

# LDA Journal

VOL. 73, NO. 2 SUMMER 2014

Journal of the Louisiana Dental Association



**Dr. Nelson P. Daly,**  
2014-2015 LDA President



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# LDA Journal

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OF DENTAL EDITORS

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

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**On the cover:** Dr. Nelson P. Daly became president of the LDA during the House of Delegates in New Orleans on April 5, 2014. See pages 8-10 for more photos of the New Orleans Dental Conference/LDA Annual Session and the LDA House of Delegates.

LDA members can view the *Journal*  
online at [www.ladental.org](http://www.ladental.org).



# LDA

## editorial

Dr. David N. Austin  
Editor, LDA Journal

### Clement Victor Vignes, A.M., D.D.S., D.Sc., F.A.C.D.

Dr. C. Victor Vignes lived a full life that lasted 76 years (1867-1944) - a lifetime devoted to dentistry, along with 30 years spent in the service of Loyola University.

Just who was this person? Not many people are around, if any, in our profession that were his peers. Let's take a look back at this remarkable man. He was born in Point Coupee Parish, and was a graduate of the Louisville College of Dentistry in 1892. He made his home in New Orleans in 1897.

Shortly after Dr. Vignes arrived in New Orleans, he helped organize the New Orleans College of Dentistry, which afterwards became the Dental School of Tulane University. He served as a visiting dental surgeon at Charity Hospital from 1897 until 1919. During four years, from 1900 to 1904, he served in the state Senate and was instrumental in the passage of state laws governing the practice of dentistry within our state.

He organized the Loyola University School of Dentistry in 1914, and served as Dean and Professor of Clinical and Prosthetic dentistry for 23 years. He was a member of the Louisiana State Dental Society since 1893, serving from the component 1st and 2nd District in New Orleans. He held, in turn, every office capacity within the city and state societies.

Dr. Vignes also served as secretary of the Louisiana State Board of Dentistry, serving three terms as president. He was also a former vice-president of the National Board of Dental Examiners until he resigned to become Dean of Loyola University School of Dentistry. A first lieutenant in the Dental Corps, United States Army, during the first World War, Dr. Vignes was promoted to major in 1918. The

following year he was advanced to lieutenant colonel, Dental Reserve Corps. He was also an associate member of the First District Dental Society of the State of New York.



Dr. Vignes was active in the affairs of the Association of Dental Faculties, now the American Association of Dental Schools (1944), and served for many years on the Dental Education Council of America.

He was a member of the Delta Sigma Delta fraternity, international dental fraternity, and Omicron Kappa Upsilon, national honorary dental fraternity.

**And, as if he wasn't busy enough in the late 1900s, he ran for and was elected in 1918, the 56th president of the National Dental Association, now known as the American Dental Association (ADA).**

There is much more to this man than what the few sentences above convey. But frankly, I'm out of breath from writing all this down. I will also say, that I don't believe there are many or perhaps any dentists that have achieved what Dr. Vignes accomplished in the more than 50 years as an active member of his profession. So there it is in a concise few paragraphs, Louisiana's only dentist to serve as president of the ADA.

**And now today, after nearly 100 years, wouldn't it be nice if we had a dentist from Louisiana, WILLING and CAPABLE to step up and serve as president of the ADA?**

Well, we do.

**Working together to elect Dr. Gary Roberts as president of the ADA will be an incredible benefit to ALL Louisiana dentists, as well as our district and other Southern dental friends!**



# LDA

## council on insurance

Dr. Lane Eddleman  
Chairman, CHECAT/LDA Council on Insurance

### LDA-Endorsed Health Insurance Plan Available and Meets ACA Rules

This is an unprecedented time in our country's history as it relates to how healthcare and health insurance will be available and purchased. The health insurance industry has been undergoing a major overhaul. Numerous insurance companies have made drastic changes to their plans or exited the health insurance market entirely as a result of implementation of the Affordable Care Act (ACA).

It's not completely surprising then that Companion Life Insurance Company, the carrier for our LDA-sponsored health insurance, is exiting the small group fully-insured marketplace as a result of the increased regulations and costs associated with the ACA. This will result in the termination of your current health insurance benefits effective November 30, 2014.

Companion Life values its affiliation with the Association and appreciates their relationship with each member. As a result, **the Confederated Health Care Association Trust (CHECAT, a.k.a. the LDA Council on Insurance) has already approved implementation of an alternative group health plan backed by Companion Life and offered through Brown & Brown of LA (formerly Robert Ellis & Associates).** This program will be structured to avoid many of the guidelines of the ACA, have similar benefits as the current plan, and utilize the same preferred provider network. The pricing is expected to be VERY competitive compared to ACA plans.

LDA members will not HAVE to seek coverage via the exchanges as the **new LDA-endorsed plan should be rolled out well in advance of the current plan's termination date. A member of Brown & Brown Association Services Professionals will contact you at that time to assist in the transition.** But if you prefer, Brown & Brown can help enroll you in alternative coverage.

That's because **Brown & Brown continues to offer all the ACA plans available in the market.** Since these plans meet ACA rules, there are no pre-existing condition limitations or underwriting requirements.

**We want to assure you that coverage best suiting your needs will be provided to each and every current insured under the LDA insurance umbrella. No one will have a lapse in insurance. The transition is expected to be simple and will provide only minimal inconvenience.**

If you prefer to contact Brown & Brown rather than wait to hear from them, please do not hesitate to call:

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Throughout this transition, please be assured that we will keep you informed each step of the way. Your peace of mind and coverage satisfaction remain our top priority.

### 2014 LDA Events

#### LDA Foundation Fishing Rodeo

July 18-19, 2014  
Grand Isle, LA

#### Summer Education Conference

July 30-Aug. 2, 2014  
NEW LOCATION:  
Sandestin Golf and Beach Resort, Destin, FL

#### Last Chance Seminar

December 12, 2014  
Renaissance Hotel, Baton Rouge, LA



# LDA Foundation Fishing Rodeo

**Friday & Saturday, July 18-19, 2014**  
**Sand Dollar Marina, Grand Isle, LA**

Thanks to our sponsors (as of 4/15/14) Brown & Brown of LA, LLC (Events Partner), Louisiana Dental Services, Inc. (LDS), MassMutual Financial Group, Campus Federal, Bayou State Crown and Bridge Lab, Inc., and Sand Dollar Marina.

*Two-day fishing entry fee includes a t-shirt, 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 3, 2014. Our new fishing shirts with logos and the Rodeo hats will be available for pre-order until June 27, 2014. Additional t-shirts may also be pre-ordered before June 27, 2014. To see a complete list of rules visit the LDA website, [www.ladental.org](http://www.ladental.org), or call 800-388-6642. Proceeds from the Fishing Rodeo will benefit the LDA Foundation to support the 2015 LaMOM service event, as well as dental education, research, and community outreach.*

LDA Member's Name: \_\_\_\_\_ Component: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Names of ALL Fishing Rodeo Entrants	Fee Category (check only one)	Fee
_____	<input type="checkbox"/> Regular (\$75) <input type="checkbox"/> 12 & Under (\$40) <input type="checkbox"/> Dental Student (\$25)	\$ _____
_____	<input type="checkbox"/> Regular (\$75) <input type="checkbox"/> 12 & Under (\$40) <input type="checkbox"/> Dental Student (\$25)	\$ _____
_____	<input type="checkbox"/> Regular (\$75) <input type="checkbox"/> 12 & Under (\$40) <input type="checkbox"/> Dental Student (\$25)	\$ _____

Number of tickets for additional guests attending Saturday night Fish Fry ONLY: \_\_\_\_\_ @ \$29 each \$ \_\_\_\_\_

Indicate **t-shirt** sizes: \_\_\_\_\_ XS \_\_\_\_\_ S \_\_\_\_\_ M \_\_\_\_\_ L \_\_\_\_\_ XL (Additional t-shirts at \$20 each.) T-shirt total \$ \_\_\_\_\_

Fishing shirt (\$55) Indicate **fishing shirt** sizes: \_\_\_\_\_ S \_\_\_\_\_ M \_\_\_\_\_ L \_\_\_\_\_ XL Fishing shirt total \$ \_\_\_\_\_

Rodeo hat (\$20) Number of hats \_\_\_\_\_ x \$20 Rodeo hat total \$ \_\_\_\_\_

Add \$25 per person LATE FEE after July 3. No exceptions. \$ \_\_\_\_\_

Voluntary contribution to the LDA Foundation to benefit the Mission of Mercy. \$ \_\_\_\_\_

**Total owed to LDA Foundation:** \$ \_\_\_\_\_

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# Dentists' Day at the Legislature

## March 19, 2014



**Top Row**  
 Left Photo: Dr. Don Donaldson, Dr. Jill Donaldson, Dr. Claudia Cavallino and Rep. Harold Ritchie.  
 Middle Photo: Dr. Bri House, Rep. Henry Burns and Dr. Ike House.  
 Right Photo: Chancellor President King Alexander (LSU System) and LSUSD Dean Henry Gremillion.



**Second Row**  
 Left Photo: Dr. Trey Carlton, Dr. David Kestel, Rep. Thomas Carmody, Stormy Blair, Rep. Chris Broadwater and Dr. Steve Ortego.  
 Right Photo: Dr. Nelson Daly, Dr. Gary Roberts, Dr. Stephanie Weaver, House Appropriations Chair Rep. Jim Fannin, Dr. Don Donaldson and Ward Blackwell.

**Third Row**  
 Left Photo: Dr. Jill Donaldson, Dr. Don Donaldson, Department of Health and Hospitals Secretary Kathy Kliebert, DHH Deputy Secretary Courtney Phillips and DHH Chief of Staff Calder Lynch.

Right Photo: Rep. Tim Burns and Dr. Charlie Foy.

**Bottom Photo**

Dentists' Day at the Legislature attendees in front of the Capitol.





# LD A

## president

*Dr. Nelson P. Daly*  
*President, Louisiana Dental Association*

### A Compromise

By now, the legislative session will thankfully have ended. Being a fan of the History Channel, I have come to realize that politics is a lot like war. There is a grievance, a debate, a call to action and a battle. Hopefully, the right side prevails, the “soldiers” and the planes come home, and all are able to continue living with the consequences. After the experiences of serving as president of the LDA during this legislative session, I have a new respect for the men and women of the leadership of dentistry. We are all pilots, just trying to get home.

Just before Dentists’ Day at the Legislature, the LDA was told that Senator Danny Martiny was authoring a bill that would affect the way our Louisiana State Board of Dentistry (LSBD) handles advertising by Louisiana dentists (SB 167). Also, he had filed a second “placeholder” bill (SB 507), which he intended to amend so as to change the very way our state board carries out its business. At a hurried meeting with him, the LDA staff, our lobbyist, and myself, we learned that the Senator had formulated an opinion that the board was mishandling its duties, and he intended to make changes “with or without” the LDA’s input.

Asked what had prompted the opinion, Senator Martiny stated he had personally received complaints about the LSBD from several dentists. He’d also attended one of the board hearings himself and, as an attorney, found the proceedings to be one-sided. His negative opinion had also been shaped by allegations of financial mismanagement (mostly from blog posts, it seemed) and the reversal of a successful LSBD prosecution by an appellate court due to a violation of due process by the Board’s attorney. All this ultimately led him to file SB 167 and SB 507.

The LDA Council on Government Affairs (CGA) promptly conducted meetings involving all the affected parties. The dentist who’d asked Senator Martiny to file SB 167 indicated he’d been trying for months to work with the LSBD to get his concerns about advertising rules addressed. It was only after fall and winter had passed (and the CGA had already set its legislative agenda) that he decided to pursue legislation. So, the LDA had apparently not been left out of the loop intentionally. However, the result had similar impact as a legislative “end around” in that it left the CGA receiving an education on the issue and holding discussions only after the fact.

After much debate, a compromise on advertising statutes was reached between the LDA, the LSBD, the sponsoring dentist, and Senator Martiny. Working together, I believe we

came up with a good piece of legislation that will minimize dentists’ potential liability for inappropriate advertising done purely out of misinterpretation of the rules or without a dentist’s knowledge and consent. I commend all those involved in the open and frank discussion. SB 167, as amended to reflect the compromise, is heading to the governor’s desk for his signature.

Since that CGA meeting, I have heard from a large number of dentists on this same subject of advertising. In each of their cases, on calling for advice from the board, they were simply advised to read the Dental Practice Act (DPA), or just had it read to them verbatim. I am hoping that the LSBD would consider forming a committee, as the LDA has requested in the past, that would pre-screen advertising in a timely manner, and render a legal, non-binding opinion, even for a fee (just as attorneys have) to assist the state’s dentists. I have been assured by the new executive director that the LSBD will look into this service, but because of a necessary fee involved, it will have to wait until next year’s legislative session.

Since all the pertinent provisions of SB 507 weren’t amended into the bill until well into the session, the LDA did not know what it might actually do for several weeks. When first amended, the bill limited terms of state board members to 10 years total (i.e., no sitting out a term and coming back on the board) and moved the board office to Baton Rouge. The bill also transferred to the LA Department of Health and Hospitals (DHH) the authority to investigate complaints against dentists, gave DHH the authority to approve contracts and write the rules delineating the terms for the contracts, and required the LSBD to get approval from DHH before applying for a warrant to seize records. With the exception of Senator Martiny (presumably), no one, including DHH, felt that this was appropriate handling of dental-related licensure business.

The LDA convened our Board and our CGA, along with our lobbying team, for several extremely comprehensive debates on this bill. I can’t recount the entire litany of issues covered in those debates, but will offer that they did include discussion of:

- Losing institutional knowledge of board staff (most would quit rather than move).
- Impact of losing the proximity to the dental school. (Because there is no Louisiana board exam administered, it is far less vital that the LSBD be in the same city as the dental school. However, it is still convenient for students needing assistance with initial licensing issues.)



- Benefit of the board being more centrally located, and closer to the legislature, DHH and the LDA. (The Senator apparently believed that having the LSBSD closer to the legislature would make it more responsive to his concerns about investigatory/disciplinary procedures, which he seemed to largely attribute to LSBSD's contractors.)
- Probability that, while Senator Martiny is likely to be a helpful ally on LSBSD issues over time, he would only be happy in the current session moving a bill that made significant, material changes, regardless of the LDA's position(s).

We listened intently, and debated hotly. Ultimately, the LDA Board voted to work to amend the bill and take out all provisions relating to DHH. However, we also voted to support tightening up term limits. And, we supported moving the board to Baton Rouge, as long as the timeframe gave the LSBSD time to make appropriate arrangements – which MIGHT also allow time to determine if there are more effective means of achieving the desired end. (As finally passed, the bill's deadline for the board to move is January 1, 2017.) In the end, the vote was not unanimous, but there was a solid majority on all issues.

What impressed me during this whole legislative session was the number of phone calls that I personally, as well as the LDA office, received from our members. My job as LDA president is to promote debate and try to reach a majority opinion. That is why we are ORGANIZED dentistry. While I am not so naive as to believe we will all agree on everything, I

do hope for a respect for our differences from all sides. After all, we are all dentists and are all working for the betterment of our profession. These were not simple issues, and they do affect all of us. I have received emails from dentists that stated they intend to drop their long standing membership in LDA because of the LDA's positions on these issues. To that I can only say that it is only with a strong membership that we even keep a place at the table and have some ability to steer our own destiny.

Without you, our members, we would be totally at the mercy of non-dentists. These decisions were a compromise, made only after a great deal of difficult thought. You may not agree with the positions taken by the LDA Board and the CGA, but you should respect the efforts they made to thoroughly evaluate the issues and take stands (and make compromises as needed) that they truly believed served the profession's best interests. I was impressed with the communication and the debate on all these issues, and will do my best to continue in that spirit throughout the year. It is both the public and the dentists that need to be protected. With this continued communication, I can only believe that such protection will be promoted.

For me, I am looking forward to my 25th mission and some smoother air – this plane got really heavy all of a sudden. Here's an idea: let's go fishing!

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# LDA

## new orleans dental conference/LDA annual session

Annette Droddy  
Assistant Executive Director, LDA

### Incredible Speakers at Louisiana's Premier Dental Meeting

Even in the shadows of the ADA Annual Session being held in New Orleans, the 2014 New Orleans Dental Conference/LDA Annual Session was still able to attract an incredible speaker lineup, outstanding hands-on workshops and about 100 exhibiting companies.

The conference committee's goal was to provide a vast array of well known and versed speakers to stimulate and energize both you and your team members.

Not only did the event offer up to 18 hours of C.E. from quality speakers, but attendees were able to loosen up in the Big Easy with music, food, networking, prizes—and yes, a money booth in the Exhibit Hall—all this for only \$325 for LDA members who preregistered. You really can't get that sort of value on C.E. any place else, so it is especially wonderful that it is our own state meeting, the premier dental meeting in Louisiana!

The Welcome Reception and LDA President's Party (that honored Dr. Stephanie Weaver) was held at the Grand Oaks Mansion at Mardi Gras World. Groovy7 provided the entertainment. They are a diverse party dance band based out of New Orleans. Groovy7 is made up of the most in demand and accomplished musicians in the southern region. Two of its founding members were inducted into the Louisiana Music Hall of Fame before the age of 30. This dynamic group offered the best of every genre and performed flawlessly and with infectious energy!

Once attendees put the time in the classroom, they were able to enjoy New Orleans and all of its sights and sounds, as well as the terrific food. And, attendees visited the Exhibit Hall where they were able to learn more about the newest and greatest products available on the market.

Remember the New Orleans Dental Conference/LDA Annual Session is YOUR state meeting! Plans are already underway for April 9-11, 2015. Plan to register early for the best rooms and to lock-in our lowest rates.

The LDA's House of Delegates was also held on Saturday, April 5. The House not only decides the business of the association but it is the time when our members are honored for their exemplary service and our new president takes office. Dr. Nelson Daly will serve as the 2014-2015 president.

Drs. Bill Hadlock, Jamie Manders, Mike Maginnis and Jeff Hooton were presented the LDA's Distinguished Service Awards. The Distinguished Service Award 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.

Dr. Glenn Kidder was given the LDA's Humanitarian Award, and Dr. David Balhoff was honored with the New Dentist award. You can read more about each of these recipients on the LDA website at <http://www.ladental.org/lda/featured-awards>.

[www.nodc.org](http://www.nodc.org)



DSA Committee Chair Dr. Mark Chaney with DSA recipients Dr. Bill Hadlock, Dr. Jamie Manders, Dr. Mike Maginnis and Dr. Jeff Hooton.



Dr. Vince DiLeo.



Dr. Roman Farrar.



Dr. Maxine Feinberg of Westfield, N.J., president-elect of the American Dental Association, and Dr. Stephanie Weaver, LDA's outgoing president.



Speaker of the House Dr. Steve Ortego and LDA Secretary Treasurer Dr. Bob Barsley.



Dr. David Balhoff, New Dentist Award Recipient, and Dr. Nelson Daly.



Dr. Richard Owens with his son and ASDA Senior Representative, Dr. Reid Owens.



Dr. Glenn Kidder (center), LDA's Humanitarian Award recipient, with his sons, Dr. Kevin Kidder and Dr. Dustin Kidder.



EXHIBIT HALL: Dr. Mike Maginnis, Dr. Ronnie Vinson and Ward Blackwell.



EXHIBIT HALL: Rebecca Kyatt, Gretchen Lovelace and baby Ike Lovelace.



EXHIBIT HALL: Dr. Russell Mayer, Deandra Chatelain and Scott Althen.



Normalee Ward troubleshooting from her spot!



WELCOME RECEPTION: Belinda and Dr. Ronnie Hermes, Dr. L. King Scott, Dr. Jeff and Belinda Hooton.



Dental assistants round table seminar.



Dr. Dana Jackson and Dr. Jimmy Burns with the Money Booth.



Jodi Deming workshop participants Michelle Marler, Blair Ringo, Kimberly Ewing and Addie Soulier.



Dawn Wiedow course.



WELCOME RECEPTION: Drs. Stephanie and Danny Weaver.



WELCOME RECEPTION: Dr. Bill Hadlock, Monique and Dr. Don Bennett and Ward Blackwell.



Dr. Byron Ganucheau and Dr. Gary Glaviano (\$300 dentist pre-registration drawing).



Exhibit Hall

Welcome to the  
New Orleans Dental Conference  
and Louisiana Dental Association  
Annual Session



Exhibit Hall

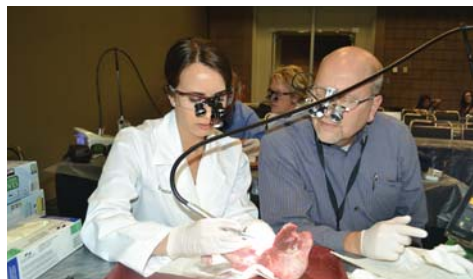
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Dr. David and Ruth Brannen and Dr. John Ward.



(Dr. Hugh Flax workshop) Dr. Jessica Tingstron and Dr. Charles Hogue.

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# LDA

## from the executive director

Ward Blackwell, M.J.  
Executive Director, LDA

### Governmental Affairs and National Initiative Update

I'm focusing my column this issue on a brief report of the LDA's key issues in the 2014 legislative session, which ended at 6 p.m. on June 2. But, I'm also going to touch briefly on some other important developments within the LDA.

#### 2014 LEGISLATIVE SESSION

All the bills of interest to the LDA that had any realistic chance of passing did so. Except where indicated otherwise, bills listed below are still awaiting the governor's signature as of the date this was written:

HB 1 – The LDA, led by Medicaid Task Force chair Dr. Don Donaldson, lobbied hard for increased dental Medicaid funding and an expansion of benefits to include reimbursement for in-office anesthesia. But, the Medicaid budget as passed was virtually the same as when the bill was introduced. More in-depth analysis over the next few weeks may reveal something else in the bill that could affect the situation. But for now, it SEEMS the most likely outcome is preservation of the status quo. Which, considering the fiscal challenges that only got worse as the session wore on, would actually be a pretty good result for dentistry. Unfortunately, the static budget also left little opportunity to garner DHH funding for Dental Lifeline Network.

HB 2 – LSUSD's capital outlay request of \$4.2 million for repairs and upgrades to labs and patient simulators was included in Priority 5 of the capital outlay bill that went to the governor. Overall, the total cost of projects in HB 2 exceeds the mandated state annual maximum by about \$380 million. Basically, that leaves the fate of most projects in the hands of the bond commission, and many will not actually get funded. The LSUSD funding is at least in the ONE part of the bill other than Priority 1 that has a realistic chance to actually get funded in the next year or two. This was still a pretty significant victory!

HB 245 – The LSBDD's bill that would have allowed for judicial interest on unpaid fines was never even so much as heard in committee, as the LSBDD's attention

was consumed by other legislative issues. (I.e., this bill died.)

HB 1033 – Passage of this bill created the Workforce Innovation for a Stronger Economy (WISE) fund, which will pump an extra \$40 million into education for highly skilled, high growth fields, including dentistry. LSUSD should receive about \$1 million of this money.

HB 1200 – Passage of this bill put some more stringent criteria on the operation of Medicaid RAC audits. For a number of reasons, it was impossible to include in the bill provisions that would have curtailed all contingency-based compensation. But, there are a number of other worthwhile provisions that should ensure audit processes are much less biased against providers than have been seen in some states. HB 1200 was signed by the governor on June 9, and most provisions are effective August 15, 2014.

SB 167 – The LDA, LSBDD and LA Dental Center agreed upon language in this bill that will give dentists some protection against potential overzealous pursuit of advertising violations by the LSBDD. Among other things, provisions in the bill will shield dentists from liability when an insurance company makes available, without the dentists' knowledge, information that technically violates advertising rules. The bill also would give a dentist a chance in limited circumstances to avoid any penalty by correcting a non-compliant ad. The only change to the original agreed-upon language in the bill as finally passed was a last-minute amendment from the Louisiana Primary Care Association (LPCA) exempting advertising by Federally Qualified Health Centers (FQHCs) from the definition of advertising. FQHCs are beyond the regulatory authority of the LSBDD anyway. And, the amendment does not APPEAR to preclude the LSBDD from pursuing unprofessional conduct charges against an FQHC dentist if said dentist is aware of misleading information disseminated by the FQHC and does nothing about it. So, the LPCA amendment appears basically superfluous.

SB 507 – As finally passed, this bill would enact tighter term limits on the LSBDD and require it to relocate to Baton Rouge by January 1, 2017. See the LDA President's article in this issue for more details on this bill.

### **MEDICAID TRANSITION & RAC AUDITS**

As previously reported, the RFP for a dental plan to administer dental Medicaid was re-let in January of this year. On March 21, the Department of Health and Hospitals (DHH) announced that Managed Care of North America, Inc. (MCNA) had won the bid to be the Dental Benefits Program Manager (DBPM). In the same notice, DHH declared that the effective date for MCNA to take over administration of dental Medicaid would now be July 1, 2014, rather than April 1 as had been stated in the RFP.

My initial take on the scored proposals (now available for public scrutiny) is that the list of criteria for evaluating the plans that had been developed by the LDA Medicaid Task Force and submitted to the Department of Health and Hospitals (DHH) last fall was a factor, but not a decisive one. MCNA's proposal indicates they are likely to put a lot of money into local jobs (roughly 200) and outreach programs. That could be very good for dentists. However, given the relatively small amount factored into the payment rate (from DHH) to the DBPM for administrative costs, it will be very interesting to see if and how MCNA will be able to deliver fully on those promises. (The same would have been true for any of the plans that bid, given the DHH contract terms.)

The most significant issue reported to date that could affect the smoothness of the transition is an apparent delay in DHH getting current Medicaid claims payment data to MCNA. However, there do not appear to be any issues directly causing substantial adverse effect on dentists so far. The initial feedback I've received from Medicaid dentists indicates there have been a few issues with credentialing and contracting as MCNA seeks to build their network, but such complaints have been few. And, MCNA has reached out to the LDA and expressed great interest in ongoing dialogue to address dentists' concerns.

A more problematic issue for Medicaid dentists has been the initiation of the so-called RAC Audits in Louisiana. The Affordable Care Act required each state Medicaid program to establish a Recovery Audit Contractor (RAC) program similar to the one used for Medicare. RACs are specifically charged with identifying overpayments and underpayments to Medicaid providers.

Louisiana dentists began receiving notices of the auditor's initial findings the first week of June. So

far, it appears that the notices primarily concern an issue relating to frequency limitations for prophylaxis performed on children under 3 years old (thus, most of the dentists affected are pediatric dentists). Dr. David McKeon, who runs the dental Medicaid PA unit at LSUSD, believes the auditors have misinterpreted the frequency rules and is trying to get things straightened out. He is advising dentists who've received notices to go ahead and request an informal hearing (as provided for in the notice letters), which should buy some time till he can resolve the problem. Any dentists who have questions are welcome to call Dr. McKeon at the school at 1-866-263-6534 or (504) 941-8206.

### **POWER OF 3**

The ADA Strategic Plan calls for the national association to "act in the best interest of the member, rather than the organization, when designing processes, programs and services." This is based on a belief shared by state and local associations that it shouldn't matter who delivers the program or service but the quality and value received by the member.

To achieve this, each part of the ADA (national, state and local) is committing to work together in new ways to enact the "Power of 3" initiative. Together, we will strive to (among other things):

- Drive member loyalty beginning with admission to dental school and continuing throughout a dentist's career, regardless of the member's entry point to organized dentistry.
- Eliminate duplication of effort, and allow other more effective levels of the system to focus on unique programs and services. This role clarification should enable the redirection of finite resources to creating consistently "best in class" member service and satisfaction.
- Learn from each other's successes in a structured way that supports each level and maximizes performance from a member's perspective.

Members of the Executive Director's Advisory Committee (EDAC), which includes me, will represent the interests of state and local dental societies in a series of meetings hosted by the ADA in which the framework for the initiative will be "fleshed out." And, some state and local societies will be asked to "step up" and conduct pilot projects with the ADA to test some Power of 3 ideas that will emerge from all these discussions (a few are already going to the pilot stage).

All in all, the LDA has been doing a lot to protect your practice and increase the value of your membership. And the more involved YOU get, the better we will serve you in both those ways!



*Dr. Maria Burmaster, state chair  
Dr. Chip Simon, local chair*

## **LA Mission of Mercy Set for Feb. 27-28, 2015**

### *We Will Need Your Help and Support*

The Louisiana Mission of Mercy (LaMOM) is sponsored by your LDA Foundation and will be held in Baton Rouge at the Armed Forces Reserve Center, 8110 Innovation Park Dr., Feb. 27-28, 2015. Setup will take place on Thursday, Feb. 26. We need YOUR help, as well as the assistance of your staff, friends and spouse!

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

**[www.lamissionofmercy.org](http://www.lamissionofmercy.org)**

Volunteering for a Mission of Mercy is an incredible experience you will likely never forget! To accomplish our goals, we plan to do the following at LaMOM:

- Provide free access to dental care and prevention of dental disease while placing a high priority on patients suffering from dental infections or pain.
- Raise public awareness of the difficulty low-income adults and children face in accessing critical dental care.
- Create dental health care advocates via the hundreds of lay volunteers participating in our event.

Preliminary goals for serving our community:

- 1,500 patients, 750 each day, to be seen on a first-come, first-served basis, at no cost to them.
- 200 volunteer dentists to provide diagnosis, treatment and education.
- Up to 1,200 volunteers such as dental team members, spouses, office staff, hygienists, chairside assistants, lab technicians, physicians, nurses, pharmacists, dental students, hygiene students, pre-dental students, dental supply reps,

church groups, college service groups, community services groups (Kiwanis, Rotary, Lions Club, St. Vincent DePaul, etc.). Basically, any individual over 18 years of age.

- Financial and in-kind donations to assist with the purchase of needed dental supplies, food for volunteers and patients, signs, printed materials and much more.

Our budget is approximately \$130,000 and we are raising funds NOW. We will be able to provide over \$500,000 worth of dental care because of the donation of time from the Louisiana dentists and other volunteers who will be participating at no cost. If you have a connection for grants or other in-kind donations, including food for volunteers, please contact us right away! Won't you please make a tax-deductible contribution to the LDA Foundation in support of the LaMOM, an awesome humanitarian project right in our own backyard? Your generosity will be greatly appreciated.

Volunteers, including dentists, are also able to attend from other states. Out-of-state dentists will be approved by the LA State Board of Dentistry for temporary licensure. They may also be eligible for up to 3 CE hours for their participation. ALL VOLUNTEERS WILL REGISTER ONLINE SO THAT WE MAY PREPARE FOOD AND SHIRTS (as well as licensure and liability coverage for doctors and hygienists). WE WILL NOT BE ABLE TO ACCEPT VOLUNTEERS AS WALK-INS. The website will be updated as info is available and the volunteer registration portion will be available in the Fall of 2014.

**Thank you to all Louisiana Dental Association members who choose to volunteer for LaMOM and provide much needed dental care to people in desperate need!**



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## Buy Tickets for LDA's "Split the Pot" Raffle!

Proceeds benefit LADPAC and the  
LDA's grassroots efforts.

Tickets available at the component level or  
by calling the LDA at 1-800-388-6642.

*Drawing will take place at the LDA's  
Last Chance Seminar,  
Friday, Dec. 12, 2014, at the  
Renaissance Hotel in Baton Rouge.*

*Winner need not be present to win.*

# LSUSD Class of 2014

## Membership Recruiting Events

### 2014 LDA Senior Reception

March 14, 2014

Bourbon Vieux Restaurant, New Orleans

**66** Number of students in the class of 2014

**54** Number of seniors attending reception

**54** Tripartite membership applications received at reception and Vendor Fair



Senior Reception:  
Dr. Darrell Bourg  
with Bonnie Ust  
(2014 graduate)  
and Anil Ust.



Senior Reception: LSUSD Class of 2014.



Senior Reception:  
Dr. Darah Fugetta and Dr.  
Johnnie Hunt (center) with  
2014 graduates (from left)  
Dustin Jobert, Matt Davis,  
Steve Nelson and Josh Roshto.

### 2014 LSUSD Vendor Fair

May 1, 2014

*All 2014 senior students received a flash drive with the LDA Tiger Tracks booklet.*

### 2014 New Dentists after Graduation Plans

**35** 2014 graduates planning to practice in Louisiana

**14**

2014 graduates attending a post grad program

**5**

2014 graduates planning to practice outside Louisiana

**54** Total number of 2014 tripartite membership applications received as of June 1, 2014



Vendor Fair:  
2014 D3 Students Swati Patel and Ala Barakat with Dr. Tom Giacona.



Vendor Fair:  
2014 D1 student Morgan Mains and LDA Director of Membership Development Sharon Elliott.



Vendor Fair:  
2014 Seniors Karlnelius Duhon, Steven Nelson, Bri House and Jonnie Kumar with Dr. Tom Giacona.

# Dr. Ed Silva, a Fortress Dentist.

*I live* in Edina, Minnesota. I came to the States as an exchange student from Spain and got my DDS at the University of Minnesota.

*I practice* general dentistry. I really enjoy the cosmetic cases, the before and after is very satisfying. I've had patients hug me they were so happy.

*I recharge* by playing soccer. It's a great stress reliever. Our team has been together for 8 years, playing winter and summer. We have league games on Sundays.

*I love* my children, spending time with them. I have two boys. We bike around the lakes, play soccer and go up to our cabin in Wisconsin to fish and jet ski.

*I plan* to expand our practice to a network of offices in the metro area. We have two offices now, and plan to add a third. I like the business side of dentistry.

*I hope* to see my children develop into good people and guide them to achieve their goals. I can see having grandkids.

*I admire* my patients. Sometimes they have to sit for hours and they rarely complain.

*I recommend* Fortress professional liability coverage. Great customer service. My agent is always available and helpful. The coverage is very complete and the prices are competitive.



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**Robert Ellis & Associates is Proudly Endorsed by the LDA**

[www.dds4dds.com](http://www.dds4dds.com)



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



# LDA

## lsu school of dentistry

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

### Do You Remember?

Each year, the president of our Student Government Association delivers a speech to the graduates, faculty, family and friends at the LSUHSC School of Dentistry (LSUSD) Graduation Recognition Day. It's probably my favorite part of the ceremony because it brings back memories of my years in dental school. All the challenges, successes, and fun that I experienced during my time at LSUSD come rushing back in just a few minutes. This year was no different.

Colten Ducote, 2014 SGA president, did an outstanding job, as all his counterparts have done in previous years. Colten's speech on recognition day, held on May 14, brought both tears and laughter. His heartfelt recollection inspired the entire audience. Instead of writing about graduation this year from my perspective, I thought you would enjoy reading a slightly edited version of Colten's speech. I trust it will bring back some cherished memories for you as well.

#### **Dr. Colten Ducote (President, Student Government Association) Graduation Speech**

I would like to start by thanking all of the friends and family who have joined us here today to celebrate our accomplishments. Looking around, I see plenty of proud moms, dads and grandparents. There is no doubt that your support and encouragement have pushed us to obtain our goals. This achievement is just as much yours as it is ours, so we sincerely thank you.

Class of 2014, we made it. Everyone said it would go by before we knew it. However, a few years ago I'm sure this day seemed far away. All of us remember our first few days of school and how excited we were to be here, but we didn't really have a clue what was in store. I can remember the first day of orientation... my wife wanted a picture of me walking out the front door with my backpack on as if I were starting the first grade.

We quickly realized how little we knew about dentistry and teeth in general. We spent a full semester learning about the morphology of each tooth in the mouth—their size, shape, every groove, ridge and fossa. Our instructors would spend entire lectures talking about first molars and second molars. You can imagine how riveting those lectures were. We then spent an additional semester learning about how teeth fit

together—where the top and bottom teeth touch when you bite. After an entire year of learning about teeth, one student still managed to put on an exam that there were 36 teeth in the mouth.

During the first week of school, we were also given boxes of supplies and instruments. For the first few months we were learning how not to blow up the lab when using Bunsen burners or how not to superglue our fingers together. We often left school covered in stone and wax after doing hours of lab work. There is no telling how many scrub tops, pants, or shoes have been ruined by all the dental material we had to use. On top of the lab work, there was plenty of book work. It was a rude awaking for all of us—having to sit in lecture from eight to five and then go study every evening for exams and quizzes. My classmates used to make fun of me because I would go up to the medical school to study all night and end up falling asleep under conference tables only to wake up in time to make it back to school the next day.

I remember the first patients we saw at the beginning of our D2 year. We made sure we were in clinic an hour early to set up our cubicle and then it took most of us three hours to do a class-one filling. For the dental hygiene students, I'm sure they remember their first few hygiene appointments. After carefully cleaning the whole mouth, their instructor may have told them they missed 17 surfaces. They also quickly realized that everyone's teeth are not as clean as one may think. One day, I was standing by a hygiene cubicle and heard a student ask a patient how often they brush their teeth. He hesitated as if he had to think about it and said once or twice a week. We saw some pretty scary sights in New Orleans.

Besides the hands-on work, we had to learn how to deal with patients. Some of our first encounters were definitely awkward. From hesitantly reviewing medical histories to taking a full two hours to complete an exam, it probably didn't take long for our patients to realize it was our first rodeo. Often, our nervous patients would ask us before starting a procedure "how many fillings (or crowns, root canals) have you done?" The truth is we had done plenty on fake teeth, but after being consistently asked, I finally just started

leveling with my patients. One day a patient asked how many root canals I had done. Without missing a beat, I said “this is number two.” It’s safe to say we have all come a long way from those first fillings, those first sets of custom trays, wax rims or first hygiene appointments. What used to seem like overwhelming tasks or awkward conversations with patients are now second nature.

Anyone who is successful in any profession had help from someone along the way. Today, on behalf of the Class of 2014, I would like to thank all of the faculty members who have dedicated their time and skills to educate us. The administration puts together a curriculum filled with raw material, but it’s the instructors who bring that material to life. We all could tell stories of how each faculty member has had an impact on our education. To all of you, we truly appreciate the investment you have made in our future and we will do our best to uphold the standard of excellence you have set.

The past few years have flown by and a lot has happened to all of us. We’ve lived life together and watched classmates get engaged, married and have children. We’ve celebrated the good times and comforted each other during the tough times. We’ve probably spent more time with each other than our families or significant others over the past few years. The Class of 2014 has truly become a family.

Today is by no means the end of our education; it is just the beginning. This school has laid the foundation, but a lifetime of learning awaits us because dentistry is constantly evolving. New technology and techniques are always around the corner and we owe it to our patients to stay current with the profession. Don’t be the clinician who is 10 or 20 years behind the curve because you will find yourself left behind this ever progressing field.

If you look at the greats of history, politicians like Abraham Lincoln, sports figures like Muhammad Ali, or even artists like Michelangelo, they all had one thing in common....passion. This past year I had the opportunity to work with a lab technician who is truly passionate and makes beautiful dentures. Recently, I found the following statement on his website: “Every job is a self-portrait of the person who did it. Autograph your work with excellence, passion matters.”

Over the next 20 or 30 years, or however long our careers last, we are going to leave our fingerprints on our communities, friends, and families. Don’t settle for average work. Treat your patients as you would your family. Allow your job to become your passion and when you look back on your careers, I hope you rest easy knowing that you gave each patient your best effort and always strived to be the finest dentist, hygienist, or lab technician you could be.

Different people measure success in this profession in different ways, some by financial means, some by awards and accolades, and some by just having happy patients at the end of the day. However you measure

success, if you remember to stay humble and learn from those around you...if you stay passionate about this profession and autograph your work with excellence—Class of 2014—you will find success and have a long and gratifying career.

Congratulations Class of 2014 in dentistry (66), dental hygiene (38) and dental laboratory technology (9). Your efforts and accomplishments reflect on the faculty and staff of LSUSD and we are grateful to have been a part of your journey. Thanks also to everyone who supports dental education in Louisiana. You too are a part of educating these fine men and women who are the future of our profession.



LSUSD Alumni Association Leadership Award Recipients: (l-r front row) Colten Ducote, dentistry; William “Ross” Roshto, dental laboratory technology; Jordan Blake Legendre, dental hygiene; Reid Owens, dentistry; (r-l back row) Matthew George, dentistry—with Dr. Henry Gremillion, dean, and Dr. Kristi Soileau, president of the LSUSD Alumni Association.

## ALUMNI DAY

Friday, September 19

[www.LSUHealthCDE.org](http://www.LSUHealthCDE.org) or  
(504) 941-8193

## 2015 REUNIONS

If you graduated from LSUSD in 1975, 1980, 1985, 1990, 1995, 2000, 2005 or 2010 and are interested in planning a reunion, contact the Office of Alumni Relations at (504) 941-8120 or [kkell2@lsuhsc.edu](mailto:kkell2@lsuhsc.edu).



# LDA

## louisiana dental services, inc.

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

### LDS Cancels Endorsement of Stericycle; Research Being Done on New Waste Disposal Company



In May, the LDS Board of Directors met for one of four semi-annual board meetings. The board heard proposals for endorsement from two companies offering patient communication services, an electronic claims filing service and a medical waste disposal service. This last service being necessitated by cancellation of our current contract with Stericycle as of June 1, 2014. Stay tuned as there will be announcements very soon once the LDA Board has reviewed the LDS suggested endorsements! And, don't forget to watch the website at [www.ladental.org/LDS](http://www.ladental.org/LDS) for new company information and specials.

LDS continues to work hard and promote our value and quality to LDA members. As is usual for the spring, we participated in various activities with the senior dental students, including serving as a sponsor for the LDA Senior Reception for LSUSD graduating seniors. Brown and Brown of LA, the LDA's insurance agency and one of LDS's endorsed companies, was also a sponsor for the well-attended event. The seniors and their spouses were entertained with a video of their dental school days. Prizes were awarded and we were able to wish them well in their careers and encourage them to become members of the LDA.

Later in March, Dr. Maria Burmaster, one of the New Orleans Dental Association LDS board members participated in a Lunch and Learn for the senior students that featured Stormy Blair of Brown and Brown. The main topic was the future insurance

needs of the new dentist, and Stormy did a great job of outlining a program to satisfy those needs.

In April, the New Orleans Dental Conference/LDA Annual Session annual meeting was at the New Orleans Morial Convention Center after a one-year hiatus to accommodate the American Dental Association Annual Session held there October 2013. ADS Lovelace and Associates (practice transitions), CareCredit, Bank of America Practice Solutions, Elavon (credit card processing) and Brown and Brown of LA (life, health, business office and professional liability through Fortress) had display booths along with LDS's own booth that featured all our endorsed companies.

The LDA Summer Education Conference will be held Wednesday through Saturday, July 30 through August 2, 2014, at the Sandestin Golf and Beach Resort in Destin, Florida. This is an opportunity for a family vacation and a chance to earn 16 hours of C.E. credit. The conference is partially sponsored by LDS and two of our endorsed companies, Brown and Brown of LA and CareCredit.

First quarter financials show that LDS has received about 14% of its anticipated revenues for the year. Most payments received in this quarter are for activities in the last quarter of 2013. The remaining quarters of the year generally show a higher percentage for revenues collected.

This summer, I will be attending the annual For-Profit Subsidiary Meeting at the ADA headquarters. This conference often produces new leads for products and services that can be endorsed for our members' benefit.

[www.ladental.org/LDS](http://www.ladental.org/LDS)

# ENDORSED PRODUCTS AND SERVICES SPOTLIGHT



## Protecting Your Office from Internal Losses

Barbara Martin  
Association Manager, Elavon

Working with dentists as long as I have, I have heard many stories of offices with internal losses and sadly, more often than not, it's a trusted, longtime employee who has an insider's knowledge of bookkeeping practices and access to the bank account. Reports are showing the rate of dentists experiencing these types of losses is on the rise and over 50% will be victims of fraud during their careers.

Most of these losses average between \$60,000 to \$100,000 and most insurance policies have a fraud coverage maximum of \$75,000. A large percentage of dentists' insurance will only pay if the theft is a break-in at their office.

*“Reports are showing the rate of dentists experiencing these types of losses is on the rise and over 50% will be victims of fraud during their careers.”*

Research shows only a small percentage of dentists prosecute because of the person involved, relatives being the main reason and the second reason the dentist thinks, “If this becomes public,

the general public will think I'm an idiot and will stop coming to me.” The worst part is that dentists feel they have been deceived by a longtime employee, someone they have trusted and in most cases have treated like a member of their family. They are mad, hurt, confused and feel they can't trust anyone which makes it extremely difficult on new employees.

Keep in mind only a small percent of employees will fall into this category, however, as we all know “it only takes one bad apple to spoil the bushel of dedicated employees,” that efficiently run thousands of dental offices across the nation every day.

## So how can you protect your business?

You will know 60-70% of your patients, so in order to prevent the type of loss described in this article, give your patients the opportunity to pay for your service by offering credit cards. Both you and your patient will be protected. Your patient should receive a receipt from your business at the time of payment; this along with a copy of their credit card statement gives them double protection. For you, the dentist, Elavon's website, [www.Merchantconnect.com](http://www.Merchantconnect.com), which is free to all of our clients, will give you access to all your credit card charges at any time and will assist in keeping up-to-date on these transactions.

## Accepting credit cards and being more diligent will pay off in the long run.

For more information about one of our newest products, Talech, which gives you that added protection on all of your credit card transactions, contact Denise Atkinson at 281-288-4917 or [denise.atkinson@elavon.com](mailto:denise.atkinson@elavon.com).



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All ADS companies are independently owned and operated.

## Prepay your 2015 Membership Dues

It's time to consider participating in the LDA's 2015 *Prepaid Dues Program*. This program allows you to pay your dues in six prepaid installments beginning in July 2014 for the 2015 dues year. If you do not sign up for Prepaid Dues, you will be billed in November 2014 for the full 2015 dues.

**You will have the option to pay Prepaid Dues by check or by automatic bank debit.**

Your six monthly installment payments are calculated as described below:

Total annual dues shall be payable in 6 installments, on or about the 15th day of each month, beginning July 15, 2014, and ending December 15, 2014. The monthly installment amount is determined by projected dues, divided by 6 installments, and rounded to the nearest whole dollar.

### Option 1: Monthly Payment Coupons

This option requires a monthly coupon to be submitted to the LDA office each month. You can pay your dues by using a check or Visa or MasterCard.

**Note:** Credit cards are assessed a separate, non-refundable convenience fee of \$15 at the time of each credit or debit card payment made to the Louisiana Dental Association (LDA).

### Option 2: Automatic Bank Draft

By selecting option 2, automatic bank draft, your monthly installment payment will be automatically withdrawn from your checking or savings account. No convenience fee is associated with the automatic bank draft option.

If you would like to participate in the LDA's 2015 *Prepaid Dues Program*, call Sharon Elliott at 926-1986 (in Baton Rouge) or 1-800-388-6642 or email [sharon@ladental.org](mailto:sharon@ladental.org).

## Scrubs and Stilettos

Membership Director Dr. Johnnie Hunt hosted the first-ever "Scrubs and Stilettos" event for female dental students at the LSU Health Science Center School of Dentistry (LSUSD). As you can see from the photos, it was a great success!



Drs. Claudia Cavallino, Stephanie Weaver, Johnnie Hunt and the LSUSD participants.



Megan Carrier, Brenna Croft, Dr. Johnnie Hunt and Elizabeth Clay.



Mary Webster, Dr. Claudia Cavallino, Katherine Sevier, Emily Hodges and Dr. Stephanie Weaver.



## 2013 LDA Stars

During the Welcome Reception and LDA President's Party during the New Orleans Dental Conference/LDA Annual Session, the LDA gave a special thank you to members who went WAY above and beyond the call in their volunteer service to the association in the prior year.

The "LDA Stars" for 2013 are:

**Dr. Don Bennett**, who spent countless long hours in planning as chair of the 2014 New Orleans Dental Conference/LDA Annual Session.

**Dr. Maria Burmaster**, who led the local planning effort for the ADA-LDA Mission of Mercy in November.

**Dr. King Scott**, a member of the LDA board, an ADA Action Team Leader and the most awesome fundraiser LADPAC has ever had.

The late **Dr. Ray Unland**, who served both as treasurer for the New Orleans Dental Conference/LDA Annual Session, and was active on the LDA Council on Government Affairs.

Congratulations - stars like these are the reason organized dentistry works! Visit the LDA Stars link on the bottom right of the LDA website at [www.ladental.org](http://www.ladental.org) for more info on nominating an LDA Star for 2014!



*Dr. Donald Bennett*



*Dr. L. King Scott*



*Dr. Maria Burmaster*



*Dr. Ray Unland*

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

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Mark your calendars and pack your bags because the LDA's heading back to *Walt Disney World® Resort*! The winter C.E. destination meeting (held over Mardi Gras) will offer C.E. and special rates for a Central Florida vacation. Special rates will be good before and after the meeting dates. So, start planning now for a tax write off trip to the *Walt Disney World® Resort*.

A brochure will also be mailed to all LDA members with registration information.





# feature LDA

Dr. Larry Emmott

## Computer Placement in the Treatment Rooms

Most dentists (about 70% by last count) now have computers in their treatment rooms. However, they are not always used efficiently. If the clinical computer is going to be used effectively (or at all) it must be convenient to use and it must enhance the dental process. When deciding where to put computers in the dental treatment rooms there are five key factors to consider.

1. Dentistry First
2. Tower Access
3. Patient and Practice
4. Dual Entry
5. Plan for Flexibility

**Dentistry First:** What that means is that no matter how much we use technology the prime focus of the dentist and assistant must be delivering dental treatment. When setting up a room all of the ergonomic factors important to four-handed dentistry, the delivery of care, patient comfort and safety must be met before it is appropriate to introduce computers.

If the technology is in the way of doing dentistry, the technology is in the wrong place.

**Tower Access:** Treatment room computers are used for many things besides data entry. This includes digital x-rays, patient education, image collection, monitoring vital signs, computerized perio probing, caries detection, digital impressions and more. Some of these peripherals attach to the face of the computer and others attach to the back. This means the tower must be easily accessible to the dentist and assistant and needs to be fairly close to the dental chair.

The most common system to connect computers to various peripherals is USB. USB is designed to allow many attachments, up to 127 (in theory). It is possible to use a USB hub placed in a convenient place to attach all the peripherals and the tower can be hidden away.

There are three logical choices for placement of the tower, on either side of the room under the counter or behind the patient in a rear delivery cabinet. Attachments, such as video input and radiology sensors, can be placed on a remote USB connection plate and routed to the tower with hidden wires.

There is no need to use full size towers in the treatment rooms. Mini, Slim or Ultra Slim, form factor towers can be used and they are easy to place under a counter or even in a drawer.

**Patient and Practice:** Some things seen on the computer monitor are patient items. Those are things we want the patient to see, their own chart, x-rays, photos or patient education. Other information should not be seen. That would include another patient's chart or even the daily schedule. That is private practice information.

Computer monitors in the treatment rooms need to be placed so that they can be seen or not as needed. That means either movable or multiple monitors.

By far the best solution is two monitors, a large impressive patient monitor mounted in front of the patient and a smaller practice model mounted behind at about one o'clock. You should set this up with the windows dual monitor option which allows you to extend the desktop so that each monitor is showing completely different items, In that way you can keep the private practice information hidden behind the patient.

**Dual Entry:** The next element to effective use of technology in the treatment room is so simple and yet it makes a tremendous difference. That is the use of multiple inputs. Input refers to any device that allows the user to access the computer. The most common input devices are a keyboard and mouse. However there are other options as well such as touch pads, track balls, pen tablets, mini keyboards, voice and even bar code scanners.

If you only have one mouse stuck on the assistants side of the room and the doctor wants to view or manipulate a certain x-ray he/she has to ask the assistant to bring it up on the screen and then manipulate it. The same problem occurs with chart information. If the dentist wants to read the previous appointment notes or review the treatment plan, he/she has to ask the assistant, in front of the patient, to do it for him/her. You end up taking two people to do the job of one in a pretty ineffective manner. Or worse yet, get up and move to the other side of the room, break asepsis, and do it, again, in an ineffective manner.

The solution is a second input device on the doctor's side of the room. This can be any type of input; however what works well is a simple wireless mouse.

**Plan for Flexibility:** One undeniable truth about technology is that it is changing at a remarkable rate and whatever we do now is likely to change over time. For that reason, build in flexibility. Don't hard wire everything with built in cabinets but think in terms of modules and access points, which can be changed.

The future is coming and it will be amazing!  
*Dr. Larry Emmott is one of the most entertaining*

*speakers in dentistry and is considered the leading dental high tech authority in the country with over 30 years of experience as a practicing general dentist. Dr. Emmott has written three books on using technology in the dental office; and is a featured contributor to the new ADA book "Expert Business Strategies." This book is ADA's practical guide to expert business strategies and includes advice from top dental consultants. It is available at [www.adacatalog.org](http://www.adacatalog.org) for a special member price. Dr. Emmott has also been a pioneer in online publishing with his blog [EmmottonTechnology.com](http://EmmottonTechnology.com), and has been recognized as one of the top 10 dentists in social media. This article has been reprinted from the May 2013 Inscriptons (Arizona Journal) with the permission of Dr. Emmott.*

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# LDA wealth management

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

## The Family Bank Trust

When it comes to planning, define your goals and always keep those goals in mind. After building a successful practice, another aspect of planning is to consider your future generations and how to manage your assets with your family in mind. Wealth that is aggregated can grow, but wealth that is divided can dissipate. Wealthy families that are successful help its members (the family and its future generations) use strategies and tools to help preserve assets while still accomplishing lifestyle goals. One way to do this is to have the family assets act like a Bank Trust that has members with a stake in its success. Should you have a Family Bank Trust? Let's start by looking at your goals. Below is a list of potential goals that you may have for your estate. Rank each one in order of priority:

- Preserve Lifestyle
- Protect Beneficiaries
- Benefit Charities
- Protect Wealth from Creditors
- Minimize Taxes
- Create a Legacy
- Maintain Control
- Reduce Borrowing Costs
- Empower Decision Makers

If most of these goals are high on your priority list, then establishing a Family Bank Trust may be a planning option to consider. Next, take an inventory of your family assets. This can include your house, any other real estate, bank accounts, investment accounts, retirement accounts (IRAs or 401ks), life insurance and business interests.

Your IRA and retirement accounts will not be included in this trust. We will consider them separately. Retirement accounts are a great tool to help build your wealth. In a 401(k), you can contribute employee elective deferrals up to \$17,500 with an additional \$5,500 catch-up if you are age 50 or older. If your employer 401(k) plan offers a profit sharing plan this would allow your employer to contribute the lesser of 25% of compensation or \$52,000. In your 401(k), you may have the option to have your employee contribution go to a Roth 401(k). You will not get the tax write-off, but it will grow tax deferred and earnings can be withdrawn tax-free at retirement or better yet, passed on tax-free if certain qualifications are met.<sup>1</sup> The income from these retirement accounts can be passed to your family foundation.

Any other real estate (besides your home), investment accounts, bank accounts, insurance policies, and business interests can be held in a Family LLC. You and your spouse can be the operations managers and the voting class, while the children are non-voting members. The Family LLC can be

used to manage family wealth, make loans to family members, and make distributions to the Family Bank Trust.

Now the Family Bank Trust comes into play. This is where you want to put assets that will grow and not be included in your estate. This becomes an asset protected perpetual Trust that the family controls for generations - your family bank. Eventually, you may consider moving the ownership of your life insurance policies to the Family Bank Trust. If the trust is established in Delaware, then you can have a corporate trustee, but still maintain control over the assets. Unlike Louisiana, Delaware trusts can be structured to be perpetual and never terminate.<sup>2</sup> Assets placed in trust can be structured to avoid creditors and predators for generations of your family without the trust ever terminating. You still retain the right to use the trust property, veto distributions from the trust, remove the trustee or advisor and appoint a new one, and serve or appoint an investment advisor to the trust.


Please remember that this is extremely complex planning and will require trusted estate attorneys along with your CPA and Certified Financial Planner™ practitioner to coordinate the process. After spending a lifetime creating and accumulating wealth, is it important to you to protect that wealth for future generations of your family? Then it may be time to consult your Certified Financial Planner™ practitioner to start planning for the future.

<sup>1</sup> A distribution from a Roth account is tax free and penalty free provided that the five-year aging requirement has been satisfied and at least one of the following conditions is met: you reach age 59½, are disabled, make a qualified first-time home purchase, or die.

<sup>2</sup> For additional information on Delaware trusts, go to: [www.advocatetrust.com/delaware-advantage](http://www.advocatetrust.com/delaware-advantage).

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

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# 2015 LDA Distinguished Service Award

## 2015 LDA New Dentist Award

### OFFICIAL CALL FOR NOMINATIONS

Please photocopy, legibly complete, and forward this form together with any supporting documents or exhibits to the LDA, 7833 Office Park Blvd., Baton Rouge, LA 70809. **All forms must be postmarked by November 1, 2014.** Please use additional pages if necessary. Please write clearly. If you have questions, contact the LDA office at (800) 388-6642, Dr. Mark Chaney, Chairman of the DSA Committee, at (504) 861-2523, or Dr. Ross Quartano, Chairman of the Council on the New Dentist, at (985) 626-5030.

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

Nominee's Name \_\_\_\_\_ Date of Birth \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_ ADA# \_\_\_\_\_

Nominee has been a member of the ADA/LDA for \_\_\_\_ years.

Nominee's local component \_\_\_\_\_.

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

General description of nominee's dental practice: \_\_\_\_\_

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

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

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

Other information you deem significant about the nominee. \_\_\_\_\_

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

# 2015 LDA Humanitarian Award

## OFFICIAL CALL FOR NOMINATIONS

Please photocopy, legibly complete, and forward this form together with any supporting documents or exhibits to the LDA, 7833 Office Park Blvd., Baton Rouge, LA 70809. **All forms must be postmarked by November 1, 2014.** Please use additional pages if necessary. Please write clearly. If you have questions, contact the LDA office at (800) 388-6642, Dr. Mark Chaney, Chairman of the DSA Committee, at (504) 861-2523. The LDA DSA Committee also oversees the LDA Humanitarian Award.

Nominee's Name \_\_\_\_\_ Date of Birth \_\_\_\_\_

Spouse's Name \_\_\_\_\_ Children's Name(s) \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_ ADA# \_\_\_\_\_

Nominee has been a member of the ADA/LDA for \_\_\_\_ years.

Nominee's local component \_\_\_\_\_.

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

General description of nominee's dental practice: \_\_\_\_\_

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

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

Other information you deem significant about the nominee. \_\_\_\_\_

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

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



# LDA louisiana state board of dentistry

*Dr. Wilton A. Guillory, Jr.  
President, Louisiana State Board of Dentistry*

## **Dental Field is Challenging, But Also Very Rewarding**

I would like to welcome all of the recent dental and dental hygiene graduates to the practice. The dental field is challenging, but it is also very rewarding. I hope that you are able to take advantage of all that practicing dentistry or dental hygiene has to offer and to make the best of it.

The Dental Board's primary mission is to protect the public through the regulation of the practices of dentistry and dental hygiene. It is my feeling that although the Board's main mission is to protect the public, it should not have an antagonistic relationship with the dentists and dental hygienists that it regulates. The Board realizes that the overwhelming majority of dentists and dental hygienists are good people who provide excellent care to their patients. I believe that the Board can achieve its mission effectively through cooperation with practitioners. To that end, the Board has been working closely with the LDA and others in addressing legislation that has come up during this legislative session in the Louisiana State Legislature. For instance, the Board worked with the LDA to come up with workable language that addresses advertising issues in Senate Bill 167.

As of this writing, Senate Bill 167 has not been signed by the governor but it has passed through the legislative process. It addresses the problem that may occur if an insurance company inadvertently disseminates incorrect information about a dentist on its panel, such as an incorrect specialty or an incorrect address. In the past, a dentist would technically be in violation of the Board's advertising rules even if he or she had not caused the insurance company to disseminate the incorrect or misleading information. Senate Bill 167 requires that the dentist must have requested and approved the information in order for there to be a violation. The Bill also attempts to rectify the feeling among many practitioners that they are at risk every time they place an advertisement because there are gray areas regarding what language can be used. For instance,

can a dentist indicate that his equipment is, "state of the art," or is that a violation because it is false or misleading, or creates an unjustified expectation of results? For violations that are asserted to be false, misleading, unsubstantiated, or are asserted to create an unjustified expectation, the Bill would require the Board to notify the dentist of the violation and give him or her 30 days to correct it. No fine would be issued by the Board until the third such violation. The procedure for other advertising violations would remain the same; in other words, the two chance rule would not apply to violations such as advertising free dental services without disclosing all of the included services or failing to include one's name in the advertisement. These types of advertisements are not subject to any type of gray area and can be fined for the first offense.

I would like to remind everyone that the Louisiana State Board website at <http://www.lsbdb.org/> contains a listing and the text of statutes and regulations pertaining to dentistry and to dental hygiene. It is an excellent reference. The website also contains other useful information, such as an annual bulletin that contains updates about legislation and about Board activities, such as office inspections. I urge you to make good use of this tool.

I look forward to a productive year as president of the Board and look forward to working with many of you in attempting to make the Board a better Board and in attempting to make dentistry better for both the practitioners and the public.

### **New Orleans Dental Conference/ LDA Annual Session**

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# LDHA Louisiana dental hygienists' assoc.

*Terri Linzay, R.D.H.  
President, LDHA*

## LDHA Continues to Grow, Encourage YOUR Hygienist to Join

April 12, 2013, was a day to remember. My fellow hygiene coworker, Karen Roberts, and myself traveled to Lafayette, Louisiana to attend the Louisiana Dental Hygienists' Association Annual Session for continuing education hours. That afternoon, a few of the board members explained they needed volunteers to fill certain positions on the board. I said to myself - I can't do that. Then one of the members commented about a free trip for the position of president-elect. Now that caught my attention. Then Karen jokingly said you should volunteer. I laughed and said, "no!"

I began to think that during my almost 33 years of being a registered dental hygienist, what have I given back to my profession? Nothing was my answer. I knew these ladies worked hard for all the dental hygienists in our state. Something nudged me to inquire more about this president-elect position. I spoke with a few of these ladies running the session, and they assured me that I was capable of doing the job. Embarrassingly for me, I was not a member of the American Dental Hygienists' Association so I joined right away in order to qualify for the state position. And, before I knew it, I was watching everything our president at the time, Amanda Mullen, was doing so that I could fill her shoes the following year!

On February 1, 2014, at our Annual Session in Baton Rouge, I was installed president of our association. It has been a very encouraging experience for me to be a leader with some of the most intelligent, helpful and wonderful people I have ever met. I have learned so much since that day in April, and I am still learning. All hygienists in our state should know about the hard work done behind the scenes of so many people in order to help achieve the dental needs in our state.

At the ADA Mission of Mercy on November 3, 2013, in New Orleans, six of our board members volunteered to work: Daisy Poole (vice president), Shandi Romero (president-elect), Suzanne Farrar (legislative chair), Carmen Cross (NELDHA component president), Joanna Peters and Kim Bourgeois (LDHA delegates). Kim Bourgeois is also president of the Baton Rouge component. It was an incredibly worthwhile experience and we hope to volunteer again at the Louisiana Mission of Mercy in 2015.

As LDHA president, I've also become a member of the Louisiana Oral Health Coalition. Becoming a member of the Coalition has opened my eyes to the seriousness of the Coalition's mission to coordinate the provision of information, resources and services so that people of all ages can have good oral health.

Additionally, LDHA was named a corporate sponsor of the Oral Cancer Foundation Walk/Run on April 12, 2014, in Baton Rouge. Besides the walk/run, oral cancer screenings were held for the public. The Oral Cancer Foundation surpassed its goal of \$13,000.

And, during the legislative session, LDHA leaders headed to the Capitol. Senate Resolution 88 and House Resolution 100 were done April 30, 2014, by Senate President John Alario and by Representative Christopher Leopold recognizing that day as "Dental Hygiene Day" and commended the LDHA and dental hygienists in Louisiana and to celebrate 101 years of the dental hygiene profession. Both resolutions commend LDHA and the dental hygienists in Louisiana for their tireless efforts in promoting good dental health for the citizens of the State. Suzanne Farrar is credited with LDHA having the Senate President as a sponsor. Thank you to Jane Burgin (LDHA Lobbyist) and Suzanne Farrar for being responsible for organizing our day at the Capitol.

In continuing our recruitment efforts with new graduates, Daisy Poole authored a student graduation packet in the hopes that graduating students will give serious thought to becoming a member of LDHA. Daisy was also asked to present awards at the University of Louisiana at Lafayette dental hygiene graduation ceremony.

As you can see, LDHA leaders are an active group. We would like to ask all LDA member dentists who understand the importance of organized dentistry to the profession to encourage their hygienists to become a member. There are numerous member benefits available. At present, LDHA consists of five components. Plans are being made to restart the Central (Alexandria) component.

I'm so glad I finally said YES to LDHA leadership! It was a great decision.



*Louisiana Dental Hygienists' Association Day at the Legislature: (right to left) Leslie LaGrange, Terri Linzay, Daisy Poole, Jennifer Miley, Diane O'Connor, Suzanne Farrar and Patty Cassidy.*



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## LDA Outstanding Senior Dental Student Award

Congratulations to Dr. Reid M. Owens (right) on receiving the 2014 LDA Outstanding Senior Dental Student Award. LDA President Dr. Nelson Daly presented Dr. Owens' award at the LSUSD Recognition Ceremony on May 14, 2014.

# LDA

## Grassroots Action Team Leaders Head to Washington, D.C. to Advocate for Our Profession



Dr. Bill Hadlock and  
Dr. Jim Moreau.



Dr. Bill Hadlock, Rep. Bill Cassidy, Dr. Gary Roberts, Dr. David Kestel, Dr. L. King Scott, Ward Blackwell and Dr. Jim Moreau.



Dr. Gary Roberts, Dr. L. King Scott, Senator David Vitter, Dr. Bill Hadlock, Dr. Jim Moreau, Dr. David Kestel, Ward Blackwell and Julie Moreau.

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**Thriving Practice in Opelousas is Seeking a Full-Time Associate Dentist.** Competitive pay with a flexible schedule, all while working with a highly trained team. Guaranteed salary to start, with commissioned based salary. For more information, please contact Bridgette Vidrine at [drvidrine@opelousasdental.com](mailto:drvidrine@opelousasdental.com) or (318) 794-3104.

**Excellent Opportunity! Busy family dental practice in Shreveport, LA, is seeking associate with interest in partnership and eventual buy-in.** Our seven operatory office is in a prime location near businesses, schools and residential areas. Contact Dr. Robert A. Palmer, Jr., 6150 Line Ave., Shreveport, LA 71106, (318) 868-5726, email: [rpalmer864@aol.com](mailto:rpalmer864@aol.com).

**Louisiana Dental Center is seeking general dentists to work at its locations in the Baton Rouge and New Orleans areas.** Competitive pay and professional autonomy in a busy and challenging clinical setting. Interested parties, please contact Terry Ernst at (985) 893-2240 or email [ternst@ladentalcenter.com](mailto:ternst@ladentalcenter.com).

**Louisiana Dental Center, a well-established and fast-growing group dental practice, is seeking a pediatric dentist.** We have a thriving pediatric patient base that presents a great opportunity for the right candidate. Please contact Terry Ernst at (985) 893-2240 or fax/email your CV to (985) 893-2629 or [ternst@ladentalcenter.com](mailto:ternst@ladentalcenter.com).

**Well established, \$1.17 Mil revenue practice located in middle of Louisiana.** Seven operatories, all digital with Pano, recent equipment, beautiful facilities. Hygiene collections alone exceed \$330k. Selling doctor wishes to remain as associate working couple of days a week to aid in transition for first year. Large patient base. Expect to make in the high \$250k range first year and over \$450k after doctor retires. This is a dream practice. If living in country but having the benefits of a city, and making a lot of money, this is the opportunity for you. Call Clyde Dollens, DDS, AFTCO Practice Transitions, (281) 639-4703.

**Dixon Correctional in Jackson, LA, is seeking a full time, board certified dentist.** If interested, call Stephanie at (225) 634-6209.

**Dentist Needed:** Part-time/2-3 days per week. \$1,000 day, plus all expenses paid, all equipment provided. Scheduling and assistant provided. Providing mobile dental care to nursing homes in the Greater Baton Rouge Louisiana area. Call 1-877-551-8252.

### **Classified Advertising Online**

**Go to [www.ladental.org](http://www.ladental.org) and click on the Classified Advertising link.**

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

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

LDA-VISIT THE... — □ X

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## Upcoming CE Courses

For updates, visit [www.LSUHealthCDE.org](http://www.LSUHealthCDE.org)

Updated 6/3/2014

COURSE #	DATE, CITY	COURSE NAME, LOCATION & AGD SUBJECT CODE	For...	FEES	HRS -C or NC
23-14	Jun 13-14 New Orleans	<b>Oral (Enteral) Sedation Introduction Courses</b> – w/ Drs. Benjamin Record, A. Arribas, M. Webb - at LSUSD - CE to obtain your permit	Dentist Team Member	\$1,725 \$295	20 L/P C Includes (4 hours self-instructional material)
23-14-1	Jun 13-14 New Orleans	<b>Oral (Enteral) Sedation Review Course</b> - w/ Drs. Benjamin Record, A. Arribas, M. Webb – at LSUSD – CE to review your permit	Dentist Team Member	\$1,295 \$295	
40-14	Jun 2014 - Apr 2015 New Orleans	<b>The LSU Orofacial Pain Continuum: Five Sessions</b> w/ Drs. H. Gremillion, D. Ehrlich, and G. Klasser – at LSUSD Register with one or two other dentists and save - <i>call Bob Leaman at 504-941-8404 for details (Five – 2 day sessions)</i>	Dentist	\$7,950	70 L/P, C
25-14	Jun 20 Friday New Orleans	<b>Maximized Adhesive Dentistry: Level II – the Anterior Course</b> w/ Drs. Bruce LeBlanc, John Barksdale, & Mike Robichaux - at LSUSD Limited Attendance	Dentist	\$695	7 L/P, C
30-14	July 18 Friday New Orleans	<b>Emerging infectious Diseases &amp; Reviewing Infection Control Procedures</b> - w/John A. Molinari, PhD at LSUSD	Dentist RDH Assistant	\$295□ \$175□ \$ 95□	7 L/P
29-14	Jul 26 New Orleans	<b>Digital and Conventional Radiology for the Dental Assistant</b> w/ Drs Kavaz A. Thunthy and J. Sean Hubar – at LSUSD	Assistant	\$300	7 L/P, C
34-14	Aug. 15-17 Gonzales	<b>Expanded Duty Dental Assistant (EDDA)</b> w/E. Schmidt, CDA, EDDA, L. Hernandez, CDA, EDDA, & S. Renfroe, EDDA – at Cabela's	Assistant	\$540	24 L/P, C
37-14	Sept. 12-14 New Orleans	<b>Expanded Duty Dental Assistant (EDDA)</b> w/N. Weiss, RDH, EFDA B. J. Triay, CDA, EDDA, D. Williams, CDA, EDDA & Tonicia Reeves –Martes, CDA, EDDA – at LSUSD	Assistant	\$540	24 L/P, C
35-14	Sept 19 New Orleans	<b>Alumni Day: AM</b> :Three Restorative Technology Presentations <b>PM</b> : Sticks & Stones Exposed: The Truth about Words and Relationships! by Dave Weber - at LSUSD	Dentist RDH/DLT Assistants	\$229 \$149 \$99	AM: 3 L/C PM:3L/NC
36-14-Fri	Sept 26 New Orleans	<b>Dummett Mem. Lecture (Dentistry for the Pediatric Patient) "New Paradigms in Pediatric Pulp Therapy-</b> w/Dr. Sue Seale - at LSUSD	Dentist Team Member	\$389□ \$135□	7 L
36-14	Sept 26-27 New Orleans	<b>Dummett Mem. Lecture (Dentistry for the Pediatric Patient) &amp; Pulpotomy Workshop for General Dentists Who Treat Children</b> - at LSUSD	Dentist	\$775□	7L + 2C
38-14	Oct 10-12 Lafayette	<b>Expanded Duty Dental Assistant (EDDA)</b> w/ K. Coco, EDDA, S. Neilsen, EDDA, & T. Mergist, EDDA, & C. Tocket, EDDA -- at Lafayette General Hospital	Assistant	\$540	24 L/P, C
42-14	Nov 14-16 Gonzales	<b>Expanded Duty Dental Assistant (EDDA)</b> w/E. Schmidt, CDA, EDDA, L. Hernandez, CDA, EDDA, & S. Renfroe, EDDA – at Cabela's	Assistant	\$540	24 L/P, C
43-14	Dec 5 New Orleans	<b>LAST CHANCE: New Orleans</b> – speaker and topic TBA – at LSUSD	Dentist RDH or DLT Ass't/Other	\$295 □ \$175□ \$95□	7L, C
44-14	Dec 5 Shreveport	<b>LAST CHANCE: Shreveport</b> – speaker, topic, & location TBA	Dentist RDH or DLT Ass't/Other	\$295 □ \$175□ \$95□	7L, C
45-14	Dec 12-14 New Orleans	<b>Expanded Duty Dental Assistant (EDDA)</b> w/ N. Weiss, RDH, EFDA, B.J. Triay, CDA, EDDA, & D. Williams, CDA, EDDA, & Tonicia Reeves- Martes, CDA, EDDA – at LSUSD	Assistant	\$540	24 L/P, C

C = Clinical NC = Non-Clinical L = Lecture P = Participation

□ Register 4 weeks before the course date and SAVE – see website for Early Bird savings and deadlines

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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 provider. To list your course in the next calendar, please contact the LDA office at (800) 388-6642 or (225) 926-1986. Also check our website for the most up-to-date listings, [www.ladental.org](http://www.ladental.org).

**DATE:** July 18-19, 2014  
**EVENT:** LDA Foundation Fishing Rodeo  
**LOCATION:** Sand Dollar Marina, Grand Isle, La.  
**PROVIDER:** Louisiana Dental Association  
**SPONSORS:** (As of 4/15/14) Brown & Brown Insurance (LDA Events Partner); Louisiana Dental Services, Inc. (LDS); Sand Dollar Marina; Mass Mutual Financial Group Louisiana; Campus Federal; Bayou State Crown and Bridge Lab, Inc.  
**DESIGNED FOR:** All  
**REGISTRATION:** Visit [www.ladental.org](http://www.ladental.org).

**DATE:** July 30-August 2, 2014  
**EVENT:** LDA Summer Education Conference  
**LOCATION:** Sandestin Golf and Beach Resort, Destin, Fla.  
**PROVIDER:** Louisiana Dental Association (AGD PACE Recognized Provider)  
**SPONSORS:** (As of 4/28/14) Brown & Brown Insurance (LDA Events Partner); Louisiana Dental Services, Inc. (LDS); Mass Mutual Financial Group Louisiana; Carestream Dental; Integrated Dental Systems; Megagen; Brasseler USA Dental Instrumentation; Blackburn Dental Laboratory; CareCredit  
**SPEAKERS:** Cham Mehaffey and Matt Hightower on "Protecting Your Earning Power"; Dr. Darrell Bourg on "Incorporating Implant Placement Into Your Practice"; and Dr. Jerome Cymerman on "New Dimensions in Endodontics."  
**DESIGNED FOR:** All  
**REGISTRATION:** Visit [www.ladental.org](http://www.ladental.org).

**DATE:** August 22, 2014 – 8:00 a.m.  
**COURSE:** Clinical Success for Direct and Indirect Restorative Dentistry  
**SPEAKER:** Paul L. Child, Jr., D.M.D., C.D.T., Executive Vice President of BISCO Dental Products  
**PROVIDER:** Central Louisiana Dental Association (AGD PACE Recognized Provider)  
**LOCATION:** Country Inn & Suites Convention Center, 2727 Monroe Hwy., Pineville, LA 71361  
**DESIGNED FOR:** All  
**CREDIT HOURS:** 8 CEUs, Lecture, Clinical  
**FEES:** TBA

**REGISTRATION:** Call Aaron Mangum, D.D.S., at (318) 445-4870.

**DATE:** September 12, 2014 - Registration begins at 8:00 a.m. - Course 8:30 a.m.-4:30 p.m.  
**COURSE:** Dental Materials  
**SPEAKER:** Dr. John Burgess  
**PROVIDER:** ARK LA TEX ACADEMY OF DENTISTRY (AGD PACE Recognized Provider; ADA CERP Recognized Provider.)  
**LOCATION:** Clarion Hotel, 1419 E. 70th Street, Shreveport, La. 71105  
**DESIGNED FOR:** All  
**CREDIT HOURS:** 7 lecture  
**FEES:** Dentist, Staff or Lab Tech - \$245; Staff/Lab Tech of Member Dentist (each) - \$45  
**REGISTRATION:** Contact Dr. Clint Bruyere at (903)753-0337.

**DATE:** October 10, 2014 - Registration begins at 8:00 a.m. - Course 8:30 a.m.-4:30 p.m.  
**COURSE:** Progressive Veneer Techniques for Optimal Esthetics  
**SPEAKER:** Dr. George Priest  
**PROVIDER:** ARK LA TEX ACADEMY OF DENTISTRY (AGD PACE Recognized Provider; ADA CERP Recognized Provider.)  
**LOCATION:** Clarion Hotel, 1419 E. 70th Street, Shreveport, La. 71105  
**DESIGNED FOR:** All  
**CREDIT HOURS:** 7 lecture  
**FEES:** Dentist, Staff or Lab Tech - \$245; Staff/Lab Tech of Member Dentist (each) - \$45  
**REGISTRATION:** Contact Dr. Clint Bruyere at (903)753-0337.

**DATE:** December 5, 2014 – Registration 8:00 a.m. – 9:00 a.m.; Program 9:00 a.m. – 12:00 noon  
**COURSE:** Medical Emergencies in the Dental Practice  
**SPEAKER:** TBA  
**PROVIDER:** Northlake Dental Association (AGD PACE approved Recognized Provider.)  
**LOCATION:** TBA  
**DESIGNED FOR:** All  
**CREDIT HOURS:** 3 CEUs  
**FEES:** TBA  
**REGISTRATION:** Call 985-807-4503 or visit [www.northlakeda.com](http://www.northlakeda.com).

**DATE:** December 12, 2014  
**EVENT:** Last Chance Seminar  
**LOCATION:** Renaissance Hotel - Baton Rouge, La.  
**PROVIDER:** Louisiana Dental Association (AGD PACE Recognized Provider)  
**SPONSORS:** (As of 2/11/14) Brown and Brown Insurance



(LDA Events Partner), Louisiana Dental Services, Inc. (LDS)

**SPEAKER:** TBA  
**DESIGNED FOR:** All  
**CREDIT HOURS:** 7  
**REGISTRATION:** Registration details will be posted on [www.ladental.org](http://www.ladental.org) as they become available.

**DATE:** February 15-17, 2015 (Mardi Gras Holiday)  
**EVENT:** LDA Winter C.E. Event  
**LOCATION:** Walt Disney World® Resort – Lake Buena Vista, Fla.  
**PROVIDER:** Louisiana Dental Association (AGD PACE Recognized Provider)  
**SPONSORS:** (As of 3/5/14) Brown and Brown Insurance (LDA Events Partner), Louisiana Dental Services, Inc. (LDS)  
**SPEAKER:** TBA  
**DESIGNED FOR:** All  
**REGISTRATION:** Registration details will be posted on [www.ladental.org](http://www.ladental.org) as they become available.

**DATE:** April 9-11, 2015  
**EVENT:** New Orleans Dental Conference (NODC) & LDA Annual Session  
**LOCATION:** Morial Convention Center, New Orleans, La.  
**PROVIDER:** NODC/LDA (NODC is an ADA CERF Recognized Provider)  
**DESIGNED FOR:** All

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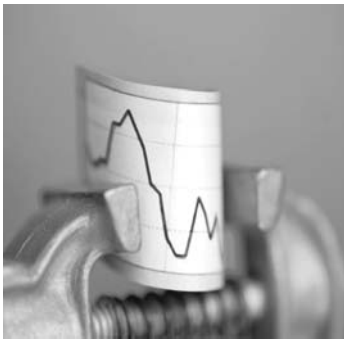
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David N. Austin

## D Is For Diploma

Life is not always easy. Growing up, it was always good if my friend Dilby was hanging out with me. I was always a little small in stature in those formative years, but whenever Dilby was with me I had no fear.

You see Dilby was always big. He was born big and big he has stayed even today. Dilby was big alright, but his IQ was not so large. He never could pass the driver's license written test. So it was that I was always the driver and Dilby sat in that right front seat. My old car had a permanent lean to that side.

We would go to the local Dairy Queen after high school class to look at the pretty girls and get an ice cream soda. If we couldn't find any parking spots, Dilby would get out and move a car out of the way. He was strong too.

Somehow Dilby managed to graduate with me because there was one thing that he could pass better than anybody, and that was a football.

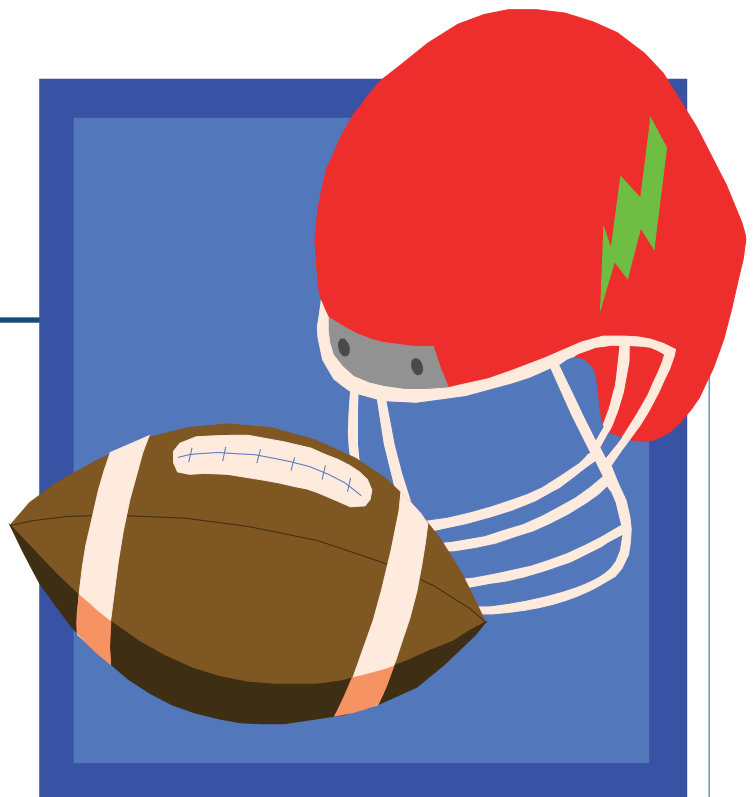
Right before graduation day, I drove up to Dilby's house to see a big white Cadillac in his driveway. Inside sitting at the kitchen table was Dilby and his parents and The Bear himself, complete with houndstooth hat. Seems the University of Alabama wanted him dearly to play tight end.

Dilby and I parted ways as I pursued pre-dental studies at Northeast and he pursued a general studies degree and played football.

Dilby played well for Alabama. He had many professional scouts seek him out. Dilby could have probably been drafted to play professional football after only 3 years of college, but he dearly wanted that diploma.

So after six years, New England signed him on to play for them. Dilby thought he was finally eligible to graduate too. But a few days before graduation he found out he was lacking one credit to receive his diploma.

But again, he was a great football star. Probably one of the best ever from the Crimson Tide. The students held a rally and demanded the dean give



him a diploma anyway. They were so insistent that the dean finally agreed that if Dilby could answer one question correctly, he would give him a diploma.

The one-question test was held in the huge campus auditorium and I drove over to witness the ordeal. I had just completed my second year of dental school at LSU. So it was good to get away, but I was not prepared for such a spectacle.

It was standing room only. The dean was on the stage and told Dilby to come up to the podium. The dean had the diploma in his hand and said, "Mr. Dilby, if you can answer this question correctly I'll give you your diploma." Dilby said he was ready and a hush fell over the crowd.

"Mr. Dilby," he said, "How much is three times seven?"

Dilby looked up at the ceiling and then down at his shoes, just pondering the question. You could have heard a pin drop in that auditorium it was so quiet.

The Bama students started chanting, "Graduate him anyway! Graduate him anyway!"

Suddenly, Dilby held up his hand and as the auditorium got quiet he said, "I think I know the answer. Three times seven is 21."

Another hush fell over that vast auditorium and then all of a sudden those Bama students stood up and began chanting ... "Give him another chance! Give him another chance!"



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