and his toy poodles.

leaders included Dr. Chad Gehani, ADA Past President; Dr. Kathleen O'Loughlin, ADA Executive Director; and, Dr. Daniel J. Klemmedson, current ADA President. The ADA has been providing regular updates for all association leadership via Zoom during the pandemic.

In addition, the ADA also provided tool kits and guidance regarding protocols with staff and patients that were pivotal to us returning to work. The ADA continually provided information to its members on the PPP loan programs and the EIDL loans available to dentists. It also worked tirelessly to secure PPE for dentists at no charge other than a nominal shipping fee. The ADA also sent out legislative alerts to inform us of critical issues relating to dentistry so we could contact our legislators in Washington. Most important of



Dr. Corcoran and Shaw at Dentists' Day at the Legislature.

all, the ADA was responsible for having dentistry declared "essential health-care," which mandated that dentists can continue to practice during the pandemic.

The LDA has been equally invaluable to our profession in this state. Its determination in communicating with the Governor's office and the Louisiana Department of Health (LDH) further established that dentists must be classified as "essential healthcare" providers. Moreover, the LDA, under the guidance of Annette Droddy, LDA Executive Director, recently secured the opportunity for all dental professionals and staff to receive Covid-19 vaccines. She worked diligently, contacting hospitals all over the state, to obtain vaccines for interested members.

Goals of President: I would like to make sure that everyone knows that the LDA and the ADA have our backs! The goals that I have for this year include continued support for: funding of LSU School of Dentistry; dental health expansion throughout the state; community fluoridation; Medicaid funding; monitoring of insurance network leasing; and, opioid awareness.

In Conclusion: I think that the future of dentistry is going to be bright. The LDA is providing a new mentorship program for LSUSD students to work with LDA member dentists. The ADA will continue to provide guidance, information and updates during the pandemic. Also, a bill that repeals the McCarron-Ferguson anti-trust exemption for health insurance companies became law on January 13, 2021. This will, hopefully, be beneficial to both providers and consumers by offering more competitive coverage and deterring monopolistic practices within the insurance industry. All in all, I think 2021 brings more hope and normality to the dental profession.



Why An Insurance Review Is So Important

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

As a business owner, you wear many hats each day. This leaves little time to think about your insurance needs and how changes in the practice may impact the type and amount of insurance coverage needed to be adequately protected. In fact, a study in 2015 by a major insurance carrier revealed only 1 in 5 adjust their insurance coverage when a change is made in their practice. Insurance protection that is not up-to-date could result in inadequate coverage or even a gap in coverage.

Take a few minutes to complete the checklist below. Answering these questions will help identify the potential need for changes in your insurance. **If you answer “yes” to any questions you should schedule an insurance check-up.**

It's possible you may need more insurance, but at the same time, you may save money by making changes to prevent being over-insured and eliminating duplicate or unwanted coverage. Either way, you will rest easier knowing you **CYA (Covered Your Assets!)**

Contact your LDA-sponsored insurance representative, Stormy Blair, at Brown & Brown Association Services Professionals today to schedule an insurance check-up, 1-888-503-5547 or sblair@bb-asp.com.

DENTAL PRACTICE INSURANCE	YES	NO
1. Has the name of your business changed or have you restructured ownership (e.g., gone from sole proprietor to LLC or corporation)?		
2. Has your business changed owners, partners or officers?		
3. Do you have other dentists working with you as partners, employees, associates or IC's?		
4. Has your mailing address changed?		
5. Have you added new locations to your practice or discontinued working at certain locations?		
6. Have you moved to a new location, expanded or remodeled your office space?		
7. If you own the building, is the limit of insurance on the building too low to rebuild in the event of a total loss?		
8. Have you added new equipment that needs to be insured? Is the limit of insurance on the business personal property too low to replace your property at today's cost?		
9. Does your insurance exclude coverage for loss due to windstorm, hail, flood or earthquake?		
10. Does your policy exclude business income replacement for loss of revenue caused by damage to your building and/or equipment from a covered cause of loss?		
a. Should this coverage extend to extra expenses to mitigate loss? Have you entered into any new purchase or lease agreements for your business property?		
b. Should loss of revenue due to an interruption of utility service (electricity, water, phone & internet service) from a covered cause of loss OFF the premises also be covered?		
11. Do you have a need for general liability insurance that is not addressed?		
12. Are there changes in the mortgagees, loss payees and/or additional insureds listed on your policy that are no longer accurate?		
13. Have you added new procedures to your areas of practice?		
14. Would you like to revise the limits of liability on your malpractice policy?		
15. Have you increased or decreased the number of hours that you practice each month?		
16. Do you need workers compensation insurance to provide coverage for work related injuries or illnesses? (LA law requires employers with 1 or more employees/IC's to provide this protection.)		
17. Do you want insurance for cyber liability and data breach?		
18. Do you want employment practices liability to cover defense and indemnity costs for accusations of harassment, discrimination and wrongful termination?		
19. Should the limit of liability on your ERISA bond be increased to meet the stipulated limit of 10% of the proceeds in your 401k or pension plan?		



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LDS Endorses GE Appliances Store and ADA TV for Special Discounts for LDA Members

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

Heads up! Have I got a deal for you! The LDA has a new endorsement, **GE Appliances**, for LDA members. In fact, it is such a great endorsement through both the LDA and ADA that GE extends the savings to include family members, staff, and employees. The endorsement offers substantial savings on major appliances such as dishwashers, washers, dryers and refrigerators for members' homes and offices.

With this endorsement, LDA members and their family and friends, as well as their employees can save up to 25% off MSRP on select GE appliances every day. There are also special savings with promotional and rebate offers. Financing is available as well as convenient in-home delivery, installation and haul-away services.

New appliances have special features such as voice activation and remote start. New sanitation cycles in both dishwashers and laundry units will give members assurance that 99.9% of bacteria causing germs are killed on dishes and clothing.

Registration is easy – visit ADA.org/GE or call 1.(800).ADA.2308 – give your ADA membership number and get an ADA Authorization Code. Once you have the code, create an account at www.myapstore.com/GEStore/Appliances/Registration and begin shopping.

ADA TV is another relatively new endorsement. ADA TV is a



user-friendly, high-tech entertainment and marketing system for waiting rooms or your operatories that empowers a dental practice to customize and stream content that will educate, entertain, and promote your services to patients on the TV located in your reception area or operatories.

A small Chromebit computer stick plugs into any flat screen TV HDMI port and connects to your WIFI network. ADA TV is configured to store, stream and receive broadcast presentations configured for your practice. Educate patients by streaming popular ADA Toothflix 2.0 patient education videos (English and Spanish) and other tutorials and promote your practice with digital marketing signage and information about elective procedures. Other options include entertaining patients with localized news, weather, sports and entertainment clips from YouTube. You can also customize the

system with your own videos and promotions.

LDA members save over \$900 in setup and subscription fees. For more info, contact: (888) 993-5664; www.pbhs.com/ada-tv.

And, coming May 6-8, 2021, the New Orleans Dental Conference/LDA Annual Session will be held in-person at the Hilton Riverside New Orleans. Make your reservations and be sure and visit the LDS booth to learn more about all the great services and products offered by Louisiana Dental Services.



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Keep Your Dental Practice “Moving With the Cheese”

By Chad Olivier, CERTIFIED FINANCIAL PLANNER™

Adapting well to change is a valuable skill that has eluded mankind since the beginning of time. Charles Darwin theorized adaptation is the key to species survival.¹ This concept of adaptation to survive can be extended to survival in business. In his 1999 bestselling book, “Who Moved My Cheese?”, Dr. Spencer Johnson tells the parable of four different characters looking for “cheese,” “cheese being the metaphor for what we want to have in life.” This parable continues to be relevant today to exemplify how some people view and deal with change in work and life.²

The four characters in Cheese are two mice named “Sniff” and “Scurry” and two “little people” named “Hem” and “Haw.” Hem and Haw are as small as mice but look and act like people. The four characters are looking for Cheese in a Maze. The Cheese is a metaphor for what we want to have in life. The Maze represents where you spend time looking for what you want.³ Every day, the characters spend time in the Maze looking for their Cheese. The story illustrates recognizing when change is approaching, making good and timely decisions to follow or find new Cheese. A major takeaway from Johnson’s story is that we can become stuck doing the same things even if those things stop working. The characters learn key lessons, including, “If You Do Not Change, You Can Become Extinct,” “Movement in a New Direction Helps You Find New Cheese,” and “Noticing Small Changes Early Helps You Adapt to the Bigger Changes that are to Come.”⁴

The ideas of anticipating, monitoring, and adapting to change exemplified in Cheese can be applied to different businesses, including a dental practice. Dental practices need to stay aware of

upcoming trends in dentistry, of continued and evolving patient needs, and concerns and motivations of employees.

Keep Employees Vested in the Success of the Practice

Create an office culture aimed toward growth and success. This includes having a concrete vision and mission statement for your practice, and then communicate that mission to your employees. Invest in your and your employee’s continuing education. This means requesting feedback from employees often to identify potential issues early. “An investment in knowledge pays the best interest.”⁵ Ensuring your employees are aligned with the practice’s mission and motivated for growth, should translate into positive patient experiences.

Adapt to Changing Patient Needs

Currently, dental patients have access to more options when it comes to getting dental care, and dentists are providing more services than just typical “dental” treatments. Expanding the services, you provide may be an option to consider when adapting to patient needs. This leads to the need to communicate, communicate, communicate.

Communicate with Your Patients

We addressed earlier communicating well with employees. It is important to communicate well with your patients. This may mean asking questions before, during and after the visit. Consider sending a follow-up email to patients with a brief survey about their visit. The follow-up email may be a good opportunity to ask for patient referrals.

Learning to recognize change as it happens, and even being aware of

its inevitability, has been a topic of discussion since ancient times. In approximately 400 B.C., the Greek Philosopher, Socrates, is credited as saying, “The secret of change is to focus all of your energy not on fighting the old, but on building the new.” Learn the lessons of our four friends in Cheese. We certainly know “Change is the only constant in life.”⁶

¹ Darwin, Charles; “On the Origin of Species by Means of Natural Selection,” 1859.

² Johnson, M.D., Spencer; “Who Moved My Cheese? An A-Mazing Way to Deal with Change in Your Work and in Your Life;” 1999.

³ Blanchard, Kenneth, Ph.D., The Story Behind the Story, Foreword to Who Moved My Cheese?

⁴ Cheese, pg. 46, 54, 68.

⁵ Benjamin Franklin

⁶ Heraclitus, Approx. 500 B.C.

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

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Using Challenges to Create Opportunities

By Annette B. Droddy, Executive Director, LDA

I'm going to use the same headline I used last issue – using challenges to create opportunities. That is, without a doubt, what continues to happen here at the LDA. Our leadership and staff has been working diligently to “make lemonade out of lemons” as each new challenge arises. Who knew that in this new virtual world that we would appreciate the times that we are able to gather more than we could have ever imagined? Who knew that dentists who had never considered hosting Zoom meetings would now be proficient at setting them up and communicating through online networking?

One opportunity has been the New Orleans Dental Conference/LDA Annual Session. Louisiana's state meeting will be one of the first of its size to be held in-person May 6-8. Because of social distancing guidelines, we are not able to accommodate as many dental professionals as we typically did but that didn't stop anyone from registering. In fact, registrations continue to come in swiftly and in large numbers. The hotel has even given us an additional number of ball rooms and speakers were added to provide more available C.E. Who knew that our conference committee could make all of this happen so fast and that they would continually be able to evolve as restrictions are changed or lifted to accommodate our members?

And even with various COVID-19 related tasks at hand, the LDA has continued to work on other goals or projects impacting dentistry and our members. As many of you may remember, the LDA passed two impressive pieces of legislation related to pre-existing conditions and downcoding during the COVID-shortened, 28-day Legislative Session in 2020. Due to the support of the ADA's State Public Affairs Grant that we received in 2021, our Council on Government Affairs has been again hard at work looking at other legislation impacting dentistry.

We are looking to file two pieces of legislation this session:

Independent Review – Author: Senator Stewart Cathey, Jr., District 33, Monroe, Senate Insurance

Louisiana passed the Health Insurance Issuer External Review Act in 2013. R.S. 22:2431 et. seq. established a process in the Department of Insurance allowing a person covered by medical insurance to file a claim for an independent review of their medical insurance claim in the event they disagree with the medical insurers coverage decision and that decision has reached the conclusion of any appeal process within

the medical insurer. This external review process is available in many states and the La. Department of Insurance has indicated the availability of this review has reduced the number of complaints they have received regarding medical insurance decisions.

Many states who have this external review process also include dental insurance claims as eligible for this review process, but not Louisiana. In order to help covered persons who dispute an insurers coverage decision, the LDA desires to add dental insurance as eligible for the Health Insurance Issuer External Review Act.

Network Leasing Model Act – Author: Representative Kyle M. Green, Jr., District 83, Marrero, House Insurance

The National Coalition of Insurance Legislators (NCOIL) has adopted model legislation regarding network leasing. Network leasing by dental insurers has become a challenge in a number of states, including Louisiana. The model act is all about transparency for the dentists who often inadvertently sign into contracts with leasing companies and/or dental plans without understanding they have agreed to a leasing arrangement that opens up their office to both existing and new patients at a fee level that is below their usual and customary fees.

The model act structures how these agreements must be worded and requires dental plans to notify dentists any time their fee agreement is “leased” to another dental plan with the option to opt out of participating at the lower fee level with that dental plan. The LDA desires to introduce this model legislation to bring transparency to network leasing.

Watch for call-to-action alerts and text messages about contacting legislators related to these and any other bills filed impacting dentistry.



Dr. Jason and Annette Droddy with Dr. Gizelle and Paul Richard at the ACD/ICD dinner the night before the LDA's virtual House of Delegates.



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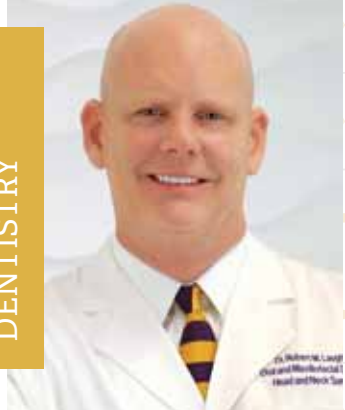
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A Call to Action

In Response to 2019 Senate Resolution 190

By Dr. Robert M. Laughlin, Dean, LSU School of Dentistry

The opportunity to serve the LSU Health New Orleans School of Dentistry (LSUSD) is an honor and I look forward to contributing to the strength of leadership that has come before me. It does carry significant responsibility, especially in light of new directives to become more fiscally responsible while expanding the school's impact statewide.

You may recall a recent effort to establish a second dental school in Shreveport to address access to care for the underserved. Senate Resolution 190 of the 2019 Regular Session of the Louisiana Legislature (SR 190) charged the Louisiana Board of Regents to "study how the state can optimally meet the oral health needs of our citizens through the establishment of a school of dentistry in northern Louisiana."

SR 190 requested a report of its findings and recommendations to the Senate and House committees on education. Based on careful research, analysis and interviews with individuals throughout the state, the Board of Regents "found a clear need for increased access to dental care but did not find sufficient evidence to indicate that the establishment of a new school of dentistry in North Louisiana is the best immediate solution." Several recommendations were set forth in the study to increase access to dental care across Louisiana, especially among the poor and those who live in areas with limited access to dental practitioners.



First Rural Scholars Track graduate, Dr. G. William Rolfe, pictured with the late Dr. Henry Gremillion in 2017. Dr. Rolfe practices dentistry in north Louisiana.

After much discussion, healthcare leaders determined that the development of hospital-affiliated American Dental Association-accredited General Practice Residency (GPR) postgraduate programs in Louisiana is a fiscally responsible way to address access to dental care for our citizens. Aimed at providing advanced training for the general dentist, the one-to-two-year GPR program focuses on providing care for medically-compromised patients in hospital settings.

Our hospital partners to date include Ochsner Health System and LSU Health (Shreveport, Monroe and New Orleans). Prospective partners include Rapides Regional Medical Center, Lafayette General Health and Lake Charles Memorial Health System. Establishing dental annexes or clinics at these sites will be implemented over a five-year period. In

year one, the program will be established in Shreveport and Monroe; years two to four, in Lake Charles and Alexandria; and in year five, in the Lafayette/Opelousas area.

The clinics will provide on-call dental services 24/7 for all cancer and cardiac patients in need of clearance prior to radiation and/or surgery as well as inpatient consultations. Community members of all ages will have access to care through the dental clinic annexes. LSUSD will provide support for any specialty level services as needed.

To complement the GPR postgraduate program, an expansion of the school's dental hygiene educational program is also underway. LSU will work with the existing Louisiana schools of dental hygiene, including Southern University Shreveport and University of Louisiana at Monroe.

In light of scarce resources, partnering with regional and rural hospitals to share costs and secure Graduate Medical Education funding is the most cost-effective model. Furthermore, working with the Federally Qualified Health Clinics and Rural Health Clinics throughout the state will provide additional clinic staff and GPR resident rotation sites.

One other important LSUSD initiative is expanding and securing additional funding for the Rural Scholars Track Program, which encourages students to provide care in rural, health professional shortage areas of the state. The main concept is “rural in, rural out” so that ideally participants will remain in the rural area after they fulfill their contractual agreement—one year of tuition waiver requires one year of service in the chosen rural area. With a goal of eight students enrolled in the program in an academic year, tuition waivers would result in approximately \$910,000 in lost tuition

income over a four-year period. As the dental school has already lost more than half of its state general funds in the last decade, absorbing nearly another \$1 million loss in tuition is not economically feasible for the school.

The future is bright as LSUSD is expanding its reach and strengthening collaborative efforts with other health care providers and hospitals. This is beneficial to both our citizens and the state. A warm thanks to the dental community for many years of support in helping our school accomplish so much. It is valued and appreciated. I look forward to sharing more information as our plans progress.

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LDA/LSUSD Mentoring Program

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Transition Preparation: Spring Cleaning

By Gretchen O. Lovelace, M.S., C.F.P., (ADS Transitions, Lovelace & Associates is an LDA/LDS endorsed company.)

I'm often asked what a doctor can do to increase a practice's sale price in the short term. Unfortunately, other than a thorough cleaning and some paint, increasing practice value takes time. Practices are evaluated based on performance over a number of years, and few things can increase a practice's value at the last minute. Luckily, there are some things that practice owners can do to maximize the value and buyer appeal of a practice that do not take a long time.

The value of a dental practice is derived from many sources and can be calculated in a number of ways. Primarily, practice prices are set by the local market conditions ("Market Value") and net income after debt for a theoretical purchaser ("Cash Flow Value"). Many office improvements affect one value calculation more than the other. For example, many practitioners believe that new equipment and increased technology will make a practice worth more. While this is true, owners do not receive a dollar for dollar increase in practice value from investment in new equipment. The age and appearance of new equipment make the practice more appealing to buyers, which increases market value. However, the amount a buyer can pay (or borrow) is still constrained by the cash flow, which is not improved by added technology.

There are a few areas a doctor can focus on when trying to maximize practice value for a future transition. Generally, these improvements will either increase the marketability or profitability of the practice, but not both.

1. Equipment Upgrades: Practice purchasers often rely on appearance to color their perceptions of a practice. Consequently, a dated office with old equipment is a "dud" resulting in low offers despite a high net income.



If your practice is worth \$300,000 and you spend \$75,000 going digital, your practice is not worth \$375,000. The market value would increase because you are now being compared to digital practices, but the cash flow value doesn't go up because the practice has not grown or decreased expenses.

Whether a practitioner nearing a sale should invest in technological improvements is hard to determine and should be based upon the time left before a transition. Since technological investment does not yield a dollar for dollar increase in practice value, a seller who is nearing a transition (1-2 years) may be better served by foregoing upgrades prior to the sale. Practitioners who intend to stay in practice for 3-5 years or more should consider upgrading, as the years of use will help offset the equipment's initial cost. Practitioners who are 5 or more years from transition should strongly consider digital radiography, as no newly trained dentists have experience with film X-rays in dental school.

A final note on equipment concerns broken or unused equipment. Over time, all offices develop a collection of old, broken, or unused equipment. Often there are old or broken handpieces, or old X-Ray equipment in the office attic. Unfortunately, practice purchasers assume everything in the office works when they buy it. Even though many purchase agreements contain "as-is" language concerning

the equipment, the existence of broken equipment in the practice has caused many post sale headaches. In order to avoid confusion, if an item is nonfunctional and is not being used for parts, it needs to be thrown out.

2. Improve Office Décor: Many offices have strong revenues and low expenses but suffer from a lack of curb appeal due to dated office décor. Doctors often do not even notice how dated their office is; the furnishings go unnoticed after practicing in the same office for many years. However, prospective purchasers will notice.

Many offices will benefit from a new coat of paint and some small changes to the furnishings. Replacing countertops, light fixtures, and waiting room furniture often has a remarkable effect on the overall appearance of the practice.

3. Clean Up Accounts Receivable: The accounts receivable are an important part of any transition, and can be sold or retained by the seller. Either way, practice buyers will need to inspect the accounts as part of the due diligence process. Sellers should therefore review their ledgers and address any issues prior to offering the practice for sale. There are usually two items to address, uncollectable accounts and credit balances.

As time passes, unpaid accounts get harder to collect. Generally, any outstanding account that is over a year old is uncollectable. Once insurance benefits have rolled over, it is almost impossible to collect on a claim. Many offices leave these old accounts on the books forever, which skew the accounts receivable aging report. A practice might do an excellent job of collecting money and timely filing

claims, but 30 years of old and uncollected accounts can make it appear as if it does not. In these practices, it is not uncommon for 80% or more of the outstanding accounts receivable to be many years old.

Consequently, old or uncollectable accounts should be sent for collection and adjusted off of the practice's ledger based on an established office policy. Purging uncollectible accounts will prevent the accounts receivable from building up to levels that might alarm a practice purchaser.

Patient Credit Balances are another issue to address. Few dentists are aware that these exist, but almost everyone has them. It is common to see \$1,000-\$2,000 of patient credits in an office, and we often see much more. These credits come from a few sources but are mostly the result of an insurance claim paying more than was estimated for a procedure. These credits can also be the result of clerical errors or employee fraud. These credit balances are money owed to the patient and cannot simply be scratched off the books. If the patient can be located, the office

staff should inform them of credit and try to schedule an appointment for the patient to use credit. If the patient cannot be located, the funds should be submitted to state treasury unclaimed property division.

4. Employee Compensation: Staff payroll is the single largest expense in any dental practice. The industry norm for total staff costs is 25-28% of the practice gross income. This figure includes payroll taxes, uniforms, and benefits but excludes the doctor and/or associate. Since practices are evaluated on a cash flow basis, any payroll expense over and above the norm will directly affect the price a buyer can pay.

Experienced, long term staff is a blessing and helps to minimize stress and maximize efficiency in a dental practice. However, employee wages increase over time with raises and cost of living increases. Additionally, employee productivity plateaus. At some point, staff members are fully trained and working at capacity.

If staff payroll is above industry norms, there are few solutions. If the practice continues to grow without needing more employees, the

payroll expense may fall back within the normal range. Similarly, expenses may drop back in the normal range if a long term staff member leaves the practice and is replaced by a lower wage employee. If neither of these solutions present themselves, practitioners may wish to review staffing levels to see if the office can get by with fewer employees. There is no easy solution to fixing excessive payroll, but any decrease in staff pay correlates directly to a higher practice value.

In summary, if you plan to sell your practice in the next three to five years, it is definitely time to address the items that will affect the value and appeal of your practice. Look closely at your profit and loss statement to determine which areas of your expenses are out of line (payroll, supplies, etc.) and bring them back into the norm. If you save shave 5 to 10% off of your total expenses over the next five years, you have just earned yourself a double bonus. The first bonus is the increased income you receive each year and the second bonus is the increased value of your practice when you finally transition it to the new owner.



Welcome to the

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Central Jacob Gauthier		
Greater Baton Rouge Danielle Davis Celeste Edwards Marcela Jolivette		



To Be or Not To Be...

By Dr. David M. "Trey" Carlton III, Past President, Louisiana Dental Association

...A member of the Louisiana Dental Association. That is the question. To so many who have tremendous gratitude and appreciation for what organized dentistry has done for our profession over the past year, the answer is very easy! One would hope an increase in membership would be seen in the year following so much benefit provided to both members and non-members by the LDA and ADA. It is important that we be proactive and use this momentum to motivate long lost members to re-engage and ignite potential new members to join. We hope that taking the opportunity to read about some of the key successes highlighted in this *Journal* will give you talking points and open conversations to help educate non-member colleagues.

Louisiana was the first state to allow dentists to return to seeing patients, out of all states that were forced to completely shut down or that were limited to emergency procedures only, during the national COVID-19 quarantine. Louisiana dentists were first to be able to provide much needed diagnostic, operative and preventative care to patients. The LDA immediately began further engaging our relationship with the Louisiana Department of Health (LDH), which has since proved to be quite valuable and even set standards for other health professionals as a result. The LDA was responsible for providing LDH and all dental professionals with vital information from the ADA such as



Thank you, Dr. Trey Carlton!

an emergency procedure list (like it or not it was tangible and quick), PPE education, the Guidance for Minimizing Risk and the ADA Return to Work Tool Kit. Providing this information helped build trust with LDH that dentistry was leading the way with valuable information about patient care during the pandemic. No other Louisiana health care group provided more beneficial information to LDH than our organization. It was the cultivation of this relationship that allowed LDH to make the decision to trust that dental professionals could and would handle infection control properly. This was a huge win for Louisiana dentists and an even bigger win for our patients.

While the LDA leadership and staff worked tirelessly locally, the

ADA spent countless hours working with the United States Congress to develop policies on Capitol Hill and advocate for legislation that would ultimately benefit all small businesses. The ADA immediately interpreted the Families First Coronavirus Response Act, H.R. 6201 and quickly began advocating for the small business exemption on our behalf. Without this exemption, the forced paid sick time for employees and their families that larger companies had to endure would have been mandatory, putting the financial health of many dental practices severely at risk. The ADA team also continually dissected the information provided about the Small Business Association's PPP and EDIL Loans. Ultimately, these efforts proved

successful in allowing for greater flexibility for the PPP program which received applications from over 80% of practicing dentists. Thankfully, the ADA was also at the forefront of discussions with Health and Human Services regarding their Provider Relief Funds which had allocated \$15 billion to be distributed to eligible Medicaid providers. With urges from the ADA, this grant was successfully changed to allow all dentists to apply. The HHS grants, along with the PPP program grant, allowed so many dental offices to stay financially healthy and lead to allowing dentists to open practice doors, bring team members back to work and provide much needed patient care.

Although the pandemic consumed time and manpower, our dental association did not let up on accomplishing our goals for legislation for the year. The LDA team and lobbyists worked with Louisiana legislators in a whirlwind 28-day session. Louisiana was one of only six states to pass patient advocacy bills in 2020, passing two very important pieces of legislation! First, the down coding bill, House Bill 353, put a major dent in the third-party payers' ability to down code procedures while also completely eliminating the long-term issue of downgrading bridges and implants to partial dentures. The new law, which the ADA believes is the first of its kind, prohibits "systematic downcoding with the intent to deny reimbursement otherwise due to dentists" and requires third-party payers to disclose downcoding policies that are routinely applied.

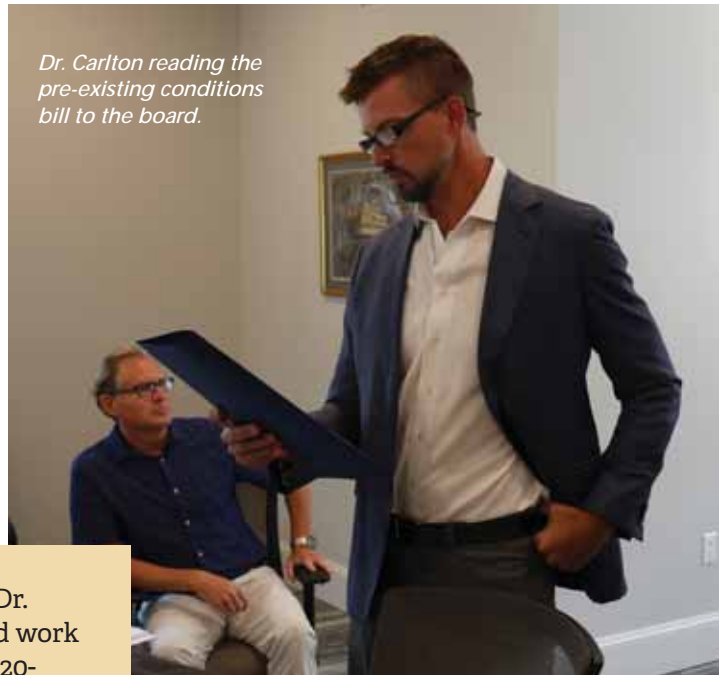
The second bill, House Bill 311 regarding preexisting conditions, was a brilliant piece of legislation developed out of the LDA Council on Governmental Affairs. The passing of this put an end to denial of preexisting conditions by dental insurance companies in the state of Louisiana. This was a truly remarkable accomplishment for the LDA and the

dental profession helping to give Louisiana credit for leading.

Finally, the team at the LDA office cannot be thanked enough for their never-ending work on behalf of all the dentists of this great state. If you have the opportunity, I truly hope that you all will thank them for providing help and valuable information to all dentists through phone

The LDA Board thanks Dr. Trey Carlton for his hard work and dedication as the 2020-2021 president of the LDA. His diligence in fighting for the dentists of Louisiana to get back to work safely and to serve the patients who mean so much to us was incredible. The dentists of Louisiana owe Dr. Carlton a debt of gratitude. The photo on the previous page shows Dr. Carlton with Rep. Mike Huval, the legislator who authored the LDA's pre-existing conditions bill during the shortened, 28-day legislative session in 2020.

calls, emails, LDA E-Bytes and Daily COVID updates. The communication with both members and non-members during the pandemic has been nothing less than amazing. Thank them for working daily with the LDH, the ADA and the State Board to get us back to work before any other state. Thank them for working to pass legislation to help us provide better patient care. Thank your LDA team for working furiously to get all oral health care workers in the state who wanted to be vaccinated the opportunity to do so. This team is amazing and although they are not dentists, do not work in a dental office, treat patients directly or file insurance, they have dedicated themselves to our



Dr. Carlton reading the pre-existing conditions bill to the board.

profession. I ask that you thank them and show them that you support what they do to help keep our profession at the highest level every day of their career.

Each of these successes and accomplishments are noteworthy for our profession. Just one should be reason enough to advocate for membership of organized dentistry. Membership numbers are sadly declining over the long-term trend at both national and state levels, so understanding the benefits of membership is of utmost importance. Our strength and power are in the numbers and if membership continues to decline, the ability to protect our profession or help in a crisis will be diminished. We ask our existing members to personally make an effort to use this momentum as personal motivation to help grow our membership. Each of us can help by sending this article or the entire *Journal* to a non-member colleague with a note to please read it and an ask to please commit to membership for at least one year. By doing this, Louisiana can take the lead in increasing national membership numbers and be part of helping secure a bright future for this rewarding profession.



Children's Dental Health Month with EatMoveGrow

By Alannie Broussard, Communications and Public Affairs, LDA

EatMoveGrow (EMG) is committed to increasing physical activity and providing wellness education to elementary schools in rural areas throughout Delta Parishes. Physical distancing will reduce the spread of coronavirus, but it has created barriers for children to be physically active and maintain proper wellness.

EMG Health Educator, Rachel Christmas, teaching a dental lesson to a second-grade class at St. Christopher School.



Traditionally during Children's Dental Health Month, EMG provides in-school dental clinics. During screenings, EMG finds at least 10% of students have emergent dental care cases. Because students with these cases cannot properly think, eat or play while in school, EMG works to find these students a dental home. Because the COVID-19 pandemic forced a hold on in-school dental clinics, EMG transitioned into new ways to educate students on healthy oral health.



Ariana Cardosa, 12th grader MSA West with a Smile Box.



Kindergartener with her water bottle at St. Christopher School.



Second grader at Port Allen Elementary School with a Smile Box teaching model.

To celebrate Children's Dental Health Month, EMG partnered with DentaQuest and MCNA to creatively educate oral health. EMG Health Educators provided more than 400 hours of in-person oral hygiene lessons. Virtual lessons were also created for inaccessible classrooms due to the virus. Smile boxes were created for the lessons, including oral health lesson plans, teeth teaching models, oral hygiene experiment materials and more.

Distributing 15,000 water bottles has allowed EMG to emphasize how



Third grader at Catholic of Pointe Coupee using the water bottle filling stations.

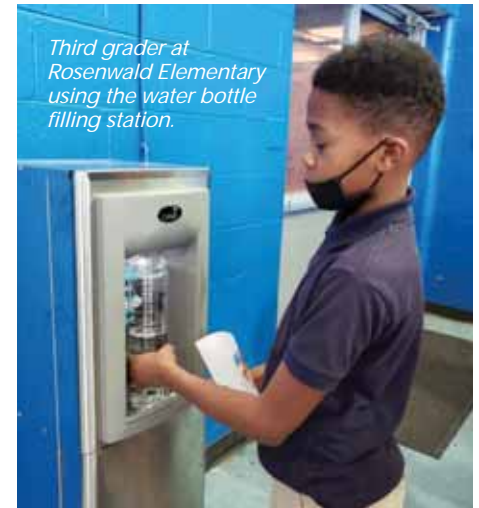
bottles, EMG provided grants for high-need schools to install water bottle filling stations. This has created new water policies within schools, allowing for an increase in water consumption.

“The project was a huge success,” said Cottonport Elementary School Nurse LouAnn Bain. “All of the kids were so excited to get their oral health gift. The kids are telling me that they are using their toothbrushes and I see so many water bottles at school. They are so proud.”

The work of EMG goes further than just oral health education. EMG empowers teachers to prioritize the wellness department within schools. Physical education classes are important to wellness, but some schools are unable to staff an instructor. EMG has an oral health lead that provides schools with physical education classes. Rural schools are connected to more than 20 state and national programs such as the LSU Ag Center, Fuel Up to Play 60

and the National Network of Public Health Institute to provide physical and wellness education activities.

Without the help of DentaQuest and MCNA, the Children’s Dental Health Month project would not have been possible. During this challenging time, EMG has been going above and beyond to emphasize the importance of wellness, especially oral health education.



Third grader at Rosenwald Elementary using the water bottle filling station.

important drinking water is for oral health. These water bottles included DentaQuest and MCNA contact information, a toothbrush, toothpaste and tips for healthy teeth. Drinking from water fountains in schools is not allowed to prevent spreading the virus. For students to get the most use out of their water

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Dr. Jared Guillot

After graduating, I saw the influence and impact the organizational side of dentistry provides. I was attending the functions and had the honor of representing my district as a delegate.

From there, I put my name in to represent my district as Vice President for the following year. Organized dentistry has shown me the power provided when colleagues group together for a cause. Our field can only function at its highest output when we have a voice in the direction that it heads in the future. My goal for my component is to provide an open door for them to voice their opinions, concerns, and ideas so that I can strive to be a productive leader to my district.

Acadiana President



Dr. Brent Benoit

From student government in high school and college to serving in different leadership roles in dental school, I have always enjoyed staying involved with organized leadership. Organized dentistry allows me the opportunity to network within the dental community, learn from industry leaders, and make decisions that impact our profession. Being engaged with the LDA and the Bayou District Dental Association has allowed me to expand my clinical knowledge, interact closely with my colleagues, and better understand the workings of organized dentistry. Being involved with the BDDA gives me the opportunity to ask for help from dentists and specialists going through similar experiences in our community.

I hope to engage with the larger group of the Bayou District Dental Association and strengthen bonds within our association. During the times of COVID-19, I would like to get back to regularly scheduled in-person meetings to advance our clinical knowledge and networking. I look forward to engaging the new members of our association with experienced members to reiterate the importance of organized dentistry and the impact we can make.

Bayou President

Dr. Anil Gupta

Organized dentistry allows individual dentists to join an organization to advocate for themselves and their patients at the local, state, and national level. It gives dentists, dental students, residents, and fellows a crucial voice. Since I moved from New Orleans to Alexandria in 2014, I have been actively engaged in the Central Louisiana Dental Association (CLDA). I have held the offices of vice president and secretary. I also had the opportunity to serve as a delegate for the LDA House of Delegates. The House of Delegates is a learning experience that I feel every member should participate in at least once in their lifetime. It will



provide an appreciation of the hard work and dedication put in by our colleagues at every level of organized dentistry to protect the interests of the dental profession.

As the incoming president of Central, I hope to encourage a large group of dentists in the community to attend our monthly meetings. With our duty as medical professionals, we will employ safe and sanitary procedures to further prevent the spread of COVID-19 into the community. As most of my colleagues have either gotten the vaccine or will be getting it soon, we will be able to conduct engaging, monthly meetings with utmost safety in mind.

Central President



Dr. Vincent DiCarlo

For me, getting involved in organized dentistry was a great privilege. I remember learning about the ADA and its tripartite structure early in dental school and feeling thankful that we have an organized body, made-up of dentists,

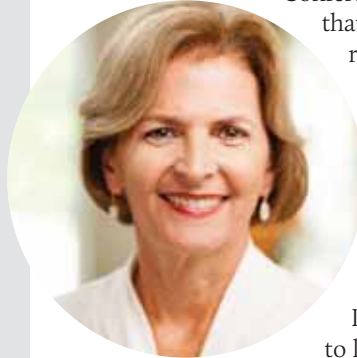
that governs our profession. The engine of the ADA is its local components that make real impacts in their communities. When I began to practice in Baton Rouge, I immediately started to attend monthly component meetings. I was inspired to see dentists that valued organized dentistry and cared about their dental community. The relationships that I have established through the Greater Baton Rouge Dental Association have been invaluable.

As president of the GBRDA, my goal is to increase membership and attendance of monthly component meetings, especially among younger dentists. Dentists in the Greater Baton Rouge area can find value in attending our monthly component meetings where they will join a supportive group of colleagues who exchange similar experiences, while gaining relevant and useful C.E. that encourages lifelong learning. Through this, we will expand and enrich our network of active GBRDA dentists, working together to provide our community with the highest level of care.

Greater Baton Rouge President

Dr. Gizelle Richard NODA President

The reason for my involvement in organized dentistry happened years ago when my brother-in-law, Dr. Don Bennett, asked me to join the NODC Committee as Operations Chair. That led to Registration Chair, then Scientific Program, and finally Conference Chair in 2019. Alongside



that, Don called me to be the NODA representative for the LDA's

Governmental Affairs Committee when he was NODA president.

That led to being a committee member on LADPAC. I have learned much and am particularly fascinated by the governmental process at the ADA level.

In order to have impact, you have to lead. Organized dentistry is the vehicle for this to happen. My lobbying

trips to DC and Arizona as the current chair of the LDA's Council on Governmental Affairs made me a believer in how organized dentistry, advocacy, and lobbying are critically important in influencing Congress and state legislators, so that the voice of dentistry is always heard!

As far as 2021 goals go, I would like to evaluate the way we communicate with our younger dentists. It is of utmost importance to build our membership with the next generation, and I will be addressing the communication processes we have in place and making adjustments to appeal to a younger demographic. Secondly, the CDC warns that COVID is now endemic, and people and businesses now need to learn to live with it. It is my goal to continue to provide relevant information to the dental community as we receive it.

Dr. Emily Little

I remember as a little girl, my dad, Dr. John Little, would go to monthly Northeast Louisiana Dental Association (NELDA) meetings. He always spoke so highly of our dental association. They weren't just colleagues but were also great friends. They

loved to hunt and travel together. My father was very active in the association, eventually serving as NELDA president. When I graduated from dental school in 2010, one of the first things I did was join the LDA.



My grandfather, the late Dr. Lamar Little, practiced dentistry for 63 years and was a huge supporter of NELDA. He was honored to receive the Distinguished Service Award from the LDA. The award presentation was the highlight of his career and remains a very proud and precious moment for our family.

My father-in-law, Dr. Bruce Cassis, has also been an advocate for organized dentistry. He has served as chairperson for multiple committees in the Academy of General Dentistry (AGD) and is currently serving as President of the AGD.

There was never a doubt in my mind that I would join the local dental association so that I could carry on the tradition of making a difference for our great profession. Just four years after my husband, Dr. Daniel Cassis, served as President of NELDA, I began my term as President of NELDA.

Like the rest of the world, dental offices in northeast Louisiana came to a screeching halt in March of 2020. While the practice of dentistry may have slowed to a trickle, the work of our local LDA leadership was just beginning. We were grateful for the technology that allowed us to disseminate important information to our members. From PPE and PPP loans, to Dental Board and Public Health directives, the most current updates allowed our dentists to navigate those difficult days.

Our latest major undertaking involved arranging vaccinations for dentists and their staff in our component. Through collaboration with our regional hospitals, we were able to secure first and second vaccination shots in an efficient manner. We are grateful for our partnership with other local healthcare professionals, which has allowed us to do our part in the fight against COVID-19.

Northeast President



Dr. Reuben House

As a young dental school applicant, not having any idea what a LDA meeting was at the time, my dad, Dr. Ike House, said I should go. I usually enjoy doing what my dad does; seeing him at work and talking to patients was why I wanted to follow in his footsteps. We went to the Shreveport Club, a darkened, elegantly decorated building downtown.

There were a lot of old guys dressed up, coat and tie. If you have ever felt immediately out of place when walking into a room, you'll know how I felt. It was probably good practice for the dental school interview to come.

As it turned out, these guys were very friendly and not at all intimidating. They wanted to know how I was doing carving chalk and about my DAT score. They asked why I wanted to be a dentist and all about my shadowing experience. They wanted to help. How odd I thought, "These are other dentists, weren't they supposed to be competitive with my dad? Why did they seem to cheer for my success?" My dad had always told me that other doctors were colleagues not competitors, and that there are far too many patients for one doctor to see them all. I believed him, but my experience chatting before the meeting was irrefutable evidence of that fact. I sat in that meeting and learned that they gathered to share knowledge and experience with one another. To build one another up and support each other. What a wonderful thing!

When I graduated dental school, I started attending the meetings again. If you recall the camaraderie from dental school and how priceless and enjoyable it is to make a group of friends who are with you, struggling, succeeding, failing, and trying again together, this is the next best thing. We get out of it what we put in. I knew at some point I would take a turn being an officer because I know the good this group produces. It is an honor and I feel a duty to give back to the group and profession that gives so much to myself and others.

This year is a bit of a restart, but I'm hoping to get our group together and meet as often as possible in order to provide the welcoming and helpful atmosphere to others that I have been so grateful to have experienced myself. I hope to cement the ongoing partnership with the local University's hygiene school and expand it to cooperate with other local colleges and sponsors to improve our ability to give back to the community through the Give Kids A Smile program that will hopefully resume in 2022. I would encourage all our local members to come out and have a fun time hanging out with your peers. You'll make some friends and learn a thing or two!

Northwest President



Dr. Briggs McKey

Organized dentistry provides an environment for furthering education, giving dental professionals exposure to a variety of current topics pertaining to our field, and allows for an exchanging of ideas among colleagues and friends. In a broader sense, organized dentistry helps protect the interests of our patients and practices. In Lake Charles, it is also a good place to learn the location of the best fishing holes.

Goals for our Southwest District include growing our organization and continuing to foster a sense of community. As these times have been rocked by the current COVID-19 crisis, as well as Hurricanes Laura and Delta, it is important for our dental community to help each other and our patients.

Southwest President

Dr. Joseph Ferrara Northlake President

I first participated in organized dentistry in 2003 after I graduated dental school. As a new dentist on the Northshore, I was drawn to organized dentistry by my mentors, Dr. Dennis Preau and Dr. Louis Passauer. Upon encouragement from my colleagues, I served as secretary of Northlake Dental Association from 2004-2006, and I have maintained an active membership ever since. Having a group of peers with whom to discuss challenges and unify over common goals is a crucial thing for any industry. This is the driving force behind my involvement in organized dentistry.



As I take over as president from the leadership of Dr. Dennis Preau, I am reminded of how important organized dentistry is to the profession. This year has brought many challenges. In spite of it all, it has been wonderful to see the ADA and the LDA manifest the value of membership to the dental community. Now more than ever, it is vital that we show the value of membership. My goal will be to communicate the benefits of membership to dentists who are not yet involved and to increase participation so that we may work for the benefit of the profession, as well as continue to be an influential voice on Capitol Hill.

Save the Date

Event	Date	Location
New Orleans Dental Conference/LDA Annual Session	Thursday, May 6 - Saturday, May 8, 2021	Hilton Riverside New Orleans www.nodc.org
Summer Education Conference	Wednesday, June 23 - Saturday, June 26, 2021	Hilton Pensacola Beach Pensacola, FL
LDA Foundation Fishing Rodeo	Thursday, July 15 - Saturday, July 17, 2021	Grand Isle Marina Grand Isle, LA
LDA Last Chance Seminar	TBA, December 2021	TBA
LDA Winter C.E. with Character	Sunday, February 27- Tuesday, March 1, 2022	The Grand Floridian Buena Vista, FL
Summer Education Conference	Wednesday, June 8- Saturday, June 11, 2022	Hilton Pensacola Beach, FL



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Please Welcome New LSBOD Members

By Dr. Ike House, President, Louisiana State Board of Dentistry

Greetings fellow colleagues! With the notable exception of the Mardi Gras blizzard and ice storms that plagued Louisiana a few weeks ago, it appears that spring has sprung or at least my trees think so. Hopefully, this year we will see continued decrease in COVID-19 cases and a return to normal social events.

The Board has had several changes this year due to terms expiring. Dr. Robert Foret served the second district, Dr. Rusty Mayer served the sixth district, Mr. Al Bossier served as our public member, and Ms. Patty Hanson, R.D.H., served as our dental hygiene member. All were valuable contributors serving on various committees and task forces. In addition, Rusty and Patty spent many hours serving as LSBOD officers, with Patty also serving as the dental hygiene member for ADEX and AADB. Rusty, Patty and Robert functioned as dental examiners and Patty as Exam Site Administrator for the ADEX exam. Serving on the board is often a thankless task so if you know or see these past members, please give them a well-deserved pat on the back.

I would like to welcome the new members who have stepped up to take the place of those retiring members. Serving the second district is Dr. David Baughman, an OMFS surgeon who has been serving the Houma area for 19 years. He also has two degrees in pharmacy, and we welcome his expertise. Serving the sixth district is Dr. Griffin Deen who has been practicing for 26 years in Covington. He loves to fish and be outdoors and served in the Navy (anti-submarine warfare) and

Army (dental corps and served as commander for many years).

Serving as our new dental hygiene member is Joelle Breaux, R.D.H. who hails from Lafayette. She has been practicing for 20 years and is an avid reader. She reads her doctor's periodontal journals for fun! She loves the outdoors and spends many hours running her children around doing their activities. She used to be a cheerleader in high school so we know she will make herself heard. Finally, our public member is Mr. Carlos Zelaya, an attorney from Chalmette. He has been practicing litigation law for the last 28 years primarily in southeast Louisiana but has appeared in cases throughout the country. He likes to ride his bicycle,



workout and cook. Please join me in welcoming our newest members.

For those of you who are interested in serving the community through administering one of the Covid vaccines, there is training that should be completed regarding safe handling, handling requirements, potential complications and how to safely administer the vaccine. This training is offered through the Louisiana Department of Health at <https://ldh.la.gov/index.cfm/page/402>. Note that the board does not regulate or monitor the training or requirements for administering the vaccine but please make sure you have the proper training and follow all protocols. Contact the LDA or the LDH for more information.

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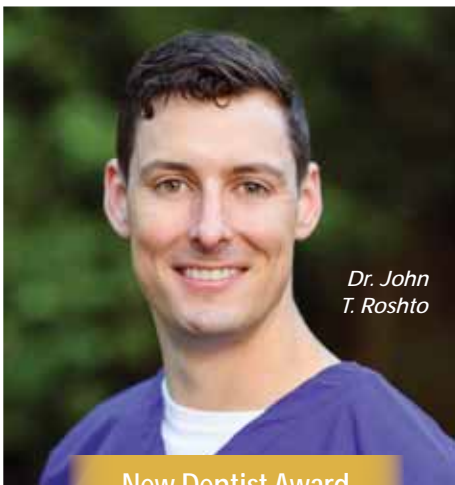
LDA Award Recipients Recognized at Virtual HOD

Outstanding Dentistry in the LDA

By Alannie Broussard, Communications and Public Affairs, LDA

The Distinguished Service Award (DSA) is the highest honor bestowed by the LDA and is given annually to individual members who exemplify the highest standards of professional conduct in dentistry and make extraordinary contributions in organized dentistry and their community. The recipients of the DSA are Dr. David Hildebrandt and Dr. Keith Kyler.

Dr. Hildebrandt has been a member of the LDA, the American Dental Association (ADA) and the New Orleans Dental Association (NODA) for 37 years. He has served in numerous positions throughout his local and state components. He joined the LDA Board of Directors in 2013 and then served as the president of the LDA from 2017-2018. Locally, he served as the president of the New Orleans Dental Enterprise from 1995-2003 and the president of the NODA in 2004.



Dr. John T. Roshto

New Dentist Award

Dr. Kyler has been a member of the LDA, the ADA and the Greater Baton Rouge Dental Association (GBRDA) for 31 years. On a state level, Dr. Kyler serves as chairman of the LDA Council on Insurance and was chairman of the Allied Dental Association Insurance Trust. Dr. Kyler has been a committee member for the New



Dr. Keith Kyler, DSA and Dr. Mark Chaney.

Distinguished Service Award

Orleans Dental Conference (NODC) and LDA Annual Session. This year, he is serving as the NODC and LDA Annual Session co-chairman elect.

The LDA Humanitarian Award recognizes dentists who have distinguished themselves through outstanding dental service activities in the United States or abroad. The recipient of the Humanitarian Award is Dr. Francis (Frank) Martello. Dr. Martello has been a member of the LDA, the ADA, and NODA for 43 years. Service to the community has remained at the forefront of Dr. Martello's career. For 36 years, he has been the volunteer dentist at the United Cerebral Palsy of Greater New Orleans where he also serves as a board member.

The New Dentist Award is presented annually to one LDA member who has

practiced for less than 10 years, and who has distinguished himself by giving their time and talents for the betterment of mankind. The recipient of the New Dentist Award is Dr. John T. Roshto. Throughout his six years as a member of the LDA, ADA and GBRDA, Dr. Roshto's contributions include civic involvement, public service and unselfish devotion to the dental profession. He is currently serving on the LDA Council of Government Affairs. Locally, he served as the 2019 treasurer and 2018 president of the GBRDA.

All award recipients were recognized during the virtual LDA House of Delegates session. The LDA would like to congratulate these very deserving LDA award recipients.



NODA DSA and Humanitarian

NODA members received their awards at their annual installation banquet in March since LDA's House of Delegates was virtual. From the left, Dr. David Hildebrandt, DSA recipient, Jeanne Hildebrandt, Committee Chair Dr. Mark Chaney, Kathy Martello, Dr. Frank Martello, Humanitarian Award recipient, LDA President Dr. Glen Corcoran, and Alayne Corcoran.



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Bigfoot and the Big Encryption Myth

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



In the late 1950s, a northern California newspaper published an article about oversized footprints discovered by loggers. Those big feet were the only proof needed for people to spread rumors quickly and for those to gain wildly unexpected popularity. 70 years later, Bigfoot's mythology still looms large.

Believe it or not, encryption has taken on its own mythical reputation. It's widely believed that encryption is the only tool needed for email to meet HIPAA compliance laws. That myth has spread just as easily as the rumors of our 7-foot-tall legend.

Fortunately, it's much easier to disprove the myth about encryption than it is to debunk Bigfoot's existence. For one thing, we know what encryption is and does. Encryption takes the Protected Health Information (PHI) you are trying to send electronically and scrambles it up so that no one can steal it while it's en route from your computer to another doctor. It then gets de-scrambled and arrives in its original state in the recipient's inbox.

Unfortunately, many email providers are trying to convince doctors that encryption is all you need to comply with the HIPAA Security Rule and its safeguards. Encryption is a critical part of compliance—emphasis on the word 'part'. There are six parts to the Security Rule and all must be met. The federal government's preferred guideline for compliance is built on the DIRECT protocol.

1. **Authenticate Recipients.** Your secure email exchange should automatically verify that the doctor to whom you are sending ePHI is a registered provider
2. **Control Access.** Only authorized users should access the content of



emails. Your secure email system should at least have automatic user log-off

3. **Transmit Securely.** This is the encryption part. The higher level of encryption, the more secure your ePHI. For example, if your secure email exchange has a 2048-bit encryption level, it will take quadrillions of years to hack that email using today's technology
4. **Unaltered Records/Integrity.** All your patient information must be kept in such a way that it can't be altered or lost. The smartest backup systems store your ePHI at multiple secure data centers—not your office, home or briefcase. Cloud-based backups keep your ePHI on secure servers located around the country. In the rare event that one location is compromised, the other back-up locations have you covered
5. **Audit Every Message.** You can be audited at any time, and anyone can

submit a HIPAA complaint against your practice. If you get audited, you will be required to quickly produce a detailed trail of all emails containing ePHI

6. **Lock Away ePHI for 6 Years.** Your records need to be securely stored for a minimum of six years in a way that information can't be altered or lost

Take the mystery and myth out of HIPAA compliance by understanding the full scope of what's required. Being compliant is much, much easier than finding Bigfoot!

LDA endorses iCoreExchange HIPAA-compliant email. It not only meets or exceeds every requirement, it also allows you to attach as many large files as you want to any single email. And, LDA members receive a substantial discount on iCoreExchange! Book a demo at iCoreConnect.com/LDA or 888.810.7706.



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Chronic Stress, Inflammation, and Periodontal Disease

By Meghan Newport Nettles, RDH, BS, President, Louisiana Dental Hygienists' Association

2020 was a difficult year. We saw an unprecedented amount of stress from concern over our health, our finances and family. Everyone experiences stress in one form or another. For many of us we can manage our stress and find practical solutions to help “de-stress.” However, some people carry and compound stress. They may tell you they are “always stressed out.” We try to lend a helpful hand or sympathetic ear, but the chronic stressor may cause more stress for you. Biologically chronic stress can cause serious breakdowns of the body’s immune system. As dental professionals we deal with the chronic inflammatory response caused by periodontal disease. Can chronic stress increase the inflammatory response of periodontal disease?

According to mentalhealth.org, stress is defined as “the degree to which you feel overwhelmed or unable to cope as a result of pressures that are unmanageable (1)”. Not all stress is bad, and some levels of stress can help keep the body alert. For example, stress on the muscles due to exercise or increased stress while driving under adverse conditions can be healthy and safe for the body.⁽¹⁾

Once the stressor has passed our body can return to a more relaxed state. If a person’s body remains tense for longer periods, then stress can have a negative effect on the body. Chronic stress can affect the inflammatory response in two ways: increases in cortisol and decreases in lymphocytes.⁽²⁾

Cortisol is hormone produced during stressful events. According to the MayoClinic.com:

“Adrenaline increases your heart rate, elevates your blood pressure and

boosts energy supplies. Cortisol, the primary stress hormone, increases sugars (glucose) in the bloodstream, enhances your brain’s use of glucose and increases the availability of substances that repair tissues.”⁽³⁾

With normal stress responses cortisol prepares the body for “flight or fight” responses. Once the stressor passes, cortisol levels return to normal. However, with “chronic stress increased levels of cortisol can have dire consequences on the immune response. Chronic inflammation of the body can also produce increased levels of cortisol.”⁽⁴⁾ Stress can lower the body’s resistance to inflammation. Increases in stress and inflammation can produce high levels of cortisol. Chronic high levels of cortisol can produce muscle weakness, mood swings, Cushing Syndrome, and lower the body’s defense toward chronic disease.⁽³⁾

Lymphocytes are a major part of the immune response. They are the white blood cells that help fight infection. Chronic stress decreases lymphocyte production.⁽⁵⁾ This can lower the body’s resistance to viruses like cold, flu and COVID-19.⁽⁵⁾ According to the article Current Directions in Stress and Human Immune Function, “systemic inflammation represents dysregulation of the immune system and increases risk for chronic diseases, including atherosclerosis and frailty.”^(6,7)

Periodontal disease is defined as “an inflammatory disease that affects the soft and hard structures that support the teeth.”⁽⁸⁾ If chronic stress can increase cortisol and lower the body’s immune system, then it can also affect the health of the gums. DentistryIQ.com notes “When the body

is under stress, it produces more of the hormone cortisol, which acts as an anti-inflammatory agent. When cortisol is produced peripherally in the gums, it stimulates mast cells to produce more proteins, simultaneously increasing inflammation and the progression of periodontal disease.”⁽⁹⁾

As the dental professional, how can we help the patient reduce stress when we see the progression of periodontal disease? One thing I try to use is empathy. We want the patient to understand we are not judging their condition. We want to educate as well as sympathize with what the patient may be going through. Patients may consider the dental office a “safe space.” Many patients are dealing with the chronic stress of COVID-19. Going to the dentist can be a stressor for patients. We as the dental professionals want to help alleviate the stress and remind the patient of the health consequences chronic stress can have on the body.

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7. Ershler WB. Interleukin-6: a cytokine for gerontologists. *J Am Geriatr Soc*. 1993;41:176–181. [PubMed] [Google Scholar]
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2021 LDA House of Delegates Held Virtually

LDA



Dr. Trey Carlton (middle) presents LDA Service Awards to Dr. Troy Babb (left) and Dr. Sean Owens (right).



Above right: Dr. Trey Carlton (left) presents Dr. Kristi Soilleau with the 2019-2020 past president's plaque.

For the first time ever, the LDA House of Delegates was held virtually due to COVID-19 restrictions. During the session, the 2021-2022 LDA officers were installed. Dr. Glen Corcoran from Northlake is the new LDA president and Dr. Steve Morgan from Bayou is the new LDA president-elect. Dr. Mike Luminais from Bayou is the new LDA secretary-treasurer. The LDA Distinguished Service Award, Humanitarian Award and New Dentist Award recipients were also honored. See pages 30-31 for more information on these award recipients.



LDA Board members and guests attended the session in-person at the LDA headquarters.



Left: LDA Delegates voting on resolutions virtually.



Over 100 participants joined the LDA House of Delegates session virtually via Zoom.



Dr. L. King Scott, LDA Speaker of the House.



Dr. Steve Morgan presenting the report of the secretary-treasurer.



Dr. Glen Corcoran (left) thanks Dr. Trey Carlton (right) for his year of service as the 2020-2021 LDA president. Dr. Carlton was presented with the LDA president's plaque and the LDA and ADA pins.



Newly installed LDA officers. Dr. Steve Morgan (left), president-elect, and Dr. Glen Corcoran (right), president.



Winter C.E. & Ski Was a Great Opportunity for Members to Relax and Ski

By Jeanne Parr McFall, Director of Conference Services, LDA

With Mardi Gras cancelled in New Orleans, so many were looking to escape reality and head anywhere but home! The LDA hosted Winter C.E. & Ski in Steamboat Springs, CO this year and many dental professionals joined us as we hopped on the slopes and made The Steamboat Grand Hotel home for a few days. While we were enjoying the ski slopes, back home in Louisiana everyone was also experiencing low temperatures which caused some attendees to be “forced” to extend their vacations. Luckily, no one was sad to stay a bit longer in the powdery snow that Colorado offers its skiers.

Next year we are heading to warmer climates as we travel to Florida to visit the mouse! Join us at the 2022 Winter C.E. with Character at the Grand Floridian Resort February 27- March 1. Rooms are booking fast. Visit www.ladental.org/character for more information on our Walt Disney World Resort trip.



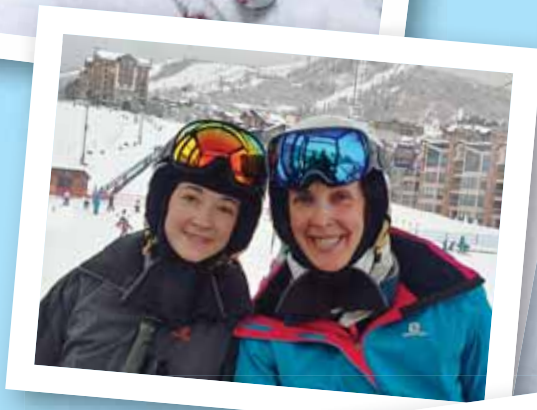
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Skiing with the **LDA** Never Looked So Good



Dental Lifeline Network • Louisiana

Program Highlights



Dental Lifeline Network is grateful for the Louisiana Dental Association's partnership in developing a Donated Dental Services (DDS) program in 1987 to help people with disabilities or who are elderly or medically fragile and had no other access to dental care. DLN appreciates LDA's continued support. We are especially thankful to the Louisiana dentists and labs who have donated over \$11.5 million worth of comprehensive donated treatment for 5,408 people. Thank you!

The wait-list for treatment continues to be long and only a few parishes are open to new patients. Please help support the DDS program and Coordinator Michelle Aiken by adding a contribution to your LDA Dues Statement for DLN • LA.

The Story

The DDS program restores the oral health and often transforms the lives of the patients we serve, like, Patrice, 63, who lives alone in the New Orleans area and has a history of back problems that have significantly impacted her life. She had surgery to place rods in her back eight years ago. Unfortunately, her back did not heal correctly and she suffered in pain for years. A second surgery last year was unable to relieve the pain and Patrice continues to suffer. Formerly a pharmacy technician, Patrice was forced to quit working since she could no longer stand for long periods. Since becoming disabled, she could not afford to keep up with regular dental visits and her dental health has deteriorated. In addition, she broke her two front teeth and had to have them removed since she did not have the money to have them repaired. Several more teeth have been extracted and she could no longer chew properly. Surviving on food stamps and a small Social Security Disability benefit,



Dr. Frank Martello (New Orleans), past president of the DLN • LA Board of Directors, a DDS volunteer since 1987, with his DDS patient.

she struggles to make ends meet. Dental treatment seemed far beyond her reach. Thankfully, Patrice was referred to the DDS program, and she was linked with a generous volunteer dentist and lab who agreed to help. Thanks to these caring volunteers, Patrice received \$4,000 in donated treatment that restored her dental health and gave her a reason to smile!

The Louisiana DDS program is part of a network in which services are available in all 50 states. DLN volunteers provided over \$23 million in donated treatment nationwide in fiscal year 2019-2020.

DDS Fiscal Year 2019-2020 Totals

Patients Served¹ = 143
 Patients on Wait-list = 287
 Volunteer Dentists = 381
 Volunteer Labs in LA = 79
 Participating Labs outside LA = 9
 Value of Care to Patients Treated² = \$285,108
 Average Value of Treatment/Case³ = \$3,668
 Value of Donated Lab Services = \$25,028

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 patients who continue to receive ongoing care from their DDS volunteer.

Get Involved

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

Donate

Please Visit: www.DentalLifeline.org/Donate

Connect with us



@DentalLifeline

Patient Treatment (DDS Program Totals 7/1/20 to 1/31/21)



Patients Served



Patients on Wait List



Volunteer Dentists



Volunteer Labs

Financial



Value of Care to Patients Treated
\$159,797



Average Value of Treatment/Case
\$5,026



Value of Donated Lab Services
\$8,702

Since Program Inception (1987)



Total Patients Treated
5,408



Total Value of Care to Patients Treated
\$11,587,071

Dental Lifeline Network • Board of Directors

Charlie Foy, DDS, President
 Kris Rappold, DDS, Vice President
 Mohammed Zadeh, DDS, Secretary/Treasurer
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 L. Stephen Ortega, DDS

Leadership in the Midst of Challenges

By Alannie Broussard, Communications and Public Affairs, LDA



BOWDEN LEADERSHIP
CONFERENCE



The 2021 L. H. Bowden Leadership Development Conference gave us a feeling of normalcy as some attendees were able to join one another in-person. The LDA officers, directors and committee chairs, as well as component officers, joined at the Friday, January 15 event to be trained on how to work effectively within the association. The conference was hosted at the LDA office, following COVID-19 regulations such as wearing masks and maintaining physical distancing. Attendees were also given a Zoom option, and some took advantage of that opportunity.

Dr. Tatiana Saavedra, Infectious Diseases Physician at the Baton Rouge Clinic, presented COVID-19 updates and how it related to dentistry. The ADA workshop included key topics and issues affecting the profession, focusing on legislative updates, membership initiatives, dental trends and economic data.

The 2022 L. H. Bowden Leadership Development Conference will be in early January. We look forward to seeing those involved in LDA leadership again next year.

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Clockwise from top left: Dr. Glen Corcoran, one of the door prize drawing winners, with Dr. Steve Morgan and Dr. Vince DiLeo.; Ted Soileau and his team explained updates to CARES Act and PPP information.; Dr. Tatiana Saavedra, Infectious Diseases Physician at the Baton Rouge Clinic, shares COVID-19 updates.; Conference attendees; Dr. Glen Corcoran welcomes attendees and introduces guest speakers.; LDA officers thanking our speaker, from left, Dr. Kristi Soileau, Dr. Steve Morgan, Dr. Tatiana Saavedra, Dr. Trey Carlton and Dr. Glen Corcoran.

UPCOMING COURSES

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

REGISTER TODAY!

Online: www.lsucde.org

Phone: (504) 941-8193

Date	Course Information	Registration Fees*	Hours
March 26, 2021 Attend this course from ANYWHERE!	Minimal & No-Prep Veneers (morning topic) / Cosmetic Dentistry for Adolescents & Young Adults (afternoon topic) Presented by Dr. Gary Radz via Live-Stream Video Conference	Regular / Late Dentist: \$340 / \$365 Hygienist / Lab Tech: \$215 / \$240 Dental Assistant: \$120 / \$145	7 clinical (lecture)
May 14, 2021 Attend this course from ANYWHERE!	A Fly On The Wall: An In-Depth, Behind-The-Scenes Look At A Successful Relationship Between Laboratory Technician & Dentist Presented by Dr. M. Reed Cone via Live-Stream Video Conference	Early Bird / Regular / Late Dentist: \$310 / \$340 / \$365 Hygienist / Lab Tech: \$185 / \$215 / \$240 Dental Assistant: \$100 / \$120 / \$145	7 clinical (lecture)
May 21-23, 2021 LIMITED SEATING, HANDS-ON COURSE!	Expanded Duty Dental Assistant - Lafayette Presented by Karen Coco, EDDA; Loretta Hoyer, EDDA, CDT; and Telisa Rogers, EDDA at National EMS Academy & private dental practice in Lafayette	Regular Assistant: \$700	24 clinical (12 lecture, 12 participation)
June 11-13, 2021 LIMITED SEATING, HANDS-ON COURSE!	Expanded Duty Dental Assistant - New Orleans Presented by Susan Lowrance, EDDA; Tonicia Reeves, CDA, EDDA; and Dana Williams, CDA, EDDA at LSU School of Dentistry	Regular Assistant: \$700	24 clinical (12 lecture, 12 participation)

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

Don't Miss These Exciting Hands-On Courses:

How to Fabricate

a New Generation of Hybrid Dentures for Edentulous Patients

Longer-Lasting • More Hygienic
in New Orleans

Friday-Saturday, April 16-17, 2021

at the LSU School of Dentistry

AGD #: 670 | Course #33-21

10 clinical hours (6 lecture, 4 participation)

Registration Fees (Regular):

Dentist: \$1,995*
Lab Technician: \$998
1st Dental Assistant*: FREE
2nd Dental Assistant*: \$150

*One assistant attends FREE when registered with a dentist.

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

BENCH TEST PREPARATORY COURSE

This course will prepare you to take a bench test exam and/or the prosthodontic and restorative portions of the CDCA Manikin exam.

Friday-Sunday, June 4-6, 2021
at the LSU School of Dentistry

AGD #250 | Course #20-21 | 20 clinical hours (6.5 lecture, 13.5 participation)

Registration Fees:

	Early Bird (BY 12:00 pm / noon CST 4/23/21)	Regular (BY 12:00 pm / noon CST 5/28/21)	Late (AFTER 12:00 pm / noon CST 5/28/21)
Dentist:	\$2,845	\$2,995	\$3,145

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

DATE: April 22, 2021
EVENT: NODHA CE; 2hrs
TIME: 6pm social; 7-9pm CE
COURSE: Hypnosis and the Use of Non-Drug Techniques in Pain Control and Sedation
SPEAKER: Toby J. Cheramie, DDS, FACD Associate Professor, Assistant Dean of Admissions, Student Services and Alumni, LSUHSC School of Dentistry
LOCATION: Porter and Luke's, 1517 Metairie Road, Metairie, LA
SPONSOR: ULTRADENT
REGISTRATION: www.nodha.org or contact RDH@NODHA.org

DATE: May 6-8, 2021
EVENT: New Orleans Dental Conference/ LDA Annual Session
LOCATION: Hilton Riverside Hotel, New Orleans, LA
REGISTRATION: www.nodc.org

DATE: May 7, 2021
EVENT: All meetings are 7 hours credit.
COURSE: Digital Dentures, Overdentures, and All on Four
TIME: Registration 8:00-8:30 AM; Meetings begin at 8:30 AM
LOCATION: Wyndham Garden Shreveport, 1419 E. 70th Street, Shreveport, LA 71105
SPONSOR: ARK LA TEX ACADEMY OF DENTISTRY
PROVIDER: Our Meetings are ADA CERP approved.
REGISTRATION: Clint Bruyere: clint.bruyere.dds@gmail.com; Calendar of Events | Ark La Tex Academy of Dentistry | Seminars for Dentists Longview

DATE: June 23-26, 2021
EVENT: Summer Education Conference 2021

COURSE: Lecture, 4 CE hours each day
LOCATION: Hilton Pensacola Beach, FL
PROVIDER: Louisiana Dental Association, Approved PACE Program Provider
REGISTRATION: www.ladental.org/summerconference

DATE: September 16, 2021
EVENT: NODHA CE; 2hrs
TIME: 6pm social; 7-9pm CE
SPONSOR: NODHA
LOCATION: TBA
REGISTRATION: www.nodha.org or contact RDH@NODHA.org

DATE: September 30, 2021
EVENT: NODHA CE; 3hrs Clinical
TIME: 6pm social; 7-9pm CE
COURSE: CPR
SPEAKER: Iggy Rosales
LOCATION: TBA
SPONSOR: NODHA
REGISTRATION: Fee (\$65); please pay at the time of the event: CASH or CHECK payable to Iggy Rosales. This course will be in "In-Person". RSVP to RDH@NODHA.org

DATE: October 21, 2021
EVENT: NODHA CE; 2hrs
TIME: 6pm social; 7-9pm CE
COURSE: Oral Surgery
SPEAKER: Dan Harris, DDS OMFS
LOCATION: TBA
SPONSOR: NODHA
REGISTRATION: www.nodha.org or contact RDH@NODHA.org

DATE: December 3, 2021
EVENT: NODHA CE; 2hrs
TIME: 11am - 1pm CE
LOCATION: TBA
SPONSOR: NODHA
REGISTRATION: www.nodha.org or contact RDH@NODHA.org

Note: LDA's Kick Off C.E. (typically held in August) and Last Chance C.E. (typically held in December) dates, speakers, and locations will be announced in May.

LDA

Classifieds

Dutchtown Dental Center, located on the outskirts of Baton Rouge, La in Geismar, La is looking for a full time or part time associate to join our team. We are an excellent diverse practice offering almost every form of dentistry. Our emphasis is on patient relations as well as maintaining excellent relationships among our team. This is an opportunity to grow professionally as you can be mentored in all aspects of dentistry as well as dental practice management. Expect to gain experience in operative dentistry, oral surgical procedures including implant placement and bone grafting, orthodontics, pedodontics, prosthodontics, as well as the treatment of TMJ disorders. An opportunity to buy into the practice is desired, but not mandatory. An excellent opportunity for recent graduates and dentists with little or no experience. We have a great environment, great facility, outstanding staff and excellent location. If you are a dentist who is already in practice but is looking for another opportunity to further your career please give us a call. You can fax your resume' to 225-673-1807, email it to dutchtowndentalmanager@gmail.com or call and to speak to Dr. Landry 504-884-7861.

Part-time dental associate needed for family practice located in Picayune, MS. Please contact us at 601-798-1135 or email resume to picayunesmiles@gmail.com.

Seeking a dentist to perform general dentistry in a Louisiana State adult male correctional facility. Position can be full time unclassified position or a professional services contract part-time position. Full time position has retirement, insurance and other related benefits equivalent to \$250k, depending on experience. Call 318-876-4219 or email Rodney.slay@la.gov for more information.

Trinity Community Health Centers of CENLA is seeking a motivated general dentist. Ruston, Winnfield and Marksville locations available. Excellent benefits and student loan repayment options available through HRSA and the state of Louisiana.

DENTAL/MEDICAL OFFICE BUILDING FOR SALE IN BATON ROUGE. This versatile building can be configured into three separate suites. Two suites are currently occupied by an orthodontist. The third is set up for a dentist. In a great location. Buildings

can easily be reconfigured. Contact Dr. Gary Shetler or David Palmer with Coldwell Banker One Commercial at 225-925-2300; <http://www.lacdb.com/listing/30711634>

Equipped office space and great high-traffic location in Hammond, La! For lease/ for sale option. General or specialist dentist. Newly renovated building. There is a staff in place that can be retained or replaced. If you are thinking about starting a new practice, consider this option that could provide a very fast start at less than half the price of other options. If you have a practice in Hammond and would like to own your own building, merging into this office and buying the building can give you the equity and security that only ownership can provide. Call Chuck Loescher at 504-908-1722.

Now is the time to join Acadian Modern Dentistry. Let us allow you to do what you do best by doing the dentistry that you diagnose while exploring future partnership opportunities. We follow through on our promise to clinicians with our culture of patient centric care, our ability to deliver comprehensive integrated care, and our ability to support modern dentistry.

PDS supported owner dentists know that being backed by the country's leading dental support organization allows them to focus on providing patient centric and clinically excellent care.

Benefits

- Competitive Compensation and Benefit Package
- Modern offices equipped with the latest dental technology
- Malpractice Insurance
- Healthcare Benefits (Medical, Prescription Drugs, Dental and Vision)
- 401(k) Savings Plan

The average full-time PDS-supported Dentist earns \$160,000 - \$390,000.

Testimonial from Dr. Callaway-Nelson:

"Partnering with PDS has given me the opportunity to realize my dream of practice ownership. I am able to do the dentistry that I love." Dr. Callaway-Nelson

Apply Here: <https://www.click2apply.net/qz0RPiKBjWqsANycG8pa> (PI132113385)

Smart Dental Care has an opening for an orthodontic assistance in a general dentistry practice located in Prairieville, Louisiana. All

of our staff members are provided training to make the transition to your new professional home. We offer a compensation package that includes health insurance plans, a competitive bonus plan, PTO, and 401k.

Responsibilities: Assist the doctor with all orthodontic and dental procedures.

Qualifications:

- Orthodontic assistance experience
- Outstanding positive attitude and demeanor
- Strong interpersonal and relationship building skills
- Ability to multi-task and work in a fast paced environment

Days Needed:

- 8-5 Monday
- 7-4 Tuesday – Thursday
- 8-1 every other Friday

Please send resume to SDCOM@MB2Dental.com

General Dentists needed (Baton Rouge area). Louisiana Dental Center, a well-established and fast-growing group dental practice, is seeking F/T General Dentists for its Baton Rouge area locations. Please contact Terry Ernst at (985)893-2240 or fax/email your CV to (985)893-2629 or ternst@ladentalcenter.com.



Benevis is hiring dentists for all LA locations. We are a

large, multi-practice organization with strong mission to provide quality dental care to under-served families. You will be changing the lives of children and adults who often do not have access to affordable, quality care. We have full-time general dentists positions in Monroe, New Orleans and full-time travel positions at all 9 locations in LA. We are hiring for part-time endodontists in Shreveport and Monroe. Contact us today to learn about opportunities and locations at Jobs@Benevis.com.

Now is the time to join Lafayette Modern Dentistry. You will have opportunities to learn new skills from our team of experienced professionals.

Responsibilities

- Actively participate in the Perfect Patient Experience™ by striving to keep your patients focused on optimal treatment while attending to their individual concerns and promoting the good qualities

of your doctor

- Remove deposits and strains from teeth by scaling and root planning.
- Assist in the prevention and control of dental caries (decay) and gum disease.
- Obtain and review dental history and/or records from patient (review patient health history and care slips). Ensure that the health history is updated for all returning patients.

Qualifications

- Degree or certification for Hygiene from an accredited college or technical school; or equivalent combination of education and experience sufficient to meet state licensure requirements. Commitment to continuing education for hygiene and dentistry
- Valid and current Registered Dental Hygienist license in accordance with applicable state licensure requirements
- Advanced degree (e.g., Masters) for Hygiene from an accredited college or technical school; or equivalent combination of education and experience preferred

Benefits

- Medical, dental and vision insurance
- Paid time off
- Tuition Reimbursement
- Child care assistance
- 401K

Apply Here: <https://www.click2apply.net/RDrjWkHj6El6iPIKhP7Le>

\$1K Signing Bonus: Now is the time to join Acadian Modern Dentistry. You will have opportunities to learn new skills from our team of experienced professionals.

Responsibilities

- Actively participate in the Perfect Patient Experience™ by striving to keep your patients focused on optimal treatment while attending to their individual concerns and promoting the good qualities of your doctor
- Remove deposits and strains from teeth by scaling and root planning.
- Assist in the prevention and control of dental caries (decay) and gum disease.
- Obtain and review dental history and/or records from patient (review patient health history and care slips). Ensure that the health history is updated for all returning patients.

Qualifications

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- Advanced degree (e.g., Masters) for Hygiene from an accredited college

or technical school; or equivalent combination of education and experience preferred

Benefits

- Medical, dental and vision insurance
- Paid time off
- Tuition Reimbursement
- Child care assistance
- 401K

Apply Here: <https://www.click2apply.net/8O5ZgKf7e4ktExdlRok6>

\$1K Signing Bonus, Now is the time to join Juban Crossing Modern Dentistry. You will have opportunities to learn new skills from our team of experienced professionals.

Responsibilities

- Actively participate in the Perfect Patient Experience™ by striving to keep your patients focused on optimal treatment while attending to their individual concerns and promoting the good qualities of your doctor
- Remove deposits and strains from teeth by scaling and root planning.
- Assist in the prevention and control of dental caries (decay) and gum disease.
- Obtain and review dental history and/or records from patient (review patient health history and care slips). Ensure that the health history is updated for all returning patients.

Qualifications

- Degree or certification for Hygiene from an accredited college or technical school; or equivalent combination of education and experience sufficient to meet state licensure requirements. Commitment to continuing education for hygiene and dentistry
- Valid and current Registered Dental Hygienist license in accordance with applicable state licensure requirements
- Advanced degree (e.g., Masters) for Hygiene from an accredited college or technical school; or equivalent combination of education and experience preferred

Benefits

- Medical, dental and vision insurance
- Paid time off
- Tuition Reimbursement
- Child care assistance
- 401K

Apply Here: <https://www.click2apply.net/7eqeBBU8LRPMiZ5OC6KYZ>

Nguyen Dental is seeking a motivated, quality-oriented associate dentist for our office in Prairieville, LA. We provide quality general dentistry to the entire family a modern, technologically advanced setting with experienced support staff. Please send resumes to pnguyen@nguyendentalcare.com.

- Competitive compensation including guaranteed daily minimum

- Retirement plan with employer match
- Fully digital and paperless office
- Friendly and well-trained team
- M-F with no weekends
- Modern office equipped with the latest dental technology

FOR SALE DENTAL OFFICE, EQUIPMENT, AND SUPPLIES, BUNKIE, LA: Building may be leased. Dr. Michael Stacey, (318) 359-3235.

Harahan/Jefferson, Louisiana area practice for sale: This gem is a three operator, with lab, reception and private office space perfect for a new graduate, or experienced dentist looking to leave the “corporate dental rat race.” Extremely low overhead with a super location and unlimited growth possibility, since current owner works just three days a week, and refers out all molar root canals, extractions implants, and orthodontics. Long-term and well trained staff in place ready to support new doctor. Priced to sell. Serious inquiries contact email drbase8934@aol.com.

Now is the time to join Millerville Dental Group. You will have opportunities to learn new skills from our team of experienced professionals.

Responsibilities

- Actively participate in the Perfect Patient Experience™ by striving to keep your patients focused on optimal treatment while attending to their individual concerns and promoting the good qualities of your doctor
- Remove deposits and strains from teeth by scaling and root planning.
- Assist in the prevention and control of dental caries (decay) and gum disease.
- Obtain and review dental history and/or records from patient (review patient health history and care slips). Ensure that the health history is updated for all returning patients.

Qualifications

- Degree or certification for Hygiene from an accredited college or technical school; or equivalent combination of education and experience sufficient to meet state licensure requirements. Commitment to continuing education for hygiene and dentistry
- Valid and current Registered Dental Hygienist license in accordance with applicable state licensure requirements
- Advanced degree (e.g., Masters) for Hygiene from an accredited college or technical school; or equivalent combination of education and experience preferred

Benefits

- Medical, dental and vision insurance
- Paid time off
- Tuition Reimbursement

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Jones Creek Family Dentistry is a locally-owned private practice serving Baton Rouge and surrounding areas. We are seeking an Associate Dentist who connects with people easily, makes great first impressions, shows compassion while still providing clinical care, establishes a relationship with new patients and extends relationships to existing patients, has knowledge around preventive care AND restorative, participates in case acceptance by answering all of the questions after each exam, and champions the entire office while appearing humble. The position will initially be part-time but can evolve over 6-12 months to full time if desired. Please ask questions regarding the schedule to be sure this would be a great fit for you too!

Requirements:

- D.D.S. or D.M.D. from a school accredited by the Commission on Dental Accreditation (CODA) and American Dental Association
- Licensed to practice in the state
- Certified in CPR
- Complies with all office, local, state, and American Dental Association regulations, protocols, and procedures

We offer a competitive salary and a professional work environment. Please respond to this listing with your resume and references or by email to jonescreekfamilydentistry@gmail.com. Visit our website and read our online Google/Facebook reviews to learn who we are and what we're all about!

General Dental Practice in Natchitoches seeking a full or part-time hygienist. Benefits available for full-time employment. Please contact Dr. Governale at (318) 352-3830 or email nickgovernale@protonmail.com.

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Equipped office space and great high-traffic location in Hammond, La! For lease/ For Sale option. General or specialist dentist. Newly renovated building. There is a staff in place that can be retained or replaced. If you are thinking about starting a new practice, consider this option that could provide a very fast start at less than half the price of other options. If you have a practice in Hammond and would like to own your own building, merging into this office and buying the building can give you the equity and security that only ownership can provide. Call Chuck Loescher (504) 908-1722.

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

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

hygienists practice in a collegial atmosphere with a professional operations team, allowing the hygienist to focus on quality patient care.

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

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

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FOR LEASE: 4,800 SF dental office for lease at 679 E. Airport, Baton Rouge, LA. Featuring 11 private operatories, large orthodontic bay and a sedation/hygiene room. Complimentary first month with a lease rate of \$4,000/month. Contact Edwin at (225) 603-2755. Email: evvignes@yahoo.com.

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- Assist in the prevention and control of dental caries (decay) and gum disease.
- Obtain and review dental history and/or records from patient (review patient health history and care slips). Ensure that the health history is updated for all returning patients.

Qualifications

- Degree or certification for Hygiene from an accredited college or technical school; or equivalent combination of education and experience sufficient to meet state licensure requirements. Commitment to continuing education for hygiene and dentistry
- Valid and current Registered Dental Hygienist license in accordance with applicable state licensure requirements
- Advanced degree (e.g., Masters) for Hygiene from an accredited college or technical school; or equivalent combination of education and experience preferred

Benefits

- Medical, dental and vision insurance
- Paid time off
- Tuition Reimbursement
- Child care assistance
- 401K

Apply Here: <https://www.click2apply.net/p7M7bbiWpqOVT28KCNMJI>

Equipped office space and great high-traffic location in Hammond, La! For lease/ For Sale option. General or specialist dentist. Newly renovated building. There is a staff in place that can be retained or replaced. If you are thinking about starting a new practice, consider this option that could provide a very fast start at less than half the price of other options. If you have a practice in Hammond and would like to own your own building, merging into this office and buying the building can give you the equity and security that only ownership can provide. Call Chuck Loescher (504) 908-1722.

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

LAST PAGE

Mask Querade

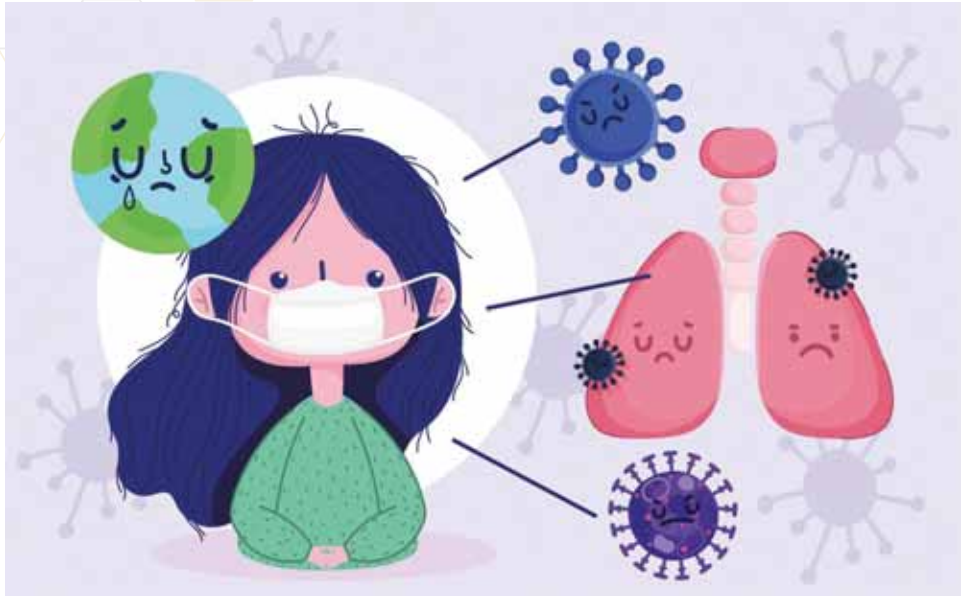
By David Austin

When I was in dental school, we did not routinely wear surgical masks or gloves unless we were actually performing oral surgery. It was not until the mid to late 80s that dentists and staff wearing protective gear became routine. Today, doing any type of dentistry without a mask and gloves is just not smart.

But now we must wear a mask anytime we are out in the public and around other people. But remember, if COVID-19 is causing you to wear a mask and glasses, you could be entitled to condensation. Just know to help avoid this, the LDA recommends wearing a monocle with your mask, and then you will probably only fog-up half as much.

Since the introduction of the COVID-19 virus into the United States over a year ago and the resultant pandemic, mask wearing in and by the public has become the new mandate. Even touching your face without wearing gloves is frowned upon to help prevent the virus from spreading. I found that holding a glass of wine in each hand will easily prevent this from happening.

I never thought the comment, “I wouldn’t touch them with a six-foot pole” would become a national policy, but it has become just that. I’ve also noticed that social distancing has caused many of us to act a little strange. This morning I saw a neighbor talking to her cat. It was thoroughly obvious she thought her cat understood her. I came running into my house and couldn’t wait to tell my dog – we laughed into the afternoon. However, after about the fourth week of being closed up



at home, my dog looked at me and said, “See, this is why I chew the furniture.”

And speaking of dogs...the World Health Organization announced several months ago that dogs cannot contract COVID-19. Dogs previously held in quarantine can now be released. So, let’s be very clear here... **WHO** let the dogs out!

Back in March of 2020, most non-essential businesses were ordered by the Department of Health to close for about six weeks to help stem the pandemic tidal wave. It didn’t take much to realize with the closing of hair and nail salons, cosmetic and waxing centers, and tanning places, it’s about to get ugly out there.

I do believe that most folks are on the verge of going ‘pandemic crazy’ if soon we are not allowed to start getting out more and perhaps do a little traveling. So, recently I purchased a world map and brought it home, then gave my wife a dart

and said, “Throw this and wherever it lands—that’s where I’m taking you when this pandemic ends.” Turns out we’re spending two weeks behind the fridge. I guess it could be worse.

In the early days of the pandemic, I did catch the health experts saying something that turned out to be a really big and embarrassing lie. They said a mask and gloves would be good enough to wear to go to the grocery store. I took those ‘experts’ at their word but when I got there, everyone else had clothes on too.

Thankfully, the pandemic seems to be winding downward in most places thanks to many getting immunity either by previously contracting the virus or getting the vaccine. Hopefully that will be the end of the story, but remember the story could be longer...after all, it is the Novel coronavirus.

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