

VOL. 71, NO. 1 LDA SPRING 2012

Journal

Journal of the Louisiana Dental Association



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LDA Journal

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Mission Statement

The purpose of the Louisiana Dental Association is to encourage the improvement and to protect the health of the public, to promote the art and science of dentistry and to represent the interests of the members of the dental profession and the public it serves.

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On the cover: Dentists around the state volunteered for Give Kids A Smile Day (GKAS) on Friday, February 3, 2012, as well as with various other days and events throughout February for National Children's Dental Health Month. Drs. Nelson Daly and Ann Uzee opened their hearts and office for GKAS and provided screenings and sealants for children as part of the community and charitable events that occur under the ADA and LDA umbrella for National Children's Dental Health Month and GKAS. (See more photos, pages 32-33.)

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



LDA

from the editor

Dr. David N. Austin
Editor, LDA Journal

Emergency Room Dental Care? It Doesn't Make Dollars and Sense

According to an article in *The Shreveport Times* on January 29, 2012, Louisiana spent \$1.7 million on Medicaid patients who visited statewide emergency rooms seeking relief from toothaches during the fiscal year 2010-2011. The year before, the state paid \$1.66 million for the same reason, according to the Department of Health and Hospitals data quoted in this article.

And surprise, emergency physicians can't extract teeth, so those patients only received palliative care and a referral to (usually) an oral surgeon. It is a rare 12-hour shift when an ER physician does not see an emergency patient with a dental problem. It is also noted that the vast majority are toothaches as the result of caries.

A 2010 Health Resources and Services Administration-funded report (nationwide) found that between 1.3 percent and 2.7 percent of ER visits that do not result in hospitalization are dental complaints.

Although Medicaid pays for ER visits for adult dental emergencies, it won't cover the cost of an extraction. It also doesn't cover dental care for most adults enrolled under the program. Federally mandated dental care for Medicaid patients usually ends at age 18. States are left on their own after that to decide what if any dental care expense is covered. In Louisiana, dental care for Medicaid patients ends at age 21.

Also found in the article was that in Louisiana, there were 13,125 ER visits in fiscal year 2010-2011 involving Medicaid enrollees seeking care for dental problems. Each visit averaged about \$130 according to DHH.

If these same patients could go directly to a dental office, the problem can be solved for less than the total cost for ER services **and** the resulting dental

office cost. A recent South Carolina study actually found that if the same patient went directly to a dentist's office and had the diseased tooth extracted, the actual cost would be closer to \$107. (South Carolina's costs seem more than Louisiana. Their average Medicaid reimbursement for an ER dental visit was \$236.) What is also key is that the **dental problem is not solved** when visiting the emergency room.

Louisiana does offer extended dental benefits to qualifying pregnant women. It is because research showed that providing dental care during pregnancies helps prevent pre-term births. In dollars and sense, you get a better cost-effective return on investing state funds. Hello, is anyone listening?

Failing to offer at least emergency dental care to Medicaid patients is **NOT** cost effective and **WILL** jeopardize the health of the patient. **And how much does that actually cost our state?** It doesn't take a rocket scientist to realize the tremendous savings and better use of our health dollars from this aspect alone.

You cannot separate the health of the patient from the health of their teeth. We know that, physicians know that, and our government officials know that as well.

It is past time for Louisiana to offer to Medicaid enrollees emergency adult dental care and limited adult dental coverage. It is a wise investment for the limited funds available. It is a wise investment for the health of many of our citizens.

It is time for the LDA to continue to see this go forward.

Bath, Alison. "Dental Care Sought in ER." *The Shreveport Times* 29 Jan. 2012. 24 March 2012. <www.theshreveporttimes.com>.

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LDA feature

*Interview with the President-Elect
– Dr. E. Jeffrey “Jeff” Hooton*

Hooton Family Travels for Both Fun and Service

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

I did my undergraduate work at the University of Louisiana at Monroe and graduated from LSUSD in that “famous” class of 1984, the one that produced six LDA presidents (so far) and one for Arkansas. Don’t ask me how, or why, but for some reason our class produced a lot of leadership for the LDA; component presidents, committee members, LDA Board members, Louisiana State Board of Dentistry members, an LSBSD Board president, NODC and Annual Session conference leaders, and more. I am very proud of my classmates; we had a really great class!



Dr. Hooton and his wife Belinda.

My wife, Belinda, and I married the summer before my junior year in dental school. After graduation I moved back to Monroe and started a general practice. We have four daughters, Babbette, Sage, Maurie and Ainslea. Babbette and Maurie are both employed here in Monroe and Sage works in Houston. Ainslea, the youngest, will be the last of the college graduates and is a junior at LSU majoring in Mass Communication. We have one grandson, Reed,

who is my snowboarding buddy. It’s hard to believe that Belinda and I will celebrate our 30th anniversary this June. It doesn’t seem that long ago that I was in dental school and Belinda was my best patient ever. The time has flown by and the girls have grown up entirely too fast!

Besides dentistry, which I still enjoy immensely, my favorite past-time is travelling. We try to schedule a couple of family trips each year with the girls, usually the LDA ski trip and then a mini reunion at the beach with my sisters and their families. Besides numerous places in the States, Belinda and I have been to Hawaii, Mexico, Nicaragua, Canada, Spain, France, Monaco and Italy, and plan to visit the Holy Land this summer. We’re keeping our fingers crossed on that one! Now, because I have all daughters, only sisters, and an office full of females, Belinda lets me take a few man trips with my “adventure travel” buddies (sometimes she insists that I go). The top ones in that category have been: backpacking up and into a volcano on the island of Omotepe in Nicaragua; a horseback trek and zip-line through monkey filled trees in Guanacaste National Park, Costa Rica; a dive trip through Dos Ojos cenote, an underwater cavern system in Mexico; a whitewater rafting trip down the Colorado River through the Grand Canyon; and a motorcycle/camping trip that started in Glacier



*Hooton Ladies, Sage, Belinda, Maurie,
Ainslea and Babbette.*



National Park, Montana and followed the Rocky Mountains up through the Columbia Icefields in Canada. Boys will be boys!

But I will have to say the most awesome, life changing journey I have ever experienced has been as a missionary dentist. In 1992, I was invited to go with a group from Trinity Episcopal Church in New Orleans on their first ever medical mission trip to Honduras, and knowing only the other dentist in the group, I went with much reluctance. Our small group of 20 travelled by school bus across rivers, and by that I mean no bridges, where water was over the tires and would come into the bus. Sometimes the dirt roads up the mountains were so steep we would have to unload and walk so the bus could make it up. We would eventually arrive at a mountain-top village which consisted of stucco buildings with thatched roofs, perhaps a stream or central well as a water source for the village, and occasional electricity. We would set up wherever we could, sometimes using tree stumps for chairs, flashlights or sunlight to see, and gauze for suction. At the end of the day we would be sweat soaked, exhausted and totally filthy. Back at base camp, we would meet for a time of reflection and prayer, led by a priest who was a master at spiritual guidance. We would become energized and ready for the next day. On these trips I have been deeply moved and humbled by something as small as a mother's touch and a smile; payment in gratitude for treating her children. I understand the miracle when the Disciples fed the crowds with the fishes and loaves of bread while Jesus preached, and when He was done, the Disciples gathered up the crumbs and their baskets overflowed. On these trips we truly receive much more than we give. It makes you grateful for all the things you have, little things like hot water or electricity, and no scorpions or tarantulas in your bed!

Years ago we changed locations to Nicaragua. Our Mission has grown to over 60 members from all over the U.S. Belinda and two of our daughters have been. We are now a travelling hospital, complete with pharmacy and a veterinary team. In June, we will celebrate our 20th trip in the villages of northern Nicaragua. I can't imagine how spiritually empty my life might be had I not answered that first call, and I thank God everyday for everything in my life.



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

I was vice president of the Student Government Association in dental school and when I moved back to Monroe, I guess by habit, became a regular attendee at our NELDA meetings. At one of our meetings, I was asked to be treasurer, which eventually led to becoming NELDA president. During those years, I became a delegate to the LDA House of Delegates. I guess my first House meeting set the hook. I was really impressed with that side of organized dentistry. I then served several years on the LDS/PDP Board and several years on the Council on Governmental Affairs. I filled an unexpired term on the LDA Board and was elected for two more. During my second term, several people asked if I was considering running for president but at the time it was something I really didn't feel comfortable doing. However, the more I thought about it, the more I realized I had been involved with the LDA for years, I had the experience, and perhaps it was simply my turn to step up to the plate. Sometimes you have to push yourself out of your comfort zone to do the things you think you should do.

Continued on page 6.



Dr. Hooton (center) and his four daughters, Sage, Maurie, Ainslea and Babbette.

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

Serving as president-elect has allowed me to attend several components' installation banquets and attend the ADA Presidents-Elect Conference in Chicago. The topic of many conversations has been membership. I believe we can not only expand our membership but increase membership involvement. Those that realize the value of membership believe it is priceless to the profession. An informed involved membership is not only key to the issues we face, it is vital to our profession. I believe an involved membership directly effects how we provide for our families. I would like to be very active in this.

In March, the LDA hosted its first Presidents-Elect Meeting for its components' newly installed presidents and presidents-elect. Its purpose was for information sharing to see what we can learn from and help each other. It was a very productive meeting, and I hope we can continue this new tradition.

There will be a resolution before the House in April having to do with beginning an oral health education program as part of the regular curriculum in Louisiana public schools. I would like to see this taught yearly in grades K-6. We're not asking for much, maybe an hour or two a year, but repeated and built upon as the child grows. I believe I can at least get the ball rolling during my year. I'm very excited about this project.

Besides Childrens Dental Health Month, I would like to see the LDA participate in other kinds of humanitarian outreach. By this, I mean something along the lines of a C.E. course in Disney World in conjunction with bringing a Make a Wish child or a combat wounded veteran and family. These are really early discussions but lifting another up is always a worthy endeavor. Let's overflow some baskets.

What, in your opinion, are the most important issues facing dentists right now, and how would you like the LDA to respond to these issues?

Obviously the mid-level provider issue is well known to everyone. I believe that what started out as somewhat of a noble concept is beginning to evolve into a wolf in sheep's clothing. This is slowly creeping into other states and we need to monitor it closely and be prepared. Even though we do well in Louisiana, membership is always an area we watch closely. We need to pay attention to the concerns of young dentists and dental students. We should recognize our emerging leaders and keep them involved. We need to stay on top of the fluoride issue, sales tax exemptions and budget cuts to dental programs. Even though we might not participate in any of these, they still directly effect our profession. Organized dentistry is something that we should want to be a part of. It's not about group insurance, it's about a national voice, and we need to keep ours strong.

I believe the LDA stays at the forefront of many of the issues that affect us. We are kept fully informed in a timely manner, and any responses or actions needed are usually rapid. I appreciate our LDA office staff, Ward, Annette, Debra, Sharon and Tiffany, for their commitment and the quality of their skills. Having been to the past two ADA House meetings and listening to the platforms of those running for ADA president, I can tell you the leadership is impressive. I believe the ADA is becoming stronger and more focused and is speaking with a voice that begins at the grassroots level. By staying very proactive and keeping our long range vision for the profession of dentistry at the forefront, I feel the future of our profession will be very bright.

I also invite any member with questions or comments to email me at ehooton@comcast.net.



Editor's note: Dr. Hooton is a U.S. Army veteran and served two tours of duty in Vietnam as an Air Traffic Control Tower Chief.

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*Dr. Maurice B. "Marty" Garrett
Chair, Council on Government Affairs*

It is Session Time! Watch for Emails and Updates from the LDA

The 2012 Legislative Session began Monday, March 12, and is shaping up to be another tough fiscal struggle to provide funding for the needs of our state's citizens. Your LDA Board and Council on Government Affairs (CGA) has once again placed Medicaid funding as our top priority to protect in the upcoming session. As you are aware, Dr. Don Donaldson and his Medicaid task Force have made great strides in the last decade to improve Medicaid reimbursement and increase dentist participation in the program. It is crucial that this progress be protected by the lobbying efforts of your LDA.

The LDA is also supporting other improvements in access to oral health care by supporting programs like Donated Dental Services and community water fluoridation.

The LDA will continue its pledge to support the LSU School of Dentistry by our efforts to avoid further budget cuts to the school. The LDA is working closely with Dean Henry Gremillion and LSUHSC Director of External Relations Chris Vidrine to do whatever is necessary/needed to help the school and voice our support to the legislators. While the Governor's executive budget does not contain cuts to Higher Education in total, it is not clear that the funding will be distributed in a manner that protects the dental school from further cuts.

An example of an effective bill your LDA is sponsoring is a dental benefit consultant bill which will improve current legislation in several areas. The bill will ensure that dental benefit consultants who deny claims to our state's dentists are at least qualified and accountable. The bill would require the dentist denying a claim to be licensed in the U.S. In addition, having the contact information for the dentist denying a claim will facilitate improved communication between the treating dentist and the consultant making the adverse determination.

As many of you are aware, the joint task force of

LDA members and Louisiana State Board of Dentistry board members after much debate have agreed to January 2013 date for AED's to be required in all dental offices. The LDA will promote a bill this session to work on a tax credit/rebate for health professionals who purchase AED's. This is another fine example of your LDA providing member benefits.

During the legislative session, things move quickly, so make sure to watch the LDA website at www.ladental.org and emails from the LDA that ask that you contact your legislator. We make things as easy as possible for you by writing the letter/email for you!

Your CGA strongly encourages you to stay abreast of legislative issues and voice your concerns to your representatives. Along with both LADPAC and DAP-PAC, we hosted Dentists' Day at the Legislature on March 28, 2012. This gave dentists the opportunity to meet with representatives of the administration on key areas of policy. After these briefings, we visited with individual legislators to discuss specific legislation and then hosted a reception at the Pentagon Barracks. If you weren't able to attend this year, please consider joining us in the future at this grassroots event to promote good oral health for our citizens.

**Watch for emails
and updates from
the LDA and
visit our website at
www.ladental.org**



ladpac LDA

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

Support LADPAC and Keep Organized Dentistry Working for Us

The holidays came and went and we are well into another new year! As a kid, it seemed like Christmas took forever to get here, but as an adult, I think it comes around at least twice a year!

I hope you saw your name in the LADPAC contribution list on the following pages of this *LDA Journal*. If not (and you haven't already made your contribution with your 2012 dues), you NEED to join. LADPAC is part of our power as organized dentists in organized dentistry! Separately, we could never accomplish what we have done collectively for

our profession. You can still send your contribution into the LDA office to be sure your name appears in our donor list for 2012.

Also, I want to remind you that we will begin selling raffle tickets for the "Split the Pot" Raffle during the New Orleans Dental Conference and LDA Annual Session in New Orleans in April. Please support LADPAC and purchase tickets for a chance to win.

Thanks again for everyone who is supporting LADPAC. You DO make a difference. Laissez Les Bon Temps Rouler!

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LDA

from the executive director

Ward Blackwell, M.J.
Executive Director, LDA

Knowing Where We're Going

At the behest of LDA President-Elect Dr. Jeff Hooton, the LDA recently hosted its first-ever conference for component presidents and presidents-elect. Nine component officers representing seven of the nine LDA component societies attended the meeting.

Ostensibly, the purpose of this meeting was to assist these component officers in better understanding their positions as leaders in their associations and their roles in charting the course of organized dentistry. A significant part of the meeting was simply a free-ranging exchange of ideas and views on issues suggested by the participants. As this was the first meeting of this type, there naturally were a few surprises that emerged from the discussion. Following are a few of the points that arose and possible ramifications:

- Few of the attendees had a full appreciation of the real value of Louisiana Dental Services (LDS) endorsed products and services that it might be beneficial to share information about LDS with their members, or better yet, where to get more information. Most of the attendees seemed enthused to learn the potential for substantial savings on products and services they are already using, simply by virtue of being an LDA member.
- The attendees wanted to be more active in membership recruitment and retention and asked to be provided various lists of member, non-members, new members, etc. in their components. Such lists are already provided to either component officers or membership committee chairs, but presidents should be receiving ALL that even more frequently in the future.
- Attendees also were encouraged to motivate their reps on LDA councils to attend meetings, and they asked to receive meeting notices for that purpose.
- The attendees cited maintaining records as a significant challenge and asked about posting component bylaws on the LDA website. A link has been setup and any component that chooses to have their bylaws posted on it can do so; however, it will remain the components' responsibility to keep the bylaws up-to-date.
- The attendees expressed a strong desire to continue exchanging views via e-mail (e.g., a listserve) or

on-line forum (e.g., a private group on Facebook). LDA staff is looking into those possibilities, but have already ensured that all component officers have each other's e-mail addresses.

For those of you with a further interest in the future course of your association, the LDA House of Delegates will be meeting on the morning of Saturday, April 14 during the New Orleans Dental Conference/LDA Annual Session. LDA members are welcome to attend any meeting of the HOD, though only certified delegates, LDA Board members and LDA past presidents are privileged to speak on debatable motions.

A partial list of resolutions that will be considered by the HOD this year includes:

1. **RESOLVED**, that the LDA board supports the acceptance of multiple exams for licensure. [Basically, just a policy statement for now.]
2. **RESOLVED**, to support the LSBSD's anesthesia legislation if the changes are made to move "sublingual" back to enteral sedation (from parenteral) in R.S. 37: 793.B.2. [Changes will more closely track ADA definitions.]
3. **RESOLVED**, that the LDA and LSBSD work to draft legislation to indemnify health care providers who contract with boards. [Protect dentists who assist LSBSD in good faith from potential liability.]
4. **RESOLVED**, to pursue enabling legislation for a well-being program that is financially supported by a separate/earmarked licensing fee, as well as legislation providing immunity (for contracted providers of case management services). [Allows creation of a program modeled after one used by Louisiana physicians to continue the work of Dr. Jamie Manders, retiring chair of LDA's Dentist Well-Being Committee.]
5. **RESOLVED**, that the LDA shall introduce and lobby for passage of legislation providing for a tax credit or rebate in order to offer some relief to dentists who purchase automated external defibrillators (AEDs) for their practices. [To offset effect of LSBSD mandate of AEDs coming in 2013.]

That's just a sampling. If you're interested in more, join us at the House of Delegates on April 14!

Dr. Gwen Corbett, a Fortress Dentist.

I live in Baton Rouge, Louisiana. It is a great city full of cajun culture and a love of LSU.

I grew up in the local dental community. My father was a general dentist here for 35 years and my mother ran the office. After dental school, I joined the practice for 4 years before specializing. My father was a very empathetic dentist and an excellent mentor.

I practice endodontics with Drs. Simon and Bond at Root Canal Specialists of Baton Rouge. It's a top notch practice. Our patients are our priority.

I specialized in endodontics because I really liked the focus. Our patients are often in pain and afraid. It is very rewarding to relieve them of both.

I earned my pilot's license in 2006, and am now working on getting my instrument license. It is so exciting to just get in a plane and go flying, such a feeling of freedom.

I enjoy triathlons and racing. Balancing it all with a baby is a challenge. I really appreciate that dentistry gives me flexibility.

I love my family and friends. I have a tremendous friend network. They make my world go 'round.

I admire my mother so much. She's a cancer survivor with a lot of energy and fortitude.

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LDA lsu school of dentistry

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

Terrific Turnout for Pre-Dental Conference

This year the LSU School of Dentistry received over 800 applications for 65 positions in its D.D.S. program. For the dental hygiene program, we received 130 applicants for 38 positions. Choosing the right applicant is a tremendous responsibility and is central to our core philosophy of educating the best possible dental professionals. As the only dental school in Louisiana, who we select determines the quality and future of dentistry in our state.

To create awareness of the intense application process and the competition for acceptance into our programs, a pre-dental conference was launched in 2010. The goal is twofold: to educate interested students about the qualifications required for acceptance into our programs and secondly, to expose them to the challenges they will face as students.



Dean Henry Gremillion, center, with five of the 35 dental student volunteers, from left, Jeffrey Schott, Zachary Bulmanski, Katie Evans, Russell Noles and Brent Benoit.

In the summer of 2010, student leaders of the LSU Pre-Dental Society approached us about doing a presentation for their members about the admissions process at LSUSD. That led to a brainstorming session which, in turn, led to the decision to be pro-active and reach out to students at all the colleges and universities throughout Louisiana and beyond. Under the leadership of Dr. John Ritchie, our admissions director, “Pre-Dental



Dr. John Ritchie (center), admissions director, with organizers of the conference from the LSU Pre-Dental Society, from left, Leigh Griffin, Paige Muse, Quyen Nguyen, Elise Wyatt. Second row, Luke Riley, Randy Roth, Dr. Ritchie, Evan Riley and Colby Gray. Not pictured are Erika Montz, Elise Mouras and Blake Legendre.

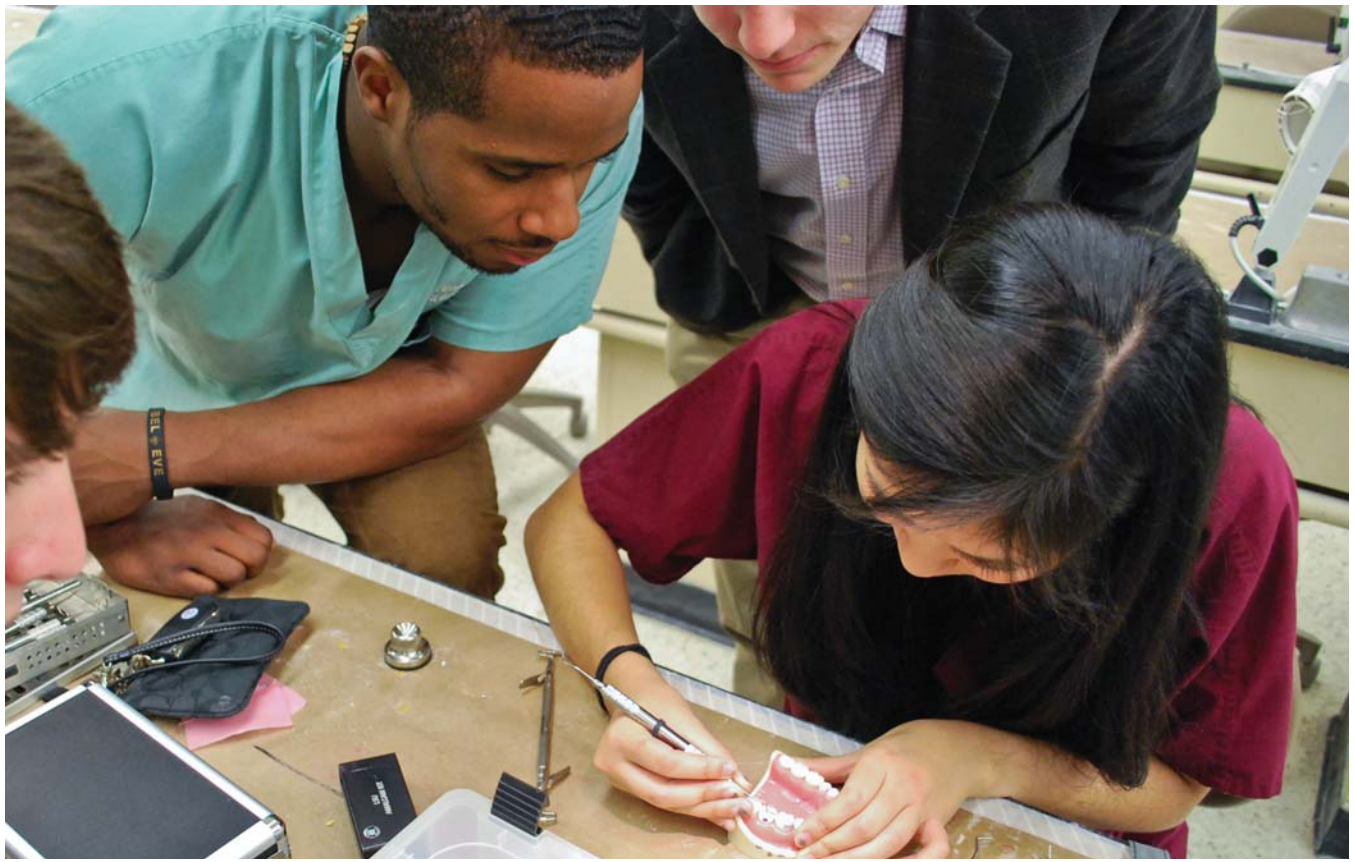
101: A Brush Up on Dentistry,” our first pre-dental conference was created.

We thought about 25 students would come to the first conference. We were delighted when 175 students from 14 universities came. We were clearly serving an unmet need for knowledge.

I am even more delighted to report that the second conference, held February 4, attracted 193 students from 15 universities, including two from out-of-state, several who were exploring dentistry as a second profession and two students who are still in high school. Fifty-seven attendees were pre-hygiene students. All were eager to learn.

As I made my opening remarks, I observed the enthusiasm and curiosity of our guests and felt tremendous validation for the respect that dentistry enjoys in our society. I hope you do, too.

The conference was comprised of 17 hours of instruction, including a special three-hour track for pre-dental hygiene students. A major emphasis was placed on interaction between current dental students and the pre-dental students. First-year



Third-year student Brendan Mack (top left) and attendees at the Pre-Dental Society conference watch first-year student Deborah Ho (right) demonstrate how to do an amalgam restoration on a typodont.

dental student Brent Benoit gave a detailed account of the admissions application, right down to what kind of recommendation letters are important. He told his own dramatic story of his acceptance, including mistakes he made and how he was the last student to be accepted into his class. His advice to the students was “apply early, apply early, apply early.”

A panel of four dental students that included Jeff Schott, Russ Noles, Katie Evans and Stuart Huntsman gave a synopsis of the trials, tribulations and rewards of each year. The dental students emphasized the importance of staying focused, working hard and not giving up. Additional dental students helped with the hands-on demonstrations of chalk-carving and waxing. Tours of the school were also provided by dental students. Altogether, about 35 student volunteers spent this Saturday sharing their knowledge and enthusiasm.

Second-year dental student Colten Ducote gave an overview of freshman operative dentistry. “I talked to several students from smaller schools such as Louisiana Tech, University of Louisiana at Monroe, and Nicholls State who were very appreciative for a conference of this nature because their schools do not have large pre-dental societies. I think this conference will continue to be a great asset to pre-dental students for years to come. It’s a great career education program.”

One of the pre-dental students commented that she learned more about dentistry at the one-day conference than she had learned in three years of college instruction.

Nineteen members of the LSUSD faculty presented overviews of dental hygiene, prosthodontics, periodontics, forensics, pediatric dentistry, orthodontics, morphology, anatomy, endodontics and oral and maxillofacial surgery. A spokesman from the financial aid office described ways to pay for dental school. Dr. Ritchie led a discussion about how to be admitted and how to make the most of the interview process. Dr. Jessica Perkins, a 2007 graduate of LSUSD who practices general dentistry in Mandeville, talked about how to transition from dental student to dental practitioner.

Registration for the event was handled by the LSU Pre-Dental Society, under the leadership of Evan Riley. Members of the society also provided the manpower to stage the event. Everyone who participated in the conference did so as a volunteer. This is a proud testament to our students, our faculty and our future dentists. For information on admissions, go to: <http://www.lsusd.lsuhs.edu/> and click “Future Students.”

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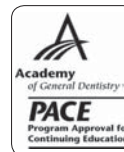
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*Dr. C. Richmond Corley, Jr.
President, Louisiana Dental Services, Inc.*

What YOU Do Makes US a Success

This year is flying by already and many of you may be thinking about and planning summer vacations. Before you do that, consider attending Louisiana's premier dental meeting, the New Orleans Dental Conference/LDA Annual Session, April 12-14, at the New Orleans Morial Convention Center. It is a great time to get some C.E. accomplished, meet old friends and meet representatives of some of the endorsed vendors from the LDA/LDS Endorsed Products and Services Program.

Once again, LDS will be participating in the Exhibit Hall of the conference. We will be in Booth 413. We will have materials and information about all the LDA/LDS endorsed vendors at this booth. We have encouraged the LDA/LDS endorsed vendors to acquire an exhibit booth at the conference. To that end, we are pleased to report that several of our endorsed vendors are participating: Robert Ellis & Associates – Booth 415; Elavon – Booth 508; ADS South – Booth 502; Solmetex – Booth 705; ProSites Booth 309; Bank of America Practice Solutions – Booth 320; CareCredit – Booth 115; CGI Communications – Booth 707; Dexcomm – Booth 616; and LDS Glove Program and Office Depot – Booth 708. We urge you to come to the Exhibit Hall and say "hello" to these folks, tell them that you are an LDA member and thank them for being a part of the LDA/LDS Endorsed Products and Services Program and also for supporting the NODC/LDA Annual Session.

Also, the Louisiana State Board of Dentistry (LSBD) will have an agenda item at their next meeting (May 25) to file a notice of intent to promulgate a rule to be effective January 1, 2013, that will require all dental practices in the state to have an automatic electronic defibrillator unit (AED)

on site. LDS working with New Line Medical, an LDS/LDA Endorsed Company, is offering two AED units for your consideration that will qualify for this program. Remember, when you purchase from an endorsed company you are assured of a competitive price, excellent service after the sale and the LDA receives, through an LDS royalty agreement with the endorsed company, funds for the enhancement of membership benefits and other administrative needs. You can find contact information for New Line Medical on the LDA website: www.ladental.org.



We would suggest that while you are on the LDA website that you check out the list of other high quality products and services available for your personal and office needs through the endorsed program. Many of these endorsed companies have been a part of the program for a number of years and have been responsible for the payment of thousands of dollars in earned royalty funds paid on the purchases of products and services that you, as an LDA member, have made from them over the years. Enough cannot be said about the importance of the contribution each and every one of you can and do make to the success story which is LDS.

The 2011 business year we can report was yet another successful year with royalty earnings exceeding projected budget income figures by over \$3,000. We at LDS say: THANK YOU FOR ALL THAT YOU DO TO MAKE WHAT WE DO A SUCCESS.

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benefits byline



Stormy Blair
Senior Vice President, Robert Ellis & Associates (LDA/LDS Endorsed Company)

Workers' Compensation Coverage

Accidents happen.

In a dental office it may be a slip and fall or a needle stick. And, while a job-related injury or illness may appear small at the time it occurs, the long term consequences may be significant to both your employee and your practice.

Louisiana law requires all dentists that are employers to provide workers' compensation protection for their employees. The most common way to provide this protection is through an insurance policy. Should a policy not be in force, the employer may be held personally liable for all related costs.

A workers' compensation policy provides employees with the following benefits:

1. REASONABLE AND NECESSARY MEDICAL CARE: There is no deductible or dollar limit. The only requirement is that a patient use generic drugs when available and suitable.
2. DISABILITY BENEFITS: If the employee is unable to earn 90% of their pre-injury/illness income they are entitled to tax-free weekly payments that are calculated at 2/3 the employee's average weekly earnings.
3. DEATH BENEFITS: This is a set benefit amount that is paid to the surviving dependents or biological parents.
4. REHABILITATION SERVICES: If the employee is unable to return to their previous occupation they may qualify for vocational rehabilitation to re-enter the workforce in a different position.

The policy also provides the employer with Employers Liability protection in the event the employee alleges negligence by the employer resulting in the injury/illness.

Employers are required to file a first report of injury to the carrier within 10 days of becoming aware of a potential injury or illness. Employees are required to submit to a medical examination

and to report any changes in their condition to their employer.

Falls historically have been the most common source of injury, but more and more claims are being filed based on musculoskeletal disorders. Here are a few brief tips to reduce the risk of injury to your office staff:

1. Keep walkways clutter free and electrical cords properly secured and covered.
2. Use convex mirrors at blind corners of cubicles and operatories to prevent collisions.
3. Keep file, cabinet and desk drawers fully closed.
4. Create ergonomically sound work areas by providing adjustable furniture and equipment and training to the staff on the most ergonomically beneficial set up.
5. Provide written office procedures and safety guidelines to the staff.
6. Conduct staff meetings on a regular basis to review procedures and guidelines.

Ask employees how they are feeling. This is valuable feedback that may identify warning signs so that corrective measures can be taken.

The benefits of workers' compensation policies are determined by state statute. This means that regardless of the carrier, the policy benefits will be the same. However, higher limits for Employers Liability are available. When purchasing workers' compensation insurance you should choose a carrier with an A.M. Best rating of "A" or higher through an agency with a reputation for superior customer service and a strong understanding of your profession.



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Online Discount Deals: Are They a Good Marketing Idea?

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Many of us have heard of or even used discount sales sites such as Groupon to purchase reduced rate goods and services such as dinner at a new restaurant, a haircut, or clothing. Health care is the latest industry to take part in this marketing phenomenon with professionals offering discounts on cosmetic medical procedures, chiropractic care, acupuncture, and eye exams. Some dentists are even getting in on this advertising opportunity by offering discounts for services like cleanings, whitening, and x-rays. **In fact, in 2010, Groupon reported that 15% of the “daily deals” the company offered were for health care services.**

Before a dentist considers jumping on board with this hot marketing trend, however, there are serious legal issues to consider. Because the healthcare industry, including dentistry, is heavily regulated and often subject to contractual restrictions by insurance companies, a dentist must make a decision about whether to discount his or her services through Groupon, LivingSocial, or other similar services only after careful consideration.

The American Dental Association (ADA) recently issued a legal memorandum on the use of certain marketing techniques, including fee splitting and Groupon-type services, to raise awareness about some potential legal pitfalls. To ensure members who are considering using Groupon or other similar types of marketing services have the latest information, some of the legal considerations mentioned in the memorandum can be obtained in the “Regulations, Laws and Guidelines” section of the LDA website at www.ladental.org.

How Do These Discount Selling Sites Work?

Before delving into some of the legal issues, a dentist may first wonder what these discount selling sites are all about, and how they work. Many are similar to the perhaps most well known, Groupon. Groupon is a Chicago-based company that sends

e-blasts about discount offers to people who sign up for daily notifications. Businesses that opt to become featured on Groupon or other similar sites do so with the hope that they will gain patronage, raise awareness of their services, and ultimately create loyal, repeat customers.

The most popular Groupon discount option appears to be 50% off deals from retailers and service providers of all kinds, sold via email directly to consumers. For example, a \$100 dental service would be offered for \$50 to Groupon and gets a certificate to redeem at the featured dental office. Groupon keeps 50% of the revenue (\$25 in this case), and remits \$25 to the dental office. So, the customer gets a \$100 dental service for \$50. The dentist or other retailer is effectively discounting their product or service by 75%. The consumer gets 50% and Groupon takes 25%.

Potential Pitfall One: Could This Be Considered Fee Splitting?

Louisiana Revised Statute 37:776 prohibits fee splitting, although it does not forbid licensed dentists from practicing in a partnership or professional corporation and sharing professional fees, nor does it forbid a licensed dentist from employing another licensed dentist. Any acceptance, sharing or division of dental fees by a dentist under suspension or revocation shall be sufficient cause for the State Board of Dentistry to withhold the reinstatement of his/her dental license until the Board determines he/she has been fully rehabilitated. For more information, contact the Louisiana State Board of Dentistry at (504) 568-8574 or www.lsbdo.org.

Potential Pitfall Two: Federal Anti-Kickback Statute

A dentist who receives payment from a federal health program such as Medicaid and Medicare must tread with extreme caution before jumping on the Groupon-type marketing bandwagon. The

federal Anti-Kickback statute prohibits a dentist or any provider from offering or actually paying remuneration to entice a person to refer a patient that may be eligible for services under a federal healthcare program, including Medicare or Medicaid. Because of the split of revenue between the dentist and the advertiser, such as Groupon, for each patient referred, this arrangement could pose significant problems. A dentist who violates federal law could be charged with a felony and subject to fines, imprisonment and exclusion from federal healthcare programs.

One detail to keep in mind is that elective, out-of-pocket services that are not covered by private insurance or federally-funded insurance may fall outside of the scope of the Anti-Kickback statute. Checking with your personal attorney about the application of this federal law as well as any state counterpart is a must before signing up to market in this manner.

Potential Pitfall Three: Most Favored Nation Clause

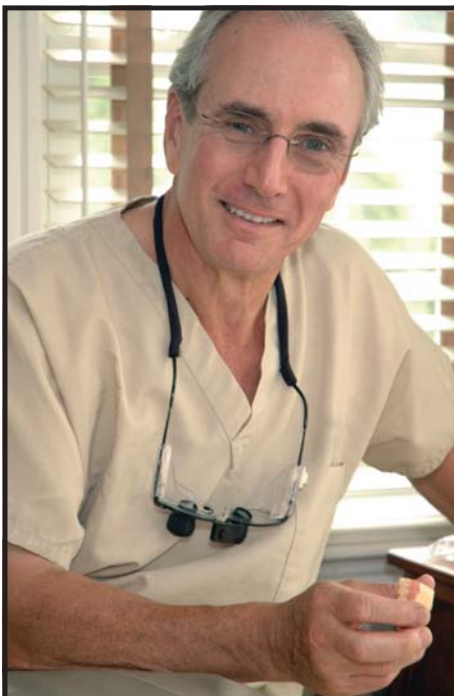
Dentists who are participating providers in insurance plans could also unknowingly agree to give all the insurer's members the same deal as the dentist is giving to participants of Groupon or similar discount selling sites. Many provider agreements contain a "most favored nation" clause. The provision requires a healthcare provider to give the insurance company the lowest rates the provider offers. If a

provider with a most favored nation clause in its contract with one insurer advertises a lower rate with Groupon or another advertiser, the provider could be made to give the insurance company the lower rate too.

Potential Pitfall Four: State Advertising Rules

Finally, if dentists are not careful, their Groupon-type marketing efforts can also run afoul of state board advertising regulations. Dentists should keep in mind that certain requirements and disclaimers are imposed when a dentist advertises routine dental services at a specific fee. Failing to follow the rules could result in the dentist having to provide additional care reasonably related to the advertised routine dental service at no additional charge.

If done improperly, advertising could do more harm than good to a dental practice. Dentists need to keep in mind that the use of electronic marketing can attract more than new patients. Unwanted attention from the state board or federal officials can ensue. So, before you sign up for advertising that requires you to pay on a per-patient basis, get your legal counsel to review your strategy. As always, this article is not meant to replace legal counsel, but is intended to bring up questions and concerns to be directed to your legal counsel before jumping into any sort of "new" marketing.



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Renaissance Hotel, Baton Rouge



Six members of the LSU School of Dentistry Class of 1984 were in attendance at the Bowden Conference. There have been an incredible number of LDA leaders to come from this class. Leaders present at this year's Bowden were (from left) Dr. Dennis Preau, Dr. Steve Ortego, Dr. Eddie Hebert, Dr. Bill Hadlock, Dr. Jeff Hooton and Dr. Ike House.



Leaders gathered in groups to discuss membership efforts and successes within their components. They were (from left) Dr. Lane Eddleman, Dr. Justin Tarver, Dr. Neil Oza, Dr. Michael Stacey, Dr. Steve Ortego and Dr. Gary Dewitt.



Far left: (From left) LDA Executive Director Ward Blackwell and LDS President/CEO Dr. Rich Corley congratulated Dr. Ray Jarvis on winning the \$100 Office Depot gift card, sponsored by Louisiana Dental Services, Inc. (LDS).

Left: Bob Ellis and Stormy Blair, from LDA Events Partner Robert Ellis & Associates, provided a door prize during the conference. Dr. David Baughman (center) won the REA gift basket.



Dr. Jeff Hooton, LDA president-elect, welcomed attendees and introduced the speakers from the ADA.



Dr. Bill Hadlock (left) congratulated Dr. Jamie Manders on her incredible work for the LDA's Dental Well-Being Advisory Committee, which led the LDA to be awarded one of 17 Golden Apples from the ADA for 2011. Even though the award in this category only goes to an association, in reality, this award belongs to Dr. Manders, as well as the various LDA members who have served on this committee in any capacity through the years.



LDA nodc/lda annual session

Dr. Claudia Cavallino, 2012 Conference Chair

Come Join Our Party as we Celebrate with the Grammy Award Winning Rebirth Brass Band

Where else can you dance the night away with the Grammy award winning Rebirth Brass Band and earn a year's worth of CE credits? The New Orleans Dental Conference/LDA Annual Session is the place to be April 12-14, 2012. Our Welcome Reception and LDA President's Party at the House of Blues promises to be a fun-filled night!

Also new this year...we will be joined at our Welcome Reception by Dean Henry Gremillion and the LSU Alumni Association. Don't miss this opportunity to catch up with classmates and find out about the latest LSUSD happenings. You must be registered for both the conference and reception to attend.

Some of the biggest names in dental continuing education will be lecturing at this meeting. These nationally-recognized speakers include Dr. Gerry Chiche, Dr. Sam Low, Dr. Henry Gremillion, Dr. Michael Block, Dr. Uche Odiatu, Kary Odiatu, Dr. Mark Hyman, Dr. Ben Johnson, Gary Zelesky, Hollie Bryant, Dr. Mel Hawkins, Betsy Wheat, Dr. John Burgess and many more! Some new topics this year include minimally invasive dentistry, 3D imaging, parenting/child psychology, botox and estate planning, just to name a few. There's no other dental conference where you can experience such a variety of C.E. at one low price!

And just recently added...A free hands-on implant workshop sponsored by Megagen on Friday, April 13.

Once again we are holding our conference the same weekend as French Quarter Festival! So, this means you can further your dental education while enjoying the sights, sounds, food and music of New Orleans. If you are planning on staying in one of our conference hotels, you should reserve your room NOW. Our room blocks are already full, but rooms may still be available outside of our room blocks at the various host hotels. As of this writing, the Embassy did have a FEW rooms left.



The Rebirth Brass Band will be performing at the House of Blues for the Welcome Reception and LDA President's Party. Bring your dancing shoes!

While you are here, visit the Exhibit Hall and try for a chance to get into the ever-popular Money Booth! Also, when you see the following sponsors, please make sure to thank them for their patronage to our conference: ADS South, Brasseler, Carestream/Kodak Dental System, Dentsply Professional, Dentsply Tulsa, Elavon, Henry Schein, Hu-Friedy, LAMMICO, Megagen USA, Patterson Dental, Photomed International, Robert Ellis & Associates, Rossner/Touro Foundation, Selser Dental Lab, Sirona Dental, Southeastern Louisiana Area Health Education Center and The Team Training Institute/Hygiene Diamonds.

Remember, the New Orleans Dental Conference and LDA Annual Session is YOUR state meeting! You do not want to miss the opportunity to hear world class speakers for one low price ... without having to travel! Be sure to tell your friends, classmates and co-workers so they don't miss out on this amazing opportunity either.

For more information, visit www.nodc.org or call Normalee Ward at (504) 834-6449. Hope to see you at the conference!



LDA

11th Annual Membership Fishing Rodeo

Friday & Saturday, July 20-21, 2012
Sand Dollar Marina, Grand Isle, LA

**Two fun-filled days of fishing, a Friday night Welcome Reception
and a Saturday night Awards Ceremony and Fish Fry!**

REGISTRATION & SPONSORS

Two-day fishing entry fee includes admission to the Welcome Reception on Friday and the Fish Fry on Saturday. All are welcome to attend and participate, but all fishing rodeo entrants must be registered under the name of an LDA member dentist.

No refunds after pre-registration deadline of July 1, 2012. Orders for hats and t-shirts after July 1, 2012, subject to limited availability.

To see a complete list of rules visit the LDA website, www.ladental.org, or call 800-388-6642.

**Thanks to our sponsors (as of 3/19/12) Robert Ellis and Associates (LDA Events Partner),
Louisiana Dental Services, Inc. (LDS), Henry Schein Dental, Campus Federal Credit Union, Sand Dollar Marina**

LDA Member's Name: _____ Component: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

Names of ALL Fishing Rodeo Entrants _____ Fee Category (check only one) _____ Fee (see above) _____

_____ Regular (\$45) 12 & Under (\$25) Dental Student (\$25) \$ _____

_____ Regular (\$45) 12 & Under (\$25) Dental Student (\$25) \$ _____

_____ Regular (\$45) 12 & Under (\$25) Dental Student (\$25) \$ _____

Number of tickets for additional guests attending Saturday night Fish Fry ONLY: _____ @ \$25 each \$ _____

HATS (\$20) and T-SHIRTS (\$15) must be pre-ordered. I request _____ hats and _____ t-shirts for a total of \$ _____

Indicate t-shirt sizes: _____ S _____ M _____ L _____ XL

Add \$25 per person LATE FEE after July 1. No exceptions. \$ _____

Total owed to LDA: \$ _____

PAYMENT INFORMATION

Check Enclosed Bill my: (circle one) Visa MasterCard

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**NOTE: There is a \$15 non-refundable convenience fee
for each credit card transaction.**

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LDA wealth management

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Establishing a Personal Family Office

Many of the wealthiest people in America, such as Oprah and Bill Gates, manage all of their family affairs or estate as a business, called a family office. This extremely organized and calculated approach enables families to protect their wealth, achieve their goals, and pass the wealth down through many generations. A formal family office is a private company that manages a family's property and assets, day-to-day accounting, philanthropy, succession, and legal affairs. Guess What? You do not have to be among the ultra-wealthy to do this with your family. Think of it as running your household and family like a business. If you have assets that you want to pass on, wealth in your own business, or personal and financial goals for your family, then establishing a personal family office might be the right move.

Where Do You Start a Personal Family Office?

Begin with a CERTIFIED FINANCIAL PLANNER™ practitioner and his firm. This has to be an independent financial planner with dedicated staff in order to start and monitor this process. The financial services planning firm will be the quarterback for the family office, organizing and bringing in all of the experts to consult the family on all aspects of the family "business."

At the initial meeting, create a mission statement and determine your family's long-term goals. This will provide the framework for making decisions. Also, start to involve all members of the family in this process, including children.

Creating a Family Business Plan

Next, create a family business plan. This should be a formal, written plan with checks and balances. Establish what each family member handles, including day-to-day activities and how to make sure each task is being handled efficiently. For example, if the father typically handles all of the financial duties then consider: Who will handle these duties next?

The plan should contain liability planning, asset protection, budgeting for school/college, managing investible assets, vacation planning, buying vacation homes, current household expenses, charitable planning, and estate and income planning. Make procedures and operations for the family so that all members are involved in the process.

Implementation


A great plan is in place and many times the effort stops here, but this is where the family should take action. Enact the strategies to help protect assets and the family. If your family has debt, start a strategy to eliminate this debt and increase the family's net worth. Financially, review the family's investments and make sure each is purpose driven. If certain investments and assets do not fit the family's business plan then remove them from the portfolio. The plan will provide a guide for the implementation process.

The Family Meeting

This is a step that many skip or never establish. Periodically hold a family meeting to discuss the family plan. This should be an official meeting with notes and minutes taken. The only attendees are immediate family members, excluding in-laws. At the meeting, the kids can learn about the goals of the family and the succession plan, eliminating the shock of who gets what if something happens to mom and dad. I know many of you may have young children in the household. They should understand the goals of the family and your values when it comes to money and investing. So, involve them on a limited general basis in these meetings if they are less than 12 years of age.

Putting in the effort now, can help streamline and organize your family for the future. By creating a family office, you will start running your family like a business. This will provide more time to focus on each other, knowing that the family is moving towards its goals.

Chad Olivier is author of "What Medical School Did Not Teach You about Financial Planning" and owner of the firm The Olivier Group, LLC in Baton Rouge, La., which specializes in retirement planning and wealth management for physicians, dentists and other affluent individuals and families. If you have any questions about this article or future topic suggestions, please call (888) 465-2112 or visit us on the web at www.oliviergroup.com. Securities and Financial Planning are offered through LPL Financial Member FINRA/SIPC. Please note that the above article is for informational purposes only, and is The Olivier Group is not endorsed by the LDA. Financial planning requires detailed individualized analysis of each person's specific situation.

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For FY 2011 (7-1-10 to 6-30-11), we provided \$567,518 in services: \$519,744 in donated dental services and \$47,774 in donated lab services. (Information provided by Dental Lifeline Network Louisiana.)

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LDA Louisiana dental hygienists' assoc.

Tammie Nelson, R.D.H., B.S.
President, LDHA

Opportunities for Growth

I recently attended a professional leadership weekend “Unleashing Your Potential” hosted by the American Dental Hygienists’ Association (ADHA) in Chicago, IL. ADHA holds this meeting annually in an effort to empower, develop and support dental hygienists towards realizing their potential as leaders within the profession. In one of the sessions, Past President Marge Green made a comment that spurred reflection.

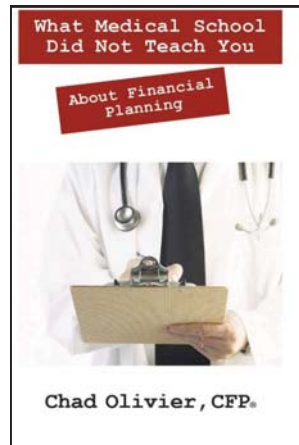
She stated, “Don’t let your plans get in the way of opportunity.” We all make plans. We have a plan of how we think our lives should go, what we think we should be doing at any given moment in our life. Those plans change throughout our lives, but sometimes we get so focused on what “the plan” is that we miss an opportunity. Often it is not an opportunity that we thought we were looking for, but one that could surely improve our life satisfaction in a number of areas.

As 2011 ended and another year began, many of us look at the failures and successes of the past year and ask ourselves, “What can I do differently this year to make my life better?” We can apply this to all aspects of our lives - how can we be a better mother/father, wife/husband, sister/brother, friend, boss, employee, clinician, health care provider.

Certainly as health care providers, we strive to better ourselves. In turn, these efforts improve

the community in which we work. One of the most recognized ways of improvement includes continuing education. Whether it is learning about communication skills, the latest technology, or a review course on oral pathology, these are ways to increase our knowledge base and clinical practice. When continuing education becomes more than meeting our legislated quota, we see more opportunities and fit them into our life plan. Hopefully we can take advantage of the upcoming opportunity at New Orleans Dental Conference and LDA Annual Session.

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Louisiana Dentists and Staff Members Participate in Give Kids A Smile Day 2012



Dr. Nicole Boxberger



Dr. Kellie Axelrad



Dr. Janice Townsend



Dr. Robert Hill at Southern University at Shreveport Metro Center (dental hygiene clinic).



LSUSD student volunteers, from left, Chris Wright, Matthew Oubre, Colten Ducote and Sumit Patel.



Students listening as Dr. Kirt Touchstone and his staff teach them about good dental health.



Emilee Jones and Brenda Bertrand (from Associates in Pediatric Dentistry) with a patient who was very happy to be at the dentist office.



Hygiene students at Southern University at Shreveport Metro Center (dental hygiene clinic) who participated in GKAS with Northwest dentists.

GIVE KIDS A SMILE

Robert Delarosa, DDS • Bradley Comeaux, DDS
 Paige Sigsworth, DDS • Brynn Leroux, DDS

AIPD
 ASSOCIATES IN PEDIATRIC DENTISTRY

give kids a smile!
 National Children's Dental Access Day



Madie Jones, a member of the LSU volleyball team, entertained students while they were in the waiting room at Associates in Pediatric Dentistry.



Dr. Paige Sigsworth's patient was thrilled to hear he had no cavities.



Staff members from Dr. Kirt Touchstone's office (from left to right) Jan Rockett, Samantha Holley, Rebecca Touchstone and Dr. Touchstone. (Note: Samantha and Rebecca called themselves the molar twins.)



Coloring and playing dental hygiene games while in the waiting room.



Dr. Benjamin Kacos at Southern University at Shreveport Metro Center (dental hygiene clinic).



Above: Dr. Kirt Touchstone and one of his "molar twins."



Learning how to brush teeth while waiting to see the dentist!



Right: Mandy McCan (AKA "The Tooth Fairy") at Dr. Johnnie Hunt and Dr. Brook Wood's office.

Left: LSUSD Student Colten Ducote





LDA

Dr. David L. Melancon
President, Louisiana State Board of Dentistry

Our Reputations Are in the Work We Do

I would like to start the New Year with introductions. My name is David Melancon, and I am the president of the Louisiana State Board of Dentistry for 2012. I have the distinct pleasure of representing the Houma/Thibodeaux district on the board. I have been on the board since 2006. During my time on the board, I have served on the Rulemaking, Legislative and Impaired Dentists Committees. I am married to a wonderful woman, Shirley, and we are the proud parents of two children, Aimee and Ryan. We also have a grandchild, Emerson. I graduated from LSU School of Dentistry in 1977. I am in private practice in Houma with my brother, Daniel, and Mitchell Theriot.

Below is a list of current members of the board and the general areas they represent: Dr. H.O. Blackwood – Shreveport; Dr. Sam Trinca – Monroe; Dr. Wilton Guillory – Alexandria; Dr. Dean Manning - Lake Charles/Sulphur, Vice-President; Dr. John Taylor – Acadiana; Dr. Lynn Philippe - Baton Rouge; Dr. Rusty Mayer - Hammond /Mandeville; Dr. Frank Martello - New Orleans, Secretary-Treasurer; Dr. Aubrey Baudean - New Orleans; Dr. Chip McVea - At Large; Dr. James Moreau - At Large; Dr. Romell Madison - At Large; and Patty Cassidy – Hygienist.

The board also has a wonderful and competent staff: Pete Burkhalter - Executive Director; Erin Conner - Director of Licensing; Diana Chenevert - Administrative Assistant in the Licensing Dept.; Rachel Daniel - Assistant to the Executive Director; John Roth - Administrative Assistant; Carolyn Perez – Receptionist; Brian Begue – General Counsel; and Camp Morrison – Investigator.

The board website located at www.lsb.org contains a large amount of information as well as forms to answer most, if not all, of your questions, but remember the board staff is always there to be a resource to the practitioner. Please feel free to contact any board

member or staff member if you have any questions about your license, permits or the Dental Practice Act. The individuals listed above are the people that will assist you with your questions and problems.

As you know one of the board's roles in the regulation of the dental and dental hygiene professions is to handle disciplinary complaints. If a complaint can be stopped before it starts, that's usually better for you the dentist or hygienist, and the patient. It's important to remember that the board doesn't make the complaints. Complaints are made by patients, other dentists, hygienists and assistants. Once a complaint is received, the Board is obligated to investigate the complaint pursuant to LSA-R.S. 37:760(A)(7). The statute is clear that the Board **shall** investigate any complaint. The Board members, dentists and hygienist, review the complaints and determine whether there has been a violation of the Dental Practice Act. If there is no violation of the Dental Practice Act, no action is taken, and the complaint file is closed, but if a violation does occur the appropriate action will be taken as determined by the board members assigned to the case.

The mission of the Board is the same in 2012 as it was when formed by dentists in 1880, to protect the public through regulating the professions of dentistry and dental hygiene in accordance with the Dental Practice Act. Some great dentists started this journey long ago and the current Board members have an obligation to continue it. I believe we all want the same thing - to provide the best dentistry for our patients. Confucius said this a long time ago, but I believe still is true today, "By nature, men are nearly alike; by practice, they get to be wide apart." Let's be that practice that provides the best dentistry possible. We will talk some more in coming issues but, I will leave you with one other thought - after we work on our patients and they walk out the door - our reputations walk with them.



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April 12-14, 2012



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Dr. Mark Hyman	Stacie LeBlanc	Karen Lewis
Dr. Jim Weir	Dr. Marco Brindis	Todd Carter
Dr. Roberta Shaklee	Bertha Triche, R.D.H.	Dr. Pedro Cuartas
Dr. Michael Block	Drs. Henry Gremillion	and
Blake Hassan	Maria Wilson	Round Table for
Brad Kucharo	John Perenack	Dental Assistants

Welcome
Reception &
LDA President's
Party



Thurs., April 12; 7-11 p.m., House of Blues
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For more information,
www.nodc.org
or (504) 834-6449.

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Louisiana dental assistants association

Elizabeth Schmidt, C.D.A., C.D.P.M.A., E.D.D.A.
President, Louisiana Dental Assistants Association

Do Your Dental Assistants Need Job Specific C.E.?

Professional dental assistants need continuing education and can receive it FREE of charge with the convenience of on-line delivery in unlimited quantities as a member of the American Dental Assistants Association (ADAA). America's oldest and largest dental assisting organization is now providing its active and student members with all the continuing education they need and want with no review or testing fees. Visit www.dentalassistant.org for a list of courses and the many other benefits of membership. The ADAA is open to all professionals working in the dental practice who contribute significantly to the dental practice and the enhancement of the delivery of dental health care, whether in the chairside, front desk, administration, scheduling, receptionist, managers or lab tech position.

March 4-10, 2012, is Dental Assistant Recognition Week, a week set aside to recognize the contributions of the dental assisting staff to patient care. Governor Jindal has set forth a proclamation recognizing the dental assistants and their contribution to the practice of dentistry. The ADAA website (www.dentalassistant.org) has a link to a company who has items for sale with the DARW (Dental Assistant Recognition Week) logo.

There is still space available for the Round Table Learning program hosted by the Louisiana Dental Assistants Association, the Louisiana Dental Association and the New Orleans Dental Association. The Program will be held on Friday, April 13, 2012, from 9 a.m. to noon in the Morial Convention Center Exhibit Hall. The Program is limited to 40 participants, so reserve your spot today. We have an excellent program focusing on information that will provide the participants with knowledge regarding significant aspects of their position, further enhancing their importance in the success of the practice. The speakers are:

- Randy Dailey, Schein Field Sales Consultant, "Preventive Maintenance to Reduce Workplace Stress."
- Eliska Davis, RDH, Hygiene Instructor, LSU Hygiene Program: "What's going on in the Hygiene Room?"

- Kevin Henry, Editor Dental Assisting Digest, "Going Green and other updates in the Dental Assisting Field."
- Elizabeth Schmidt, CDA, EDDA, Dental Consultant, "Following through on Vital Sequences for Practice Success."

There will be four Continuing Education Points available through the Dental Assisting National Board. We hope you join us for the round table program as well as joining your state and national association of professional dental assistants, LDAA (www.ladaa.org) and the ADAA.

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COURSE DATES:

- May 11-12: Columbus, OH ~ Level I and II
- May 18-19: Ft. Lauderdale, FL
- June 8-9: Atlanta, GA
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- June 22-23: New Orleans, LA
- July 13-14: Columbia, SC



16 hours

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Speakers (8 a.m. - noon each day):

Brochure will be mailed to LDA members and posted on LDA website.

Wednesday: Richard L. Small, J.D.

“Liability Challenges in a Modern Dental Practice”

Thursday: Dr. Kitrina Cordell, LSU School of Dentistry

“Suspicious Oral Lesions: Recognition and Management”

Friday: Dr. Don Callan

“Tissue Regeneration”

Saturday: Dr. Don Callan

“Gingivitis, Periodontitis, Peri-Implantitis: The
Connection and Treatment”

***Thanks to our sponsors (as of 3/22/12): Robert Ellis & Associates (LDA Events
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LDA classifieds

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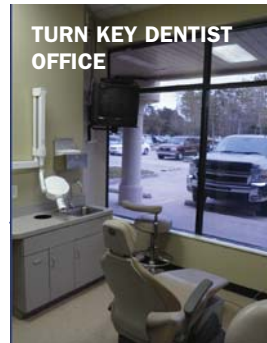
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FOR SALE: A-Dec dental chair. Light use in prison and then stored in warehouse. Exact model unknown. (Either Decade or Cascade.) Radius style automatic delivery unit. Side mounted dental light and assistant tools. Electrics/Hydraulics work great, but we are unable to test air and water systems at our location. Call or email for pictures or questions. Free delivery to BR/NO area. Asking \$4,000 or make offer. LouisianaAuctionServices@gmail.com or (225) 341-4020.



FOR SALE: 4 Biotec cabinets - great condition (1 side, 2 rear, 1 center), \$6,000 for all but can sell individually. Perio Pro III x-ray processor with daylight loader, \$400 or make offer. Adec doctor

stool with matching assistant stool, \$175 for both or make offer. Apollo Dual Pak Compressor with vacuum, \$1,000 or make offer. (318) 869-3020 or info@basingerdental.com.



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

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

For more information or to place a classified ad, contact Dr. William Hall at (318) 865-1469 or dr802@bellsouth.net or LDA Journal Managing Editor Annette Drodzy at (225) 926-1986 or info@ladental.org.

Course#	DATE, CITY	COURSE NAME, LOCATION, SPEAKER, AGD CODE	FOR	FEES	HRS
12-12	Apr 13-14 Thu-Sun New Orleans	Oral & Maxillofacial Surgery Pearls with Drs. Block, Farrell, Gremillion, Lieblich, Perenack, & Spagnoli - at the JW Marriot Presented by the Jack Kent OMS Foundation AGD #310, 315, 318	OMS, DDS	\$625	10 L C
13-12	Apr 20 -22 Fri-Sun NOLA	Expanded Duty Dental Assistant (EDDA) with Nancy Weiss, RDH, EFDA, Henrietta Frederick, CDA, EDDA & and B. J. Triay, CDA, EDDA	Assistant	\$515	12 L, 12 P C
14-12	Apr 21 Sat New Orleans	Digital & Conventional Radiology for Dental Assistants with Dr. Kavas Thunthy and Dr. J. Sean Hubar (at LSUSD)	Assistant	\$189	7 L/P C
16-12	May 18-20 Fri-Sun Lafayette	Expanded Duty Dental Assistant (EDDA) with Gen Benoit, RDH, Med, Theresa Courtois, RDH, MS & Julie DeRouen, EDDA at LCHCC	Assistant	\$515	12 L, 12 P C
06-12	May 11 Friday New Orleans	N₂O Certification Course for Hygienists with Dr. Michael O'Brien and Hygiene Faculty (at LSUSD) Limited Attendance AGD #739	Hygienist	\$595	8 L/P C
07-12	May 11-12 Fri-Sat New Orleans	N₂O Certification Course for Dentists with Drs O'Brien & Drongowski, & Hygiene Faculty Limited Attendance AGD #739	Dentist	\$1,695	18 L/P C
19-12	Jun 1 Friday New Orleans	Five Minute Temporaries for Dental Assistants with B. J. Triay, CDA, EDDA (at LSUSD) A Limited Attendance, Hands-on Course	Assistant	\$255	7L/P C
15-12	Jun 15 Friday New Orleans	Current Trends in Implant Placement for Fully Edentulous Cases: Immediate vs. Traditional Loading with Dr. Hamid R. Shafie AGD #690	Dentist	\$495	6 L, 1P C
18-12	Jun 15-16 Fri-Sat Baton Rouge	How to Administer Botox® and Dermal Fillers for Facial Esthetics with Drs. Christy Allen Bennett, A. Dale Ehrlich and Stanley Barten Heckrodt at the Marriott Hotel, Baton Rouge, LA AGD #780	Dentists only	\$2,995	16 L/P C
23-12	Jun 22-24 Fri-Sun New Orleans	Expanded Duty Dental Assistant (EDDA) with Nancy Weiss, RDH, EFDA, Henrietta Frederick, CDA, EDDA and B. J. Triay, CDA, EDDA	Assistant	\$515	12 L, 12 P C
24-12	Jun 23 Saturday New Orleans	Digital & Conventional Radiology for Dental Assistants with Dr. Kavas Thunthy and Dr. J. Sean Hubar	Assistant	\$189	7 L/P C
20-12	Jun 29-30 Fri-Sat New Orleans	Oral (Enteral) Sedation Intro Course with Drs. Record, Webb, Brisco, Cheramie, & Joachim (at LSUSD) AGD #164	Dentist Staff	\$1,327 \$398	20 L C
22-12	Jun 29-30 Fri-Sat New Orleans	Oral (Enteral) Sedation Refresher Course with Dr. Ben R. Record and Dr. Michael D. Webb (at LSUSD) AGD #164 <i>Please call us for details on Adult- or Pediatric-only refresher courses.</i>	Dentist Staff	\$995 \$299	16 L C
25-12	Jul 13 Friday New Orleans	Infection Control with Drs. William Garbee, Janet Leigh, A. Dale Ehrlich & Michael O'Brien (at LSUSD) AGD #148	Dentist RDH Ass't/Other	\$295* \$175* \$95**	7 L C
27-12	Jul 20 Friday Hot Springs, AR	LSU DAY IN ARKANSAS Speaker and Topic to be announced AGD #TBA	Dentist RDH or DLT Ass't/Other	\$295* \$175* \$95**	7 L C
08-12	Jul 27 Friday Shreveport	LSU DAY IN SHREVEPORT: Mastering Anterior & Posterior Composite Restorations with Dr. David Bonner AGD #254 & #255	Dentist RDH or DLT Ass't/Other	\$295* \$175* \$95*	07 L C
26-12	Aug 3 Friday Gonzales	Dental Business & Administrative Skills for Practice Success with Elizabeth Schmidt, CDA, CDPMA, EDDA at the Clarion Hotel ★Dentist saves \$50 if attending w/Ofc Mgr., Bus. Ass't or other Staff	Ofc. Mgr., Ass't, Other Dentist	\$395 \$495★	07 L Non-C
28-12	Aug 10-12 Fri-Sun Gonzales	Expanded Duty Dental Assistant (EDDA) with Eliska Davis, RDH, MRC, Ebony Lang, RDH and Tonya Whitehead Chidester, EDDA	Assistant	\$515	12 L, 12 P C
29-12	Aug 24 Friday New Orleans	Extraction Socket Bone Grafting & Pre-Clinical Implant Placement for the General Dentist with Dr. John Barksdale, Jr. LIMITED ATTENDANCE AGD #499	Dentists only	\$495	7 L/P C

*See our website for Early Bird savings on fees marked with an asterisk. L= Lecture, P= Participation, C= Clinical

Did you know...that many practices can be fully reimbursed by Louisiana's SBET program when assistants or other staff attend EDDA, Radiology, Five-Minute Temps, or Dental Business & Administrative Skills? Call us for details, and to see if you qualify.

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LDA

c.e. and lda events calendar

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

The Premier Dental Meeting in Louisiana

New Orleans Dental Conference and LDA Annual Session, Thursday – Saturday, April 12 - 14, 2012, New Orleans Morial Convention Center. Visit www.nodc.org for more information or to register online, ADA CERP recognized providers.

DATE: April 19, 2012
COURSE TITLE: CLS (CPR)
SPONSOR: Southwest Louisiana (Calcasieu Parish) Dental Society, 1333 Oak Park Blvd., Lake Charles, LA 70601; Dr. Michelle Swift, (337) 478-2960
DESIGNED FOR: General Dentist, Specialist, Hygienist
INSTRUCTOR: Sylvia Gault
CREDIT HOURS: 1, clinical, lecture & participation
FEE: For SW members only; fee included with dues

DATE: April 20, 2012; 8:30 a.m. – 4 p.m.
COURSE TITLE: Implant Dentistry – Nuts, Bolts and Nightmares
LOCATION: University of Louisiana at Monroe, 7th Floor Conference Center, Monroe, La. 71209
SPONSOR: ULM Department of Dental Hygiene, Caldwell Hall, Room 210, Monroe, Beverly Jarrell, Department Head, (318) 342-1030 (AGD-PACE recognized provider)
DESIGNED FOR: All
INSTRUCTOR: Dr. J. Jerome Smith
CREDIT HOURS: 7, lecture, clinical
FEE: dentist - \$365; hygienist - \$185; and staff - \$85

DATE: May 17, 2012
COURSE TITLE: Clinical Pathologic Conference
SPONSOR: Southwest Louisiana (Calcasieu Parish) Dental Society, 1333 Oak Park Blvd., Lake Charles, LA 70601; Dr. Michelle Swift, (337) 478-2960
LOCATION: Pioneer Club of Lake Charles, La.
DESIGNED FOR: General Dentist, Specialist, Hygienist
INSTRUCTOR: Dr. Jim Weir, J.D.
CREDIT HOURS: 1, clinical, lecture & participation
FEE: For SW members only; fee included with dues

DATE: July 20-21, 2012
COURSE TITLE: LDA Membership Fishing Rodeo
LOCATION: Sand Dollar Marina, Grand Isle, LA, Call (985) 787-2893 to make your reservations.
SPONSOR: Louisiana Dental Association, (800) 388-6642, visit www.ladental.org to register online or for more information.
DESIGNED FOR: All
FEE: \$45 - Adults; \$25 - Children 12 & under; \$25 - Dental Students; \$25 - Guests for Saturday Night Fish Fry ONLY (no fishing)

DATE: July 25 - 28, 2012, 8 a.m. to noon each day
TITLE: LDA Summer Education Conference
SPONSOR: LDA, (800) 388-6642, visit www.ladental.org to register online or for more information, ADA CERP recognized provider. A brochure will be mailed to all LDA members.
LOCATION: Tops'l Beach and Racquet Resort, Destin, Fl. For reservations, call (800) 380-4808. Visit www.ladental.org for accommodations.
DESIGNED FOR: All
INSTRUCTORS: Wednesday: Richard L. Small, J.D., "Liability Challenges in a Modern Dental Practice"; Thursday: Dr. Kitrina Cordell, LSU School of Dentistry, "Suspicious Oral Lesions: Recognition and Management"; Friday: Dr. Don Callan, "Tissue Regeneration"; and Saturday: Dr. Don Callan, "Gingivitis, Periodontitis, Peri-Implantitis: The Connection and Treatment"
CREDIT HOURS: 16, lecture (4 practice management and 12 clinical)
FEE: TBA

DATE: September 7, 2012; 8:30 a.m.
COURSE TITLE: Bruxism and Sleep Apnea
LOCATION: Clarion Hotel, 1419 E. 70th St., Shreveport, La., (318) 797-9900
SPONSOR: Ark-La-Tex Academy of Dentistry, Contact: Dr. Clint Bruyere at (903) 753-0337 (AGD PACE Recognized Provider)
DESIGNED FOR: All
INSTRUCTOR: Dr. Jeff Rouse
CREDIT HOURS: 7, lecture
FEE: Non-mbr. - \$245; staff/lab tech - \$45

DATE: September 14, 2012, 8 a.m. to 4:30 p.m.
COURSE TITLE: Dr. C. Richmond Corley Annual Seminar
SPONSOR: Southwest District Dental Association, contact Dr. Craig Crawford, 701 W. College St., Lake Charles, LA 70605 or (337) 478-7590, ADA Cerp recognized provider
LOCATION: L'Auberge Casino and Resort, Lake Charles, LA
DESIGNED FOR: General Dentist, Specialist, Hygienist and Assistant
INSTRUCTOR: Dr. Robert Fazio
CREDIT HOURS: 7, clinical, lecture
FEE: TBA

DATE: October 12, 2012, 8 a.m. to 4:30 p.m.
COURSE TITLE: Contemporary Pediatric Dental Sedation from the Perspective of a Private Practitioner: It's Art and Science
SPONSOR: Southwest District Dental Association (make checks payable to Southwest District Dental Association), contact Dr. Eric Sanders, 2620 Country Club Rd., Lake Charles, LA 70605 or (337) 433-5437, fax: (337) 433-3271, ADA Cerp recognized provider
LOCATION: L'Auberge du Lac Casino and Resort, Lake Charles, LA, (866) 540-7444
DESIGNED FOR: General Dentist, Specialist, Hygienist and Assistant
INSTRUCTOR: Dr. John E. Nathan, M.Dent.Sc.
CREDIT HOURS: 7, clinical, lecture
FEE: TBA

DATE: October 12, 2012; 8:30 a.m.
COURSE TITLE: Implant Restorative
LOCATION: Clarion Hotel, 1419 E. 70th St., Shreveport, La., (318) 797-9900
SPONSOR: Ark-La-Tex Academy of Dentistry, Contact: Dr. Clint Bruyere at (903) 753-0337 (AGD PACE Recognized Provider)
DESIGNED FOR: All
INSTRUCTOR: Dr. George Priest
CREDIT HOURS: 7, lecture
FEE: Non-mbr. - \$245; staff/lab tech - \$45

DATE: October 19, 2012
COURSE TITLE: Operative Dentistry
INSTRUCTOR: Dr. Thomas McDonald
CREDIT HOURS: 7, lecture
LOCATION: Independence Park Theater, 7800 Independence Blvd., Baton Rouge, LA. 70806
SPONSOR: Continuing Dental Education of Baton Rouge (CDEBR). To register or for additional information, contact Dr. Byron Rome at (225) 621-2700 or go online at www.cdeofbr.com.

DATE: October 20, 2012
COURSE TITLE: Endo-Irrigants and Disinfectants
SPONSOR: Southwest Louisiana (Calcasieu Parish) Dental Society, 1333 Oak Park Blvd., Lake Charles, LA 70601; Dr. Michelle Swift, (337) 478-2960
DESIGNED FOR: General Dentist, Specialist
INSTRUCTOR: Dr. Terrell Murphy
CREDIT HOURS: 1, clinical, lecture
FEE: For SW members only; fee included with dues

DATE: November 9, 2012; 8:30 a.m.
COURSE TITLE: Crown and Bridge
LOCATION: Clarion Hotel, 1419 E. 70th St., Shreveport, La., (318) 797-9900
SPONSOR: Ark-La-Tex Academy of Dentistry, Contact: Dr. Clint Bruyere at (903) 753-0337 (AGD PACE Recognized Provider)
DESIGNED FOR: All
INSTRUCTOR: Dr. Brian Schroder
CREDIT HOURS: 7, lecture
FEE: Non-mbr. - \$245; staff/lab tech - \$45

DATE: January 17-19, 2013
COURSE TITLE: Southwest Dental Conference
LOCATION: Dallas Convention Center, Dallas, Texas
SPONSOR: Dallas County Dental Society, (972) 386-5741 or www.dcds.org (The LDA is a regional partner of the Southwest Dental Conference.)

David Austin

The Cat House

For some of us dentists that have been in practice for more years than we would like to admit, dental marketing is not an easy subject or task. In fact, marketing in general, long an American staple for the promotion of any product, can become a cat-eat-dog world. Sometimes even the best of marketing intentions can sometimes go astray.

My first foray into marketing was at the age of nine, when my friend Trip and I decided there were too many cats walking around our neighborhood unattended. We decided that we could gather as many cats as we could find and sell them for soda and candy money. There was an old metal shed in my backyard that contained yard equipment and would make the perfect place to house them.

Within our first weekend we had gathered over 20 of the meanest feline critters and locked them inside that metal shed. They were not happy.

Trip had an old mimeograph machine his dad had given him, so we made up several hundred fliers that said: Have A Cute Kitty, \$5, Call The Cat House, After 3 p.m., and I included my home phone number.

It was my idea to call that old shed the Cat House, and I was kinda proud of that bit of marketing. We gave the fliers to the city bus driver that stopped at the corner and he promised to pass them out along his route.

I made the wise decision to not tell my parents about this business adventure because, you know, parents don't always understand us kids and would probably try to discourage us anyway. Besides I knew I would get home after school in time to answer the phone so no need to bother them.

I was shocked that first Monday that no one called wanting any cats. I went to bed around 9 that night

worried that I had already spent most of my yard-mowing money on cat food. Maybe the bus driver forgot to give out those fliers.

My worries turned into fear when the phone began to ring at 11:30 that night and didn't stop until nearly 5 a.m. My Dad was plenty mad and I could hear him yelling over the phone throughout the night. I thought it was probably not a good time to tell him about the cats in the garden shed.

That morning while eating breakfast before school, my Dad looked really tired and asked me if I had anything to do with all the phone calls during the night. I must have looked guilty so I showed him one of the fliers. I will never forget what happened next, he began to laugh and my Mom began to cry. My Dad went on to tell me that perhaps my flier had been misunderstood.

We went to the garden shed right then and there, and let all of the cats go. Two of them decided to have kittens while they were incarcerated. We kept them and gave them away when they were older.

For several weeks, my Dad would leave the phone off the hook when they went to bed, and finally, the phone calls stopped.

I learned a valuable lesson about marketing at an early age. A really good and effective marketing campaign can make people laugh or cry. I had achieved both.

A bad marketing campaign can create confusion and customers can become angry when they realize the product is not as advertised. I think I was successful at that, too.

Funny though, to this day you can usually see a stray cat hanging around where the old Cat House used to be. Come to think of it, I guess cats don't understand marketing at all.



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