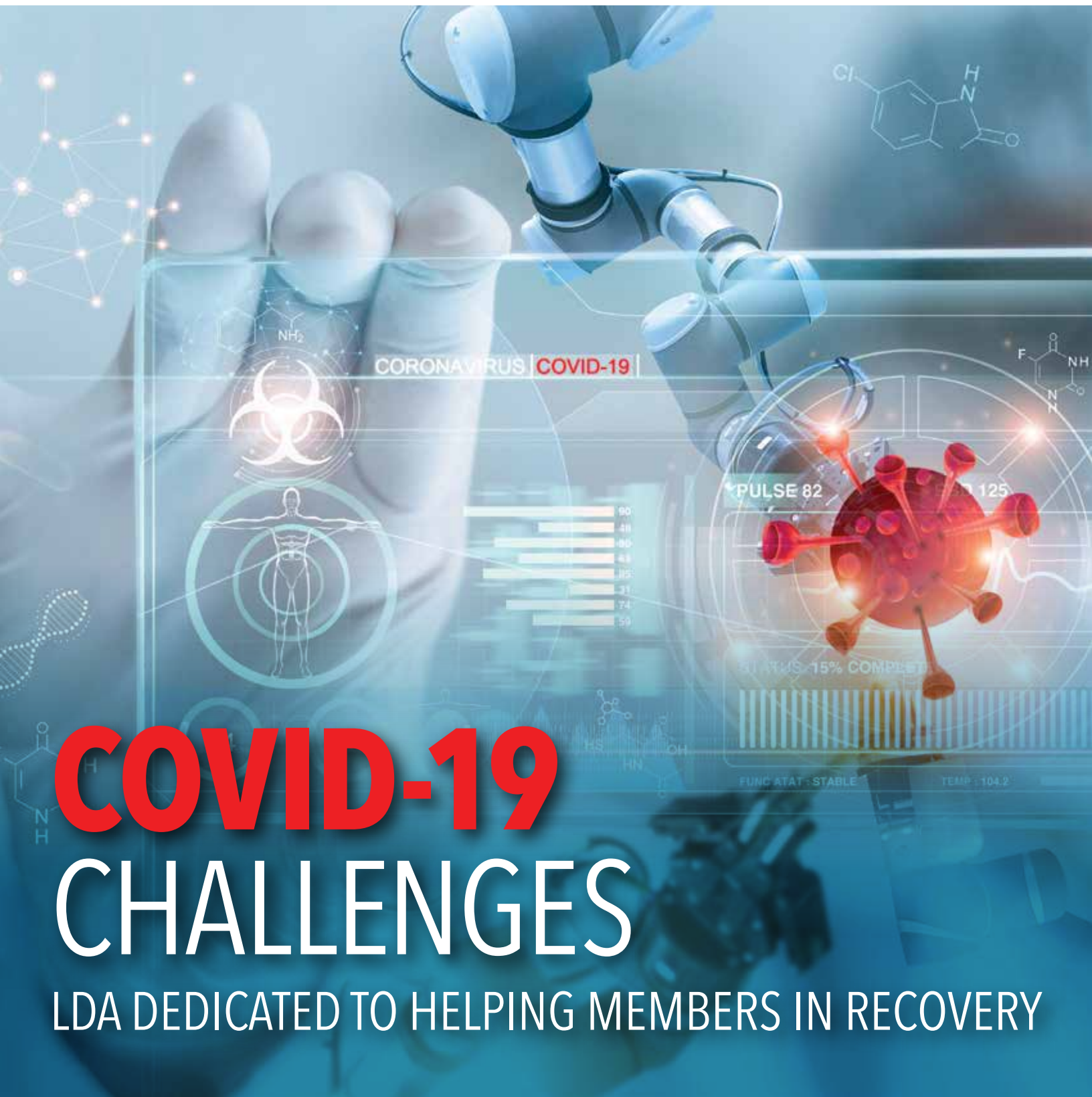


VOL. 79, NO. 1 • SPRING 2020

JOURNAL

LDA

JOURNAL OF THE LOUISIANA DENTAL ASSOCIATION



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JOURNAL

Volume 79, Number 1, Spring 2020

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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: The Louisiana Dental Association (LDA), along with the American Dental Association (ADA), is actively monitoring the outbreak of COVID-19 and will keep members updated on any new developments and recommendations to support the health and safety of Louisiana dentistry patients and dental health personnel. The LDA is closely monitoring this situation and updates from the CDC, the World Health Organization, the Louisiana Department of Health, the Louisiana Board of Dentistry and the Governor's Office.

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



LDA

editor

Dr. Brian Basinger
Editor, LDA Journal

Ch-ch-ch-changes

If you didn't notice the new picture at the top of this page, you'll probably notice by the end of this editorial. After 22 years as editor of the *LDA Journal*, Dr. David Austin has turned the reins over to me. I graduated from dental school almost 24 years ago, so I've been reading his editorials and laughing at his "Last Page" musings for pretty much my entire professional career. What big shoes to try and fill!

Thank you, David, for all the time and effort you put into the *Journal* for all those years. From a distance, you made it look easy, which I'm now discovering is not always the case. And thank you for agreeing to continue entertaining us (for the next 22 years?) with your thoughts and observations on the Last Page.

And speaking of changes, our executive director of the LDA, Ward Blackwell, is also stepping down from his position. After 23 years heading up our professional organization, he's taking his talents to south Pennsylvania to lead the Pennsylvania Dental Association. Ward has been at the forefront of so many different initiatives over the years helping to promote, advocate and protect our profession in

Louisiana, that they are too numerous to list here. Suffice it to say, the LDA should show Ward a little PDA before he heads out for a new adventure.

There you have it. Two of the constants on the public side of the LDA for almost all of my time in organized dentistry have stepped aside within a few months of each other. The search for a new executive director is ongoing and a well-rounded and respected group of our fellow dentists is working diligently to find us someone to help lead us into the future. As for as the *Journal* goes, I'm afraid you're stuck with me!

And Then There's the Rest of the Story

So, that was the end of my original editorial. A nice, short, easy transition into the editorial world. And, of course, that's when COVID-19 hit. Most of what we had planned for this issue, including a cover story on the New Orleans Dental Conference/LDA Annual Session, was now moot. In fact, life as we know it has changed dramatically in such a short time. Life for dentists is definitely different now than a few weeks ago and will continue to be that way

Dr. Brian Basinger (second from left) with his family, Carson, Heather, Cameron and Caleb, at the Tech-Texas game last fall.



for an undetermined amount of time. Like dentists all over the country and Louisiana for sure, I suddenly find myself with plenty of time on my hands, certainly enough to add on to my original editorial.

What used to be a pretty set daily routine has completely changed. With that comes uncertainty and a somewhat uneasy feeling. We've had so many unfamiliar things thrust upon us it's been a little mind numbing. I've learned things about our unemployment system, the CARES act, EIDL and PPP loans, what my practice insurance doesn't cover, what are considered "essential" and "nonessential" dental services, that our governor could and would issue a stay at home order (and extend it) and even how to make my own PPE. I've sat through more webinars in the past 3 weeks than I have in the rest of my life combined.

Some of the uncertainty comes from the changes being changed and then changed again. Whether it's the length of the stay at home order or how to apply for different practice loans or when they'll even be available, it has all been a moving target. One thing that has been constant throughout is the role that organized dentistry has played during this crisis. Both the ADA and LDA have been out in front of most of these issues that we rank and file dentists have been forced to deal with and, frankly, I don't know what I would have done without them. I've never been more thankful for and proud of my membership in and support for organized dentistry than during the past month. Our

LDA staff has worked tirelessly on our behalf to make sure we have the latest and most up-to-date information so we can make the best decisions for ourselves and our practices going forward. The daily LDA emails and the text messages on hot button topics have been helpful and timely. The LDA website (ladental.org) and app are both places to check regularly for the most current information on all things COVID-19 as it relates to dentistry.

If I sound like I'm beating the drum for organized dentistry then you've heard me right, I am. Without the power of the collective, we dentists would have been on our own trying to deal with national legislation that was passed and the many directives that have come our way recently. The LDA even lobbied our legislature and governor on behalf of the fourth year dental students at LSUSD. Because of this effort, the requirement that they must perform procedures on live patients as part of their board exam in order to be licensed was waived, paving the way for them to join us as colleagues more quickly. Those aren't my areas of expertise and I'm glad we've got people to help advise us that have our best interests as dentists at heart. I'm looking forward to when I'll be able to get back in my office and see my staff and our patients on a regular basis again. In the meantime, I'm going to try to make the most of my downtime. And now back to my webinar. It's something about making a mask out of a diaper...



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Welcome New LDA Members (January 2020 - April 2020)

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- Dr. Ian Fontenot
- Dr. Anthony Michail
- Dr. An Nguyen
- Dr. Angel Tucker

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- Dr. Davis Walton

Greater Baton Rouge

- Dr. Funmi Abosede
- Dr. Moussa Ayoub
- Dr. Catrinel Jordan
- Dr. Kramer Sherman

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- Dr. Jonathan Esquivel
- Dr. Robert Hannah
- Dr. Jeana Harmon
- Dr. Rachel Kalinoski
- Dr. Aatiqah Khalid
- Dr. Quinton Miner
- Dr. Jennifer Mirman
- Dr. Elise Mouras
- Dr. Stephanie Phillips
- Dr. Eric Samuels
- Dr. Russell Schafer

Northeast

- Dr. Anthony Nelson

Northlake

- Dr. David Bech
- Dr. Benjamin Bell
- Dr. Roseanne Ganley

Northwest

- Dr. Bisi Ekundayo
- Dr. Carlee Gilley
- Dr. Joseph Havig
- Dr. Wendell Neeley
- Dr. Irina Simrell
- Dr. Deepasulochana Sivasankaraganesan
- Dr. Paul Tran

LDA Summer Education Conference

Hilton Pensacola Beach, FL

Wednesday-Saturday, June 24-27, 2020

Courses Include:

- “Foods that Fight Cancer,” Pam VanArsdall Stein
- “Current Trends in Dental Sleep Medicine,” Dr. David ‘Trey’ Carlton
- “What Your Lab Isn’t Telling You,” Tristan Hall
- “Approaches to the Uncommon: Treatment of Complex Dental Problems,” Dr. Richard Akin
- “Oral Health Risks and Cultural Habits,” Sherry Priebe RDH, BDSc, MSc



www.ladental.org/summerconference

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LDA

outgoing executive director

Ward Blackwell, M.J.
Executive Director, LDA

*Thank you for 23 years
of service to the LDA*

Farewell Reflections

Organized dentistry has never faced a challenge like a global pandemic. Dentists all across the country are desperately trying to figure out which patients they can treat, what protocols they are supposed to use when they do, whether staff should be kept employed using loans or furloughed to collect unemployment, and above all – how to make ends meet while practices are generating virtually no revenue. And all the while, the rest of their lives have been turned topsy-turvy. Can it get any more weird than having to wear a mask when you go to the grocery store, but not being able to treat a patient even if you ARE wearing a mask??

It is amidst such an already chaotic situation that I am wrapping up a 23-year career with the LDA. By the time you read this, I will have already begun my new job as executive director of the Pennsylvania Dental Association (PDA).

For some of you, the “where” in the above paragraph will be the attention-grabber. For your benefit, let me make clear that I KNOW it gets cold there! (LOL!) I actually don’t mind snow. And as any of you who were regular attendees at LDA’s Alpine Lecture Series may recall, that is especially true if that snow is on a ski slope!

For others of you, the timing of this transition will be the thing you find... let’s say, difficult to process. First, the decision was VERY difficult. I have thoroughly enjoyed my work for the past two decades, am proud of what the LDA team has accomplished in that time and treasure the relationships I have now with so many wonderful people thanks to LDA. I wouldn’t even consider leaving the LDA had it not been for an opportunity such as this that will allow me to continue to do what I enjoy but in a situation that promises significant prospects for professional achievement at an even higher level.

Second, the decision was made and the LDA Board of Directors were informed long before the pandemic was on anyone’s radar screen. That long notice period was intended to give everyone ample time to prepare for a smooth transition. I’ve had my sanity questioned more than once over the years (no doubt, the LDA staff questioned it regularly!), but I am not so crazy as to have knowingly planned to make this change effective smack dab in the middle of a crisis!

So, this isn’t at all what I’d envisioned. But, I do take some comfort in recalling that the LDA’s track record when it comes to responding to, and recovering from, crises is pretty darn good. In fact, some of my fondest recollections of my time with the LDA relate to extremely challenging times.

For example, Drs. Bob Brandjord and Jim Bramson, the ADA president and executive director respectively at the time, came

to Baton Rouge for the LDA Annual Session the spring following Katrina and Rita. Thanks to the vision of then LDA President Dr. Tim Perry and a lot of hard work by staff and volunteers, that year’s annual session was greatly expanded and featured top-notch speakers who donated their time. The concept, which proved very successful, was for the LDA to do something on our own that would generate the additional funds needed to plug the hole in the LDA budget caused by having nearly a third of LDA members receiving dues waivers. Thus, while Mississippi and even Texas looked to the ADA for financial assistance, the LDA was able to tell them to save their money for the members who needed it. I will never forget the pride most of us felt when we heard Dr. Brandjord proclaim excitedly to the House of Delegates that anyone who doubted the resilience of dentists and dental associations should “come see what’s happening in Baton Rouge this week!”

I also recall during that same Annual Session the discussions that resulted in a tentative agreement to merge the New Orleans Dental Conference and the LDA Annual Session. That it happened and became successful was extraordinary. That the whole “courtship” proceeded in just a few months from an exploratory conversation initiated by Dr. Glenn Dubroc (which, naturally took place at an LSU football game!) to a full-fledged partnership was positively mind-blowing!

Many of LDA’s legislative successes absolutely were high-lights for me. One of the best was in my first year at LDA, when I decided to completely re-write by myself the LDA’s bill mandating insurance coverage for anesthesia when children receive dental treatment in a hospital. I didn’t know any better! Yet when the bill passed, the AAPD sent it around the country as the “model” for every other state to follow.

Some things that happened at the capitol stuck in my head for other reasons. When he was a State Representative, current Congressman Steve Scalise edited the legislature’s satirical newsletter called the “Outhouse Report” (at the time there was a serious publication called the Statehouse Report). It was thanks to the legislators’ quotes Steve collected for that newsletter that I learned: 1) then Rep. Kip Holden allegedly wore a suit made from a Motel 6 shower curtain, 2) the Senate “plays the rules by the game,” and 3) “rookie-dooed” and “fuggerbooed” are roughly synonymous!

I also have great memories from my travels on LDA business. On one trip to DC, I was able to get a private tour of the Speaker’s chambers in the U.S. capitol building. (Getting to

Drs. Kristi Soileau, Trey Carlton and Steve Morgan presented a clock to Ward Blackwell, thanking him for his “time” and dedication to the LDA.



know Scalise in the legislature paid off!) On another, Senator Bill Cassidy and I had fun trying to outreach each other for beads during Washington Mardi Gras. (I couldn't NOT let him get most of the good beads – he is a senator, after all. But he really didn't have to stand right in front of me!)

Some trips didn't go as planned. When Dr. Bill Hadlock was traveling a lot as both LDA's CGA chair and a delegate to the ADA, there was a time when he NEVER seemed to be able to get on a plane without being delayed. And sure enough, the ONE time he and I were on the same plane that year, we arrived at our destination a day later than planned. I was delayed a day getting home on another occasion following a meeting at the ADA in Chicago. That was thanks to typical Chicago winter weather – the high that day was -3 degrees! And the all-time “not-according-to-plan” trip was when Dr. Chip Simon and I drove together to a meeting in Arkansas – and he got TWO speeding tickets in less than an hour!

Then there was the one and only time I made the mistake of actually staying in the hotel suite used by our ADA Twelfth District delegation (of which LDA is part) as a hospitality room. I tried to go to bed at a reasonable hour but was kept awake by noise in the suite for some time. The next morning, I ventured out to the “living area” and peered out the sliding glass door to see, perched on the rail above the dirty dishes and glasses strewn across the balcony, a pair of buzzards – presumably drawn by the rank smell!

Of all the memorable events, though, none quite stands out like the day I was honored for reaching my 20th anniversary with LDA. That very moving tribute had been orchestrated by Dr. Bob Barsley, who had been a fixture on the LDA board for 16 of my 20 years as E.D. LDA has won quite a few awards while I've been around, but nothing made me feel quite as proud professionally as

that day when all the LDA leaders I admired so much made clear to me that the feeling was mutual.

Most of the memorable moments I've recalled in this article were, in my opinion, triumphs for the LDA and our members. And over the past two decades, I've been privileged to enjoy celebrating those triumphs with some pretty incredible leaders. We've toasted LDA's comeback from disasters, our legislative victories and our awards won. We've toasted three successful LaMOM projects that collectively delivered more than \$3 million in free dental care to the needy. Despite being part of the smallest district in the ADA, we've twice in my tenure celebrated a successful campaign to elect a member from our district to the office of ADA president, including only the second president from Louisiana, Dr. Gary Roberts, in the ADA's long history.

Celebrating with the dedicated volunteers and staff that made those triumphs possible was extraordinarily gratifying. (Celebrating with them on the back porch of Dr. Nelson and Sally Daly's camp in Grand Isle was also exceptionally fun and relaxing!) But as this chapter of my career draws to a close, it is even more meaningful that those same LDA leaders and incredible staff are just as eager to raise a glass and celebrate with me the unique opportunity that awaits me at the PDA. (Admittedly, most of those toasts the past few weeks have either been “virtual” or from 6 feet apart, but the enthusiasm has not been lacking!) That says everything to me about how much more than a job the LDA has been for me. It has been a rare opportunity to do something fulfilling in partnership with people with whom I share great mutual love and respect. I feel truly blessed to have enjoyed that experience for so long.



LDA

Benefits Byline



ASSOCIATION SERVICES
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Stormy Blair

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

Coverage Insights: Know Your Insurance

COVID-19 Insurance Coverage Issues

As the Coronavirus spreads and governments take more and more drastic measures to contain it, dentists are experiencing serious financial burdens. While it is too early to estimate the long-term impact of this pandemic on dental practices, we certainly understand the challenges facing the dental profession today due to loss of revenue. The information in this column is designed to answer some frequently asked questions and detail potential means that state insurance departments and insurance carriers are making available through existing insurance products to mitigate some of the negative impact.

Medical Insurance:

Health insurance carriers have greatly reduced or eliminated out-of-pocket medical expenses related to COVID-19 and taken steps to improve access to care.

- Diagnostic testing for the virus is covered with no cost to the patient by most carriers.
- Some insurance carriers are waiving the deductible & co-insurance to provide no-cost treatment for COVID-19.
- Early refills are being offered on prescription drugs to support social distancing.
- Access to telemedicine treatment has been expanded to include providers such as dentists, behavioral specialists and registered dietitians. And, in some cases, provider network limitations have been relaxed to allow access to more providers.

Malpractice Insurance:

Carriers are offering premium relief options to dentists that are limiting their practice to “essential” procedures only or closing due to “shelter in place” needs.

- Dentists insured by Fortress Insurance Company will automatically receive a premium credit for practicing “part-time” on a temporary basis.

- The Professional Protector Plan is offering part-time credits to those insureds that submit a request via application.
- If the dental professional liability insurance for your practice is with another carrier ask about a part-time premium credit.
- There may be options such as suspension of coverage available to dental practices that have temporarily suspended all treatment.
- **Most carriers offer on-line risk management courses for a 10% premium credit. Not receiving the credit now? Contact your agent for instructions to access the course.**

Billing, Late Fees & Cancellations:

Insurance regulations prohibit premium forgiveness but state governments and insurance carriers have taken action to defer premium payments during the period of shelter in place.

Departments of Insurance in some states prevent carriers from terminating insurance policies due to non-payment of premium during the pandemic.

- Carriers are extending grace periods to allow extra time for premium payments and waiving late fees in some cases.
- Premium finance companies are working with individual clients on premium payment solutions.

Understanding Business Interruption Insurance:

Small businesses like dental offices are typically covered by an Insurance Services Office (ISO) standardized business office insurance package. I'm sure you have discovered by now that ISO policies exclude coverage for damages due to virus & bacteria and also require property damage for business interruption coverage due to civil authority. Though this is unfortunate during the challenges of an unprecedented event such as this pandemic,

it is important to understand how ISO policies are developed and why insurance policies limit or exclude some coverage. Visit <https://www.thebalancesmb.com/insurance-services-office-iso-462706> or <https://www.verisk.com/insurance/products/iso-rules/> to learn more about standardized insurance policy methodology.

Remember, an agent/broker does not have the authority to approve or deny a claim. The carrier should always be notified in a timely manner of a potential claim for final determination. In the case of COVID-19 in particular, insurers are monitoring government and legal developments and will be aware of your loss should there be changes affecting your claim.

- (Insured by Brown & Brown? Visit <https://www.bbglfstates.com/asp/> to report a claim.)

This information is generic in nature as regulations and coverage vary by state and by insurance carrier. You should continue to monitor federal/state agencies and your professional associations and contact your insurance agency/carrier for financial relief options specific to your account.

Brown & Brown Association Services Professionals, along with all of the insurance carriers we market, are committed to doing right by our insureds. We are here to lend as much support as possible. Please contact Stormy Blair at Brown & Brown Association Services Professionals, sblair@bb-asp.com, or visit our COVID-19 Resource Portal at <https://www.bbglfstates.com/covid-19-resources/> to discuss how we can help you during this pandemic.

Please be advised that any and all information, comments, analysis, and/or recommendations set forth above relative to the possible impact of COVID-19 on potential insurance coverage or other policy implications are intended solely for informational purposes and should not be relied upon as legal advice. As an insurance broker, we have no authority to make coverage decisions as that ability rests solely with the issuing carrier. Therefore, all claims should be submitted to the carrier for evaluation. The positions expressed herein are opinions only and are not to be construed as any form of guarantee or warranty. Finally, given the extremely dynamic and rapidly evolving COVID-19 situation, comments above do not take into account any applicable pending or future legislation introduced with the intent to override, alter or amend current policy language.

KICK-OFF C.E.

Friday, August 7, 2020

Hilton Garden Inn, West Monroe, La.

WWW.LADENTAL.ORG/KICKOFF



Dr. Kitrina Cordell & Dr. Molly Rosebush "Can you identify these 20 lesions?"

This course will provide dental professionals a review of pathologic oral conditions commonly encountered in the dental practice, as well as those that are less common but clinically significant entities. Numerous clinical images will be provided to give the clinician a thorough review of multiple pathologic processes. The instructor will review appropriate therapy and management suggestions for these lesions.



3 Clinical Continuing Education Hours

Hosted by: Louisiana Dental Association & Northeast Louisiana Dental Association

It is the LDA's intent to host all scheduled C.E. events for the remainder of 2020 and moving forward starting with the Summer Education Conference in Florida in late June. However, as you can imagine, the current COVID-19 pandemic requires us to be flexible and fluid in how we may need to adjust, change, or cancel events. Please watch the LDA website and email announcements for changes or call the LDA office or email jeanne@ladental.org.



LDA

louisiana dental services, inc.

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

Cyber Liability and Endorsed Companies Wanting to Help Members

Well, I'd researched and written this great article about cyber liability and then bam, COVID-19. Before I continue on with the information I discovered on cyber liability, I would like to first and foremost tell you that your LDA/LDS endorsed companies are there for YOU, the LDA member. If you have any problems, any doubts or any concerns with any of them, give them a call. Several have offered information, resources or discounts to LDA members. Fortress, for instance, our professional liability company, has provided sample patient forms for all members. Those forms and other information are all listed on the LDA website under the coronavirus link. And, now, back to cyber liability...

In the Winter edition of the *LDA Journal*, an article appeared concerning Cyber Liability and Data Breach Insurance. The article was written by Stormy Blair, Vice-President of Brown and Brown Association Services Professionals, our LDA endorsed insurance company. The article caught my attention because at the same time the East Baton Rouge Parrish School System was trying to recover from a cyber attack that prevented opening of many of the parish schools. I was curious enough to contact my IT guy. What he told me was frightful! If our three-doctor practice with 15 workstations and a server was to come under attack, it could easily cost upward of \$50,000 to rid us of the threat.

The cyber thieves use two basic methods to launch an attack. It may start with an e-mail that professes to have a document for you and directs you to a sight that requires you to log in using your e-mail address and password. With this information, cyber criminals have robots that then log into your e-mail and encrypt all files. Soon after you will receive a ransom demand from a few thousand to \$25,000.

The second method, and I get at least one of these a week, is an e-mail from someone you know. This year



it has mainly been from our LDA Past President Kristi Soileau. It's casual and says, "Hey, Mike, have you got a minute to talk?" The return e-mail address is not Kristi's and leads you to a website with a pop-up screen that tells you an error has occurred. A request is made for your phone number and you are soon contacted by someone who says they can fix the problem if you

will give them access to your network....it's all downhill from there.

Out of curiosity, I asked my IT guy what it takes to get a compromised network cleaned up and running. He said that each workstation had to have all data and programs erased and completely reloaded. Also, the server has to have the same and if you have not copied and stored your data it's going to be a disaster. He also told me that offsite cloud storage is not as good as a daily back-up to a detachable hard drive. The cloud offers good storage, but takes forever to download your data.

Fortress Insurance Company, one of our endorsed companies, has cyber liability insurance and it's available through Stormy Blair at Brown & Brown. Give her a call and sleep better at night.

If you have not done so already, I encourage you to try any of our endorsed companies, as they all come with discounts for LDA members. *The key here is to identify yourself as a member of the LDA.* The list is available on the LDA web site at www.ladental.org/LDS.

For more information on these and other endorsed companies, visit:
www.ladental.org/LDS



LDA feature

Robert McDermott
President & CEO, iCoreConnect (an LDA/LDS endorsed company)

Seven Steps to Recover Revenue Lost During Coronavirus

Nearly every Louisiana dentist is affected by the COVID-19 shutdown. The biggest concern: no patients presently in the chair means no incoming revenue. It's important to start planning NOW to recover lost revenue and make a smooth return to business.

The 7 Steps

1. Analyze your weekly lost revenue due to virus closures and disruptions. What did you bring in last year in the same weeks? This will give you a specific target.
2. List your top three most profitable types of patient visits.
3. Use your practice revenue optimizer software to create a report for patients who have not completed needed visits in the last 6 months that correlate with #2.
4. For open calendar slots, ask staff to prioritize patients in the report alongside those displaced in the down weeks. You may need to consider expanding work hours.
5. Use a tight task-management solution for your morning huddle to maximize staff daily efficiency and communication.
6. Set daily revenue goals and monitor in real time.
7. Assess your software for efficiency and compliance. Equip your practice with tools to handle whatever lies ahead. Those tools may be in the cloud.

Step 7 is multifaceted, so begin by asking yourself the following questions about the software you have in place at your practice:

- Is it HIPAA compliant?
- Can you manage every component of your practice through a single-sign on?



- Can you access your patient data without having to go to the office?
- Can you immediately identify and analyze revenue potential?
- Are you enabled for electronic prescriptions?
- Can you access your state's prescription monitoring program directly from your software?

Putting these steps into practice right now will lead to a better transition back to regular work after Coronavirus. Even outside of a crisis, keeping a keen eye on revenue opportunities will always benefit your practice bottom line. Finally, you'll be a step ahead when we face new challenges in the future.

Visit <https://live.vcita.com/site/ieclbfp3xrqkui7/online-scheduling?service=poyzj8ariiz8g7uh&staff=qw-7si2vfmtnofwxo> to schedule a **free, half-hour Revenue Recovery planning session** with an CoreConnect dental revenue expert to talk through your specific goals. You can also reach out to iCoreConnect at 888.810.7706 or recovery@icoreconnect.com.



LDA president

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

Challenging Times

There have been many changes and challenges since this article was initially written and it is hard to imagine everything that we have all experienced in this last month. As your LDA president, I feel it is important to share that we are doing everything feasibly possible for our members, colleagues and patients during these unprecedented times. It has been valuable to hear from members regarding their concerns during this crisis as it is very important to stay connected with members to fully understand the struggles we all face.

After having spent countless hours on Zoom meetings and conference calls with our LDA staff over the last few weeks, I feel more confident than ever about the team we have supporting our members. I know our association and the dentists across the state will come through this unprecedented COVID-19 crisis healthy and prosperous.

Thank you all for your patience during this unfortunate event and, again, I want to reassure you that the LDA is working hard to minimize the impact on all of us. Please stay connected through the LDA Daily COVID-19 Updates to follow the changes as we navigate through the next few months. Please reach out to me or to Annette Drodgy at the LDA office with concerns, questions and input. Stay healthy and safe.

Interview with Your New President: Dr. David M. "Trey" Carlton III

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

I grew up in New Orleans, while my father, Dr. David Carlton Jr., attended dental school and completed his oral surgery residency. When I was 12 years of age, we moved to Alexandria where I attended junior high and high school. I received my college degree from Centenary College in Shreveport and was fortunate enough to be



Left: Dr. Trey Carlton and his wife, Dr. Courtney Richter. Above: Dr. Carlton's daughters, Miller, Abby and Weston.

accepted to the LSU School of Dentistry, class of 1998. After graduating dental school, I returned to Central Louisiana where I have enjoyed a very gratifying general dentistry practice. I am married to, and enjoy practicing with, Dr. Courtney Richter, and we have three beautiful daughters Abby, Miller and Weston. I typically spend my free time with my girls or in the woods.

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

I have always had the propensity to hold a leadership position in every organization with which I have been involved. I was raised with role models who planted the seed in me to want to be a leader. My grandfather was president of the Louisiana State Medical Association and my father was not only very active in his specialty organizations as a leader, he was also president of the LDA in 2000. Even with those exceptional mentors leading the way, I have always felt a need to have my own voice heard. If there was a group making decisions about my profession or my livelihood, I have always felt that I would like a seat at that table. I think having a voice is what this is all about. Like many of you, I have always

wondered why more professionals are not more involved in their respective organizations.

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

I want what every president of an organization wants, which is an efficient, crisis free, yet productive year. With that being said, the initial goal will be to hire and transition a new executive director to replace our long-time friend and outgoing executive director, Ward Blackwell. The LDA is scheduled to have a strategic and long-term planning meeting this summer and my goal along with our board of directors, committee chairs, past leaders and hopefully a new ED, will be to use that meeting to take a hard look at how we can make some positive changes for the future of the LDA and dentistry in our state. The LDA has been hugely successful over the last several years in passing some very beneficial legislation, successfully defeating adverse legislation, forming a much-needed improved Medicaid reimbursement plan and building a beautiful new LDA office at no cost to our members. Even with all the great strides we have made, my hope is that we can put our heads together to look at the future of our profession and make the necessary changes and plans to keep pace with the changes and challenges dentistry is facing.



Dr. Trey Carlton and his father, Dr. David Carlton, Jr., who was the 2000-2001 president of the LDA.

What are your future predictions for organized dentistry, as well as dentistry as a profession?

Unfortunately for organized dentistry, membership numbers continue to decline. The LDA has been fortunate to keep our numbers on the higher side, but it is imperative that we look at how we can keep our membership strong and our numbers high. We have enjoyed good membership market share for many years, but we must work harder to figure out how to communicate the value of membership to the non-member dentists throughout the state. This does not only apply to the young dentists, but we also need to focus on a healthier retention of dentists of all ages. As a matter of fact, the ADA has just refocused their efforts to better understand who we should be targeting and how best to approach perspective dentists and non-renewal members. I am sure this will be a major topic of our upcoming strategic planning meeting in June because organized dentistry cannot afford to have another decade like the past. It is the hope of the ADA that each state will use the information they are providing to gain some ground on declining membership. Our current board of directors, along with our LSUSD dean, Dr. Henry Gremillion, are committed to forming a healthy mentoring program for the new graduates which should work nicely in tandem with the information the ADA is providing.

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

Even with declining membership, organized dentistry is very strong, and our profession is still highly sought after and tremendously respected. As with any industry, there are some issues facing our profession and some of today's "buzz words" are student debt, corporate dentistry and access-to-care issues. While several of these issues are not new, in my opinion, they should garner more dedication and attention from leaders and lawmakers because as students graduate with extremely high student loan debts, corporate dentistry employment becomes more appealing. With many of these corporate dental offices being built in higher populated areas, rural Louisiana is left with fewer dentists to take care of the needs of the local residents. My hope is that the LDA would not only continue to support, but also encourage the growth of programs like the LSUSD Rural Scholars Track, which offers scholarships in exchange for a commitment to practice in one of the many undeserved areas of the state. The LDA can support efforts to help place dental professionals in smaller communities throughout the state and I feel this would pay dividends for creating a healthier Louisiana.

I would like to close by stating that while we are ending a chapter at the LDA with the exiting of Ward Blackwell, whose legacy and accomplishments are vast, a new chapter will begin with an LDA team in place that is strong, competent and looking forward to continuing to work for the betterment of dentistry. I look forward to the upcoming year working with our LDA team and everyone else who has our profession's best interest at heart.



LDA Rapid Response Report

Annette Drodgy
Interim Executive Director, Louisiana Dental Association

Today's Dental Association Will Focus on Recovery

Two weeks ago (as of this writing) I became your interim executive director. As I am in my 17th year with the LDA, dentistry is not new to me. However, what I have seen in these last six weeks is incredible. What I have experienced is the purpose and meaning of organized dentistry!

Our board selected a three-dentist Emergency Rapid Response Team to represent our nearly 1,900 members as we all go through this unprecedented pandemic that has shut our doors and the livelihoods of you and your staff. Drs. Trey Carlton, Kristi Soileau and Sean Owens have literally been on call 24 hours a day responding to members' questions, receiving new information as it became available, scheduling meetings with the LA Department of Health, and fighting for the prosperity of all dentists. What has been most astonishing is that these three leaders have dedicated themselves to representing all dentists, all the while taking care of their own families, staffs and dental practices. Many times, with less than a 15-minute notice, they dropped everything to jump on a call or read over a report. Their dedication has been incredible.

What was all of this hurried work for? Foremost, the team worked diligently with a very collaborative LA Department of Health in interpreting directives and setting the parameters for getting back to work prior to the stay-at-home order expiring. The team's advocacy impressed upon the state leaders the need to prioritize health care for the citizens of Louisiana, including dental care.

The LDA and the ADA helped members decode the federal stimulus bills to provide short-term SBA loans, payroll supplements, and tax benefits that could help dentists remain stable during the closure and get them back up and running when the order was lifted. In the numerous webinars I participated in about SBA loans, the ADA information was leaps and bounds ahead of any other group's offerings. The LDA distributed daily communications, and as an indicator of interest, the LDA text service grew from 168 members to nearly 600 members in two weeks.

Additionally, the LDA and ADA have been working on the PPE shortage, so that when the closure order was lifted, you have the right type and quantity to get your clinics back into service. Just this weekend, the LDA submitted a request to the Governor for a proportion of the PPE that the state will receive from FEMA. Dr. Carlton also contacted a number of companies, including two executives from 3M, to identify what may be available to our members.

For the dental students, we worked with the LA State Board of Dentistry and the LSU School of Dentistry to request an



Chair of the LDA Foundation, Dr. Nelson Daly, delivering masks to Dr. Katie O'Neil, the Head of Infectious Disease at Our Lady of the Lake Hospital in Baton Rouge.

executive order temporarily suspending the human subjects requirement for the 2020 LSUSD graduates' board exam, and LDA went as far as to file legislation on this issue. We are grateful to Governor John Bel Edwards and his staff for their ability to understand the urgency and reasonableness of this request.

Even the LDA Foundation early on dug deep into its stacks of supplies to locate ear-and-loop masks leftover from past LA Mission of Mercy Clinics to donate to hospitals around the state who were incredibly low in PPE for front line health care providers. Many of you even donated what you had available in your offices at that time.

This is only a small glimpse of what the last few weeks have been like, but I do hope that you'll understand that as a part of the LDA, you were part of a larger group who were working together for the success of the profession. I am proud of our association and proud of the members themselves who repeatedly have offered to help each other by sharing resources for loans and grants and locations for fairly-priced PPE.

As your dental doors begin opening, we are not done. We have only just begun to continue to fight for our members and their recovery needs so that they can continue to serve their patients who so desperately deserve the quality care that you offer them.

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LDA

feature: cyber security

Gary Salman, Chief Executive Officer
Black Talon Security, LLC



Remote Access and Best Practices

Cybercriminals are now leveraging our national crisis to target businesses of all sizes by launching cyberattacks and phishing campaigns in order to exploit us at a potential time of weakness. There have been warnings issued by government agencies related to cybercriminals targeting businesses that are turning on remote access to their systems in order to help with business continuity. Remote access is a very powerful tool but, if not implemented correctly, may result in a cyber or ransomware attack against the business. As businesses rush to close their physical operations and move to a remote workforce, the improper configuration of these remote access systems can be an easy way for cybercriminals to attack. Please follow these best practices for remote access:

1. Unless your IT resources clearly understand the risks associated with using Remote Desktop Protocol (RDP), do not allow them to install it. RDP is a highly exploitable technology that is a primary target of cybercriminals.
2. Utilize a remote control software that allows you to “log in” to a computer at your office.
3. Make sure the remote control software utilizes Multi Factor Authentication (MFA) so it makes it more difficult for a cybercriminal to hack into your system. MFA sends a text message to your cell phone or an App on your phone to authenticate your log in.
4. Utilize strong passwords that incorporate multiple words, numbers and special characters for the authentication for the remote control software.
5. If you are using a VPN, make sure your IT vendor has updated all the VPN software. As of just a few months ago, many VPNs had vulnerabilities that could allow a breach to occur.
6. Make sure all remote computers are running the latest versions of Windows 10 or MAC.
7. Make sure all remote computers have anti-virus software installed and the virus definitions are up-to-date.
8. Use strong passwords on all remote and host computers that incorporate multiple words, numbers and special characters.
9. For Wi-Fi enabled devices, use the strongest encryption protocol available. WPA3 is the newest. At a minimum, you should be using WPA2.
10. Do not allow family members to access any device that is used to remote into a work computer.

11. Make sure you lock the computer before you walk away from it. On a Windows computer, this can be done by pressing the “Windows” key and the letter “L” at the same time.

Data Backup

1. Confirm that 100% of your data is in fact being backed up.
2. Before you leave the office, make a backup of ALL your data. This includes imaging, patient databases, attachments, financial systems, images, etc. This backup should be saved to an encrypted external hard drive that is stored offsite.
3. Confirm that all your cloud data backup is up- to- date and all your systems are being backed up.

Phishing Attacks/Social Engineering

Cybercriminals are now leveraging the current COVID-19 crisis as a methodology to attack systems. Be extremely careful when receiving any emails related to the COVID-19 infection. These phishing emails are designed to lure you into clicking on links or attachments that may seem relevant to the current situation. In addition, “heat maps” that show the infection rates may direct you to a fake website that will download malicious code onto your device.

Signs of a COVID-19 Phishing email may include:

- A link to a “heat map” showing the infection areas/rates
- A link to a fake government or state agency designed to look real
- A link to a government or state agency with a legitimate name, but a fake hyperlink
- A warning to download a document related to COVID-19
- A link to a hospital or other healthcare institution

Please be extremely careful regarding these types of emails and always use the link hovering technique to verify the final destination. Place your mouse over the link or image, look at the bottom left corner of your screen and validate the URL (web address).

As the CEO and co-founder of Black Talon Security, Gary is dedicated to data security and understanding the latest trends in the industry, particularly as they relate to the healthcare field. He has a proven executive management track record and over 30 years of experience in software development and computer IT. Gary also speaks nationally on cybersecurity threats and their impact on the dental community. He has trained thousands of dental offices across the U.S. on how to maintain “best practices” in cybersecurity and has been featured in over 30 local and national publications. For additional information, contact Black Talon Security at 800-683-3797 or visit blacktalonsecurity.com.



We're Here To Help

For additional information on this Emergency Kit or any of our cybersecurity services, please contact us at: blacktalonsecurity.com or 800-683-3797.

Items to include in your emergency kit:

Passwords

- Servers, firewall, local and cloud backups, workstations, software, etc.

Installation Disks

- Practice management and imaging software, Quickbooks, etc.
- Date of last update and version of software

Vendor Contact Information

- Cybersecurity company, IT company, tech support, sales reps, trainers, phone vendor, Internet provider, insurance company, attorney

Support Contracts

- Make sure they are current

Inventory

- All office equipment (computer names, serial numbers, what devices are connected to each computer, specific software on each employee's workstations)

Banking and Credit Card Information

- Auto debits from bank account each month
- Bank account types, who are signers
- Access to blank checks if needed
- What credit cards have reoccurring charges each month

Patient Schedules

- Print out 2-3 weeks of patient schedules (and update daily)

Off-Site Backup

- Make sure you have a physical backup (on an encrypted external drive) that is taken off-site

Forms

- Daily office forms (consents, estimates, etc. in case you need to recreate)



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Chad Olivier, CFP®
CEO/CERTIFIED FINANCIAL PLANNER™, Olivier Group

Can You Time the Stock Market?

We are in the day and age of twenty-four-hour news cycles and the heavy influence of social media. These two things have a significant impact on the investing world. There will always be “experts” on TV that say the economy is going to skyrocket or plummet. In actuality, no one knows and making investment changes for the wrong reasons can make it difficult to achieve financial goals. Trying to time the markets to avoid the worst days typically results in investors missing the market’s best days. That’s because by the time investors re-enter the markets, an upward trend has already been established, resulting in investors paying higher prices for securities as their values are rising.

However, look at what potentially happens if you remain in the market, weathering its ups and downs. The following chart shows the performance of an invested \$10,000 in the S&P 500 Index over the span of 1988 – 2019 or roughly 13,000 days. If this investor had made no attempts to time the market, their \$10,000 initial investment would now be worth over \$265,000 today. Keep in mind that achieving those returns required our hypothetical investor to not only remain invested to enjoy the market’s best days during the period, but to weather market’s worst days. Now let’s assume this investor attempted to time the market and misses only the 5 best days over the 13,000-day period. This drops their investment value from \$265,240 to \$175,959, costing the investor \$89,281.

As the investor begins to miss more and more of the best days during the 30-year period, the investment value drops

significantly to the point where if the investor had missed the best 50 days, their initial investment of \$10,000 would now only be worth \$25,407. The reason missing the market’s best days can do so much damage is because gains are not able to compound over the holding period. So an attempt to avoid the market’s worst days not only leads to potentially missing the market’s best days, but losing out on the power of compounded earnings over time, which help fuel future investment growth. Attempting to time to stock market would have been this investor’s fatal flaw.

The great Peter Lynch, a world-renowned investor, once said, “Far more money has been lost by investors preparing for corrections, or trying to anticipate corrections, than has been lost in corrections themselves.” Attempting to stick to your investment strategies and block out twenty-four-hour news cycles can be tough. However, doing so can provide, on average, higher returns and not being left with a sense of disappointment from missed opportunities.

The S&P 500 is a capitalization-weighted index of 500 stocks designed to measure performance of the broad domestic economy through changes in the aggregate market value of 500 stocks representing all major industries.

This material is for general information only and is not intended to provide specific advice or recommendation for any individual. Past performance is no guarantee of future results. All indices are unmanaged and may not be invested into directly. Investing involves risk, including possible loss of principal. No strategy assures success or protects against loss. To determine what is appropriate for you, please consult a qualified professional.

Making changes for the wrong reasons can hurt performance

Hypothetical growth of \$10,000 invested in the S&P 500 Index from 1/1/1988 to 12/31/2019



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



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LDA past president

Dr. Kristi M. Soileau, MEd, MSHCE, FACD
Past President, Louisiana Dental Association

Our Leadership Begins at the Component Level

I read once that sometimes “preaching to the choir” is necessary to remind people how important their service and dedication have been and remains to be to the vitality of an entity. I enjoyed my year as LDA President and want to thank you as LDA members who make dentistry and the LDA not only that powerful entity that it is today, but what it must continue to be as we encounter the inevitable challenges the future is certain to bring. The COVID-19 pandemic, and its impact on dentistry is certainly an example of why we need organized dentistry.

Firstly, each one of us LDA members are armored with a staff of six individuals that represents our legislative, membership, social, and financial best interests in a way that cannot be achieved on an individual basis. *Thank you for being such an important part of the LDA as a member; your dues dollars support this vital, energetic, and knowledgeable staff.*

The LDA truly is here to protect our profession. One of the many items they have worked on for us just during the COVID-19 pandemic is fervent cooperation with Dean Henry Gremillion and the LA State Board of Dentistry (LSBD) to ask Governor John Bel Edwards for an executive order in light of the COVID-19 pandemic to waive the requirement that LSUSD graduates Board examination for 2020 must have human subjects. LDA leadership had even agreed to file legislation, should it be necessary, to have this waived for 2020 Board exams. We are grateful to Governor Edwards for his ability to understand the urgency of this request.

Right now, we are in uncharted waters, all trying to find our way under unprecedented times. Please recall that it is in giving that we receive, and in unity that we can stand strong. Your LDA remains strong because of the leadership and membership of so many dentists across the state. The LDA will continue its work to assist dentists with challenges and in helping us to be the best dentists we can be.

We are increasingly efficient as well as we press on to promote excellent continued dental education for our members, support our local dental students, and help them understand why they, too, must join us in protecting and serving the public’s best interest where dentistry is concerned.

Your staff are dedicated for the exact purpose of bringing new graduates into tripartite dentistry and to help them want to stay so as to assure the success of the future of organized dentistry. One current project related to this is in meeting the students’ request for a mentorship program, which plans are in the making with conjoint efforts between the LDA and the enthusiastic assistance of Dean Gremillion.

I truly believe that our leadership starts at the component level and I thank all of our incoming component presidents. You are our super stars! I’ve asked them to share with us how they got involved with organized dentistry, what it means to them to be part of organized dentistry, and a few of their goals as component presidents.



Acadiana

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

Dr. Jared Guillot

Dr. Mike Luminais

I found myself in organized dentistry by way of a hurricane. Katrina blew herself through New Orleans and of course destroyed a lot of things. One of those things was my senior year at the dental school. Of course, we learned of things like the LDA and ADA, but to me, the core of schoolwork and performing in clinic was at the top of my concerns.

With Hurricane Katrina, the class of 2006 was sent to clinical areas around the state as well as to volunteering mentors. I was placed into Dr. Nelson Daly's office and found myself at ease. Not only did he mentor me in dentistry, but we also discussed the Tripartite. Up until that point, I thought Tripartite was something I missed in dental materials, but Dr.

Daly informed me of its importance and since then, I have valued every component meeting and all my time spent with the LDA and ADA. The importance that it

has brought to my practice is the fact that I can protect my practice and be amongst a group of practitioners that can do the same for our profession. It sets a standard of safety and values that we as dentists need in order to ethically treat our patients, staff, and new dentists.

For my component, important issues are of course financial stability of the component through membership and to potentially begin a mentoring program to help the beginning and/or student dentist and to continue to stress the importance of organized dentistry.



Dr. Troy Babb

Central

I followed an upperclassman from dental school, Dr. Matt Ganey, into the LDA. He invited me to meetings right out of school and it just stuck.

I have been a part of organized dentistry since graduating from LSU Dental School in 2011. I have loved dentistry and organized dentistry because of the sense of purpose and friendships that mimic the bonds formed in dental school. I like the ability to talk to people who are dealing with the same stresses as I am. It helps me realize I am not on an island and there is help available when I need it. I see organized dentistry as a great tool for me to stay grounded because I now see the selfless volunteer effort from others that have helped me before I ever entered dental school. The ability to mold and protect your profession and livelihood speaks really strong to me as well. I believe all the positives far outweigh the negatives when it comes to organized dentistry. As I have spent more and more time in leadership roles of my local and state organization, I can see further outside my own practice. Organized dentistry has helped me stay up to date on current issues that face my ability to support my family. It is easier to face inevitable issues together because the work is spread among more hands which makes quicker work. I have never like to ride the coat tails of others, although I have benefited from other great dentists' work before me and I just feel it is right to pay it forward.

My goals are to help get more people involved with the state organization and to assist with any issues that affect the local and state members.

Bayou

I became involved in organized dentistry when I entered the dental community in my hometown of Baton Rouge, La., two and half years ago. As a new practitioner, I found it important to get to know my dental colleagues and create a personal network of dentists who could support me as a new dentist. The Greater Baton Rouge Dental Association has allowed me to stay up-to-date with the latest topics in dentistry with the monthly continuing education meetings. The regular attendees have taught me the importance of being involved and engaged in order to have a positive impact to our community. The GBRDA allows me to stay in touch with colleagues I met in dental school, as well as introduced me to colleagues who have been a part of the Baton Rouge dental community for many years. Many of these people are available to me for referrals and consults when necessary. This has made my transition from a dental student to a dentist smooth. Having a community of dentists who work together is essential to providing the best care to our patients.

As the incoming president of the Greater Baton Rouge Dental Association, I hope to engage a larger group of dentists in the community to attend our monthly meetings. I strive to make each meeting meaningful and rich in dental information helpful to all specialties. I want the dental community to understand the importance of organized dentistry and the need for involvement to make an impact on our community. I am honored to serve as the GBRDA President of 2020 and I am looking forward to a great year!



Dr. Rebecca Day

Greater Baton Rouge



Dr. Byron Ganucheau

I remember attending the senior dental student dinner sponsored by the LDA and Dr. Nelson Daly addressing us regarding our education and network support through organized dentistry. Additionally, my father was involved in organized dentistry. I attended the monthly general membership meetings and was asked to join the Board of Governors as an at-large board member. I was also a room monitor during the New Orleans Dental Conference. I then chaired the Membership Committee and moved up in the association at the request of Dr. Ray Unland. I served as a delegate in the LDA House of Delegates for many years. In 2010, I was asked to join the Conference Committee and spent the majority of time as Public Relations Chair. In 2018, I was asked to become 1st Vice President of NODA which brought me to being President this year.

The camaraderie, reuniting with fellow classmates, and forging new friendships is a great experience. You can corroborate with colleagues regarding situations you are experiencing to get other opinions and thoughts on how to handle them. The House of Delegates is a learning experience that I feel more members should participate in.

My goals for this year are to increase and retain members and have more younger members become active in the association.

NODA

Northeast

Dr. Jennilee Nolan

I made the decision to participate in organized dentistry while I was a student at LSU School of Dentistry in 2007. The faculty did a wonderful job of impressing upon the students the importance of participating in organized dentistry, and I have been an active member ever since.

When I moved from the New Orleans area back home to Northeast Louisiana, I was encouraged by my colleagues to join the Northeast component of the LDA. I was subsequently asked to volunteer as a council member for my component. I have held the offices of vice president, program chair, secretary, and now president of NELDA. I have had the opportunity to serve as a delegate for the LDA House of Delegates. The HOD really opened my eyes to legislative issues that dentists face in Louisiana and nationally and it gave me an appreciation for the hard work and dedication of my colleagues.

It has been a long-term goal of the Northeast component to host a C.E. event and this year we will host the LDA Kickoff C.E. in August in West Monroe. Dr. Kitrina Cordell and Dr. Molly Rosebush will be our guest lecturers on the topic of oral pathology. We are excited to cover a topic that interests and affects dentists of every specialty. Another long-term goal of our component is to increase attendance at monthly meetings. We make every effort to schedule our meetings at a variety of venues that appeal to our members. This year we will be offering free C.E. at one of our fall meetings and we are confident that will encourage attendance.



Dr. Blaine Calahan



Participation in organized dentistry was never a choice that I was permitted to make. As I write this, I chuckle! As a first-year resident in the graduate periodontics program at the University of Texas at San Antonio, participation in organized dentistry is part of the curriculum. My first position was resident liaison to the American Academy of Periodontology Foundation, a group that supports research and scholarships for graduate students planning to enter a career in academics. My lunch and learns were always a popular event as I was given budget to provide a free, delicious lunch to the civilian and Air Force periodontal residents.

Organized dentistry has kept me in close touch with former colleagues from my training years and also allowed new connections with other clinicians. This is a priceless asset because it provides an opportunity to discuss the

subtle differences in the way each other's practices are run in regard to the practice management and the clinical side. It allows me to stay plugged into opportunities for quality training and continuing education on contemporary techniques with the ultimate goal of providing high quality care to my patients. This all occurs through the medium of organized dentistry which is essential to maintaining the esteemed relevance of the dental profession.

The Northwest LDA component is poised for a great year. We have new leadership in the pipeline and eager young members in our area who have expressed interest in involvement. Our goals include closing the geographical gap between our dental hub at LSU Dental School and Northwest Louisiana by inviting more of our academic faculty from the dental school to speak to us with regards to where evidence-based benchmarks are within their specialty. We have plans to expand our end of year meeting to include a high-end C.E. event coupled with the installation of officers with hopes this will enhance attendance to the annual installation meeting. Give Kids A Smile Day is also staged for a bright future with hopes to partner with our local hygiene school at Southern University of Shreveport.

Northwest

Dr. Dennis Preau

I have been involved with organized dentistry since graduating from dental school in 1984. I knew back then that there would always be government intrusion into our profession. The LDA and ADA are well equipped to handle this and the stronger and bigger our voice is just makes us that more formidable. I wanted to help as best I could. The association has protected us on both the state and national level and allowed me to keep my individual practice. My goals this year as president of Northlake are to increase our membership enrollment and also to get our current members to be more active.



Northlake



Dr. Briggs McKey

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

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

Southwest

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LDA winter c.e.

Jeanne Parr McFall
Director of Conference Services, LDA

LDA Members and Families Enjoy Happiest Place on Earth

The LDA offers continuing education meetings every other year in the happiest place on earth, Walt Disney World! It is one of our best attended meetings with dentists not only from out of state but out of the United States.

We offer 10.5 hours of C.E. over 3 days during the Mardi Gras holiday. The remainder of the time, our guests spend time with friends and family on a magical vacation. We not only offer great hotel rates at some of the most elite Disney properties (this year we stayed at Yacht & Beach Club), but the trip qualifies as a tax deduction*!

Whether you have a slew of little ones or you are a child at heart, this trip is truly unforgettable! In 2021, ski with us in Steamboat Springs, CO, and in 2022, we're back to Walt Disney World (resort TBA).

*See your tax professional for details.



Dr. Jerry Cymerman packed the house our first day with a great endo lecture sponsored by Brasseler USA.

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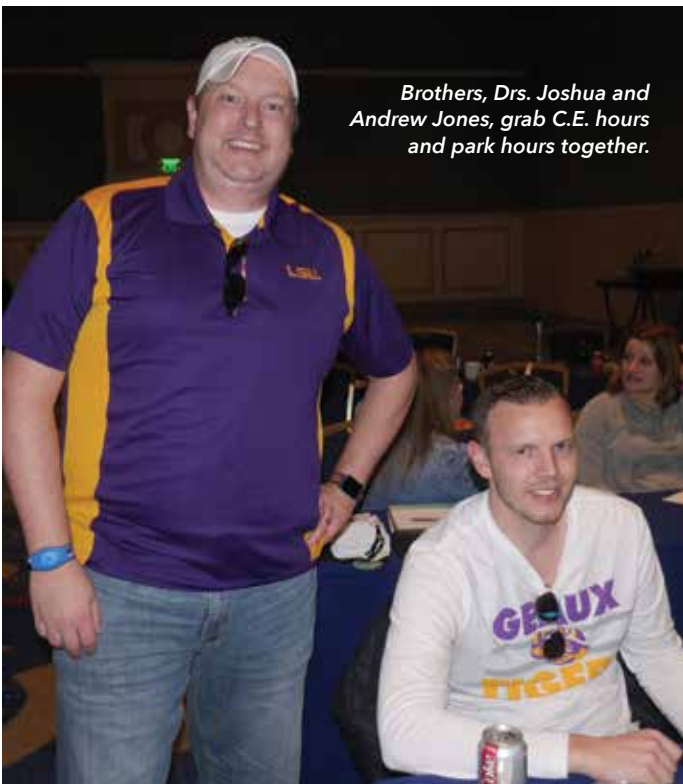




Dr. Eva Jessup and family enjoying some quality time together.



Seeing old friends and making new ones - Dr. Tim Fontenot and Dr. Nick Rauber.



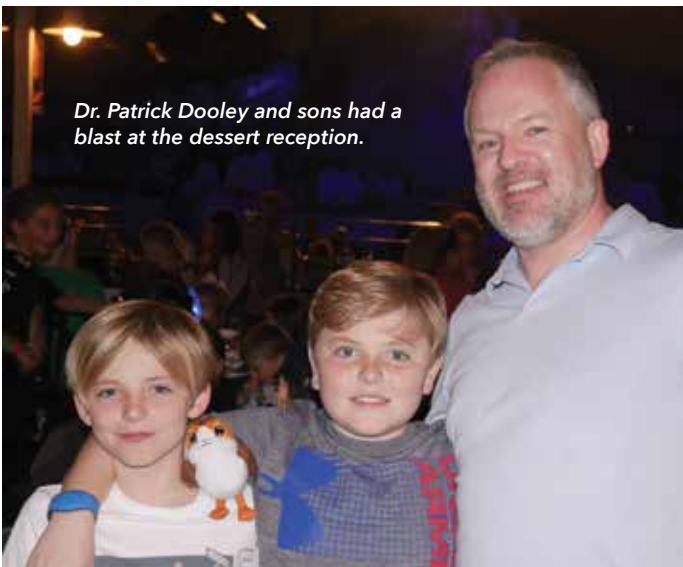
Brothers, Drs. Joshua and Andrew Jones, grab C.E. hours and park hours together.



Dr. C.J. Landry and family enjoy family time at the LDA Dessert Reception in Hollywood Studios.



Dr. Joshua Jones and wife and Dr. Mike Turgeau and wife recharging with sweets before day 3 of the conference.



Dr. Patrick Dooley and sons had a blast at the dessert reception.



Stormy Blair of Brown & Brown and Dr. Teri Hernandez were all smiles in the happiest place on earth!

Celebrating 50 and 25 Years of Membership

In commemoration of 50 and 25 years of membership and in recognition whereof your fellow members and associates in dentistry extend their warm commendation and express their high esteem for this singularly outstanding achievement in your chosen profession of dental science.

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Dr. Claude S. Pratt

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LDA Louisiana state board of dentistry

*Dr. Richard Willis
President, Louisiana State Board of Dentistry*

Teledentistry Potentially Coming to Louisiana

I'm excited to begin 2020 as the Louisiana State Board of Dentistry president. I would like to thank dentists across the state (including the LDA, the LSOMS, and the LSBDM members), the LA House of Representatives and Senate, and the Governor for helping to create the at-large board position for oral surgeons or comparably trained anesthesia trained dentists. This at-large position has allowed me to return to the board and become your new president. This will be my sixth year serving as a board member, and I've noticed that everything can change from one year to the next. I'm looking forward to see what 2020 has in store for us all, but after I wrote this article the Covid-19 crisis started. The Board will put updates on our website and will send out emails with pertinent information.

After having been a board member for five years, I already knew there was plenty of work going on behind the scenes at the Board office on a daily basis. Now, as president, I get to see just what it entails—not just the expected licensing and disciplinary matters, but also numerous meetings, phone calls with countless other agencies and organizations, and legislative reporting. It gives me a new appreciation for everything our staff and other members do.

The Board's mission is, of course, to ensure the public's safety by regulating dentistry and hygiene in Louisiana. To that end, we need to keep abreast of changes in dentistry and how they may affect both the practitioner and the public. Telemedicine and teledentistry are currently being used around the country to expand access to care to underserved populations. Teledentistry is coming to Louisiana, and we want to be prepared.

Knowing this will be the future, the Board is looking at new rules regarding teledentistry. Of course, any dentist treating a Louisiana patient would be required to hold a Louisiana license, regardless of where the dentist is physically located. However, the very idea of teledentistry for patients also opens up questions of supervision of other dental health care staff. At the November meeting of the LDA's Council on Governmental Affairs, representatives from the Louisiana Primary Care Association proposed that hygienists be allowed to provide certain services such as sealants and xrays in federally qualified health centers that are in Health Professional Shortage Areas.

After meeting with representatives from the LPCA, the Board has put together a draft of the proposed rule which would allow hygienists to do prophies and apply sealants and fluoride varnishes



under supervision by a dentist via teledentistry in only two locations: a public elementary or middle school where 50% or more of the students are economically disadvantaged and is in a parish with a Health Professional Shortage Area (HPSA) score above 15; or in a fixed clinic of an FQHC which does not have a fixed dentist and is in parish with an HPSA score above 15. HPSAs with scores above 15 do not include any urban areas, so these limited circumstances would increase access to care in our rural parishes with few dentists.

Please be aware that these are just proposed rules for the purpose of getting people to talk about the issue. The teledentistry rules are still a work in progress, and I don't anticipate our Board voting on them until after the legislative session is over, if we even have one this year. That is because a bill has been introduced in the legislature that would be inconsistent with parts of the proposed rules. We also want to have the LDA House of Delegates give their opinion on the rules. I do, however, want to get the word out there as to what we are working on.

Additionally, we are in our second year of the three-year inspection cycle which began September 2018. As some of you already know, we have two new inspectors as of last summer. Alexandra (Alexx) Smith is a Board employee, and she is currently inspecting offices in the southern portion of Louisiana. Our contractor, Jon Jeffcoat, is a CRNA who is inspecting offices in north Louisiana. Ms. Smith sends out all inspection notices regardless of the office location. When you get an inspection notice, you can always reply to her email with any questions you may have.

As a reminder, if you have any questions regarding Board rules or licensing, call or email the Board staff. You may also contact your district representative. The Board represents the public, but we can also help you with any questions you may have regarding its polices and processes. Please be aware that the Board is remaining open during the Covid-19 crisis. I look forward to working with the Board staff and my fellow Board members over the next 10 months.

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February 2020



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Dr. Melinda Hickey (left) and Dr. Mary A. Beilman (right), (Covington) DDS volunteers, with their DDS patient.

Learn more about DLN,
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DentalLifeline.org

Dental Lifeline Network • Louisiana partnered with the Louisiana Dental Association over 34 years ago in developing a Donated Dental Services (DDS) program to help people with disabilities or who are elderly or medically fragile and have no other access to dental care. The Louisiana DDS program is part of a network in which services are available in all 50 states. DLN volunteers provided over \$26 million in donated treatment nationwide in FY 2018-2019.

Since inception, Louisiana dentists and labs have donated over \$11.3 million worth of comprehensive treatment for 5,375 vulnerable people.

Donated Dental Services (DDS) Program Totals

Below is a snapshot of the first seven months of this fiscal year and last year's final statistics.

	7/1/19-1/31/20	7/1/18-6/30/19
Donated Treatment Value ¹	\$210,679	\$475,514
Donated Lab Value	\$16,563	\$38,400
Average Value of Treatment ²	\$3,832	\$3,916
Patients Served ³	90	202
Patients on Wait-list	310	197
Participating Dentists	384	373
Participating Labs in LA	79	79
Participating Labs outside LA	6	9

¹Donated treatment value includes donated lab value.

²Average value is based on patients that have completed comprehensive treatment; does not include active patients, or patients who continue to receive ongoing care from their DDS volunteer.

³Number of Patients Served includes: patients who completed their treatment plan; patients who received services but treatment plan is not yet complete; and patients who are linked with a volunteer but haven't yet received treatment.

Coordinator hours were reduced in July because of insufficient revenue. More patients could be helped, but additional grant funding is needed to support DDS volunteers' efforts by covering program costs such as the coordinator's salary and benefits, office and administrative expenses. Do you have grant funding ideas? Contact a DLN • LA board member today!

Please remember to include DLN • Louisiana when you submit your 2020 LDA dues statements. Thank you!

The DDS program restores the oral health and often transforms the lives of the patients we serve like, Lee, 54, who lives with her sister in Shreveport. Lee suffers from several health problems, including a history of strokes, congenital heart failure, and diabetes. A stroke in 2014 left her with impaired speech and weakness on one side of her body. In addition, her dental health was poor: her teeth were loose and decayed and she needed help. Lee went to a local dentist, but sadly, she could not afford the recommended treatment. She worked at a fast food restaurant until 2014 when the stroke left her unable to work. Now, she survives on food stamps and a small Social Security Disability benefit and struggles to make ends meet. While she had Medicaid benefits that would cover the cost of dentures, she was unable to afford to have her existing teeth extracted. Thankfully a generous team of DDS volunteers offered to help and Lee received thousands in donated dental care that restored her oral health and her smile!

Volunteering made easy – find out how at DentalLifeline.org or contact DDS Coordinator Michelle Aiken at 225.926.8062 or maiken@DentalLifeline.org



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The LDA offers a text message system for our members for important reminders and alerts. Because of the federal rules related to spam, members must sign themselves up for the text messages. Sign up is available at all times from the LDA's home page, www.ladental.org. If at any time you want to unsubscribe, you are able to unsubscribe from the system.

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lsu school of dentistry

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

Innovation Through Adversity

As we navigate through this time of uncertainty, the LSU Health School of Dentistry (LSUSD) community extends our warmest thoughts to you and your families. In this upside down world we find ourselves in, it is with prayerful optimism that I look forward to a better tomorrow.

As I write this, our school clinics remain closed, except for patients of record who have dental emergencies. Graduation ceremonies and associated events have been postponed or cancelled and all non-essential faculty members and staff are either working from home or taking leave. We are working closely with the Louisiana State Board of Dentistry and the Louisiana Dental Association to explore options for our graduating seniors with regard to state board exams. To keep everyone informed in this changing landscape we are communicating regularly with our faculty and student leadership.

Many of our oral and maxillofacial surgery residents are working with other LSU Health residents to treat the sickest COVID-19 patients in intensive care at University Medical Center (UMC). Robert Laughlin, DDS, MD, chairman of the LSUSD Department of Oral and Maxillofacial Surgery, is leading this effort for OMS residents. Having been a chief resident on call at Charity Hospital during Katrina, he knows what it is to be on the front lines during a crisis.

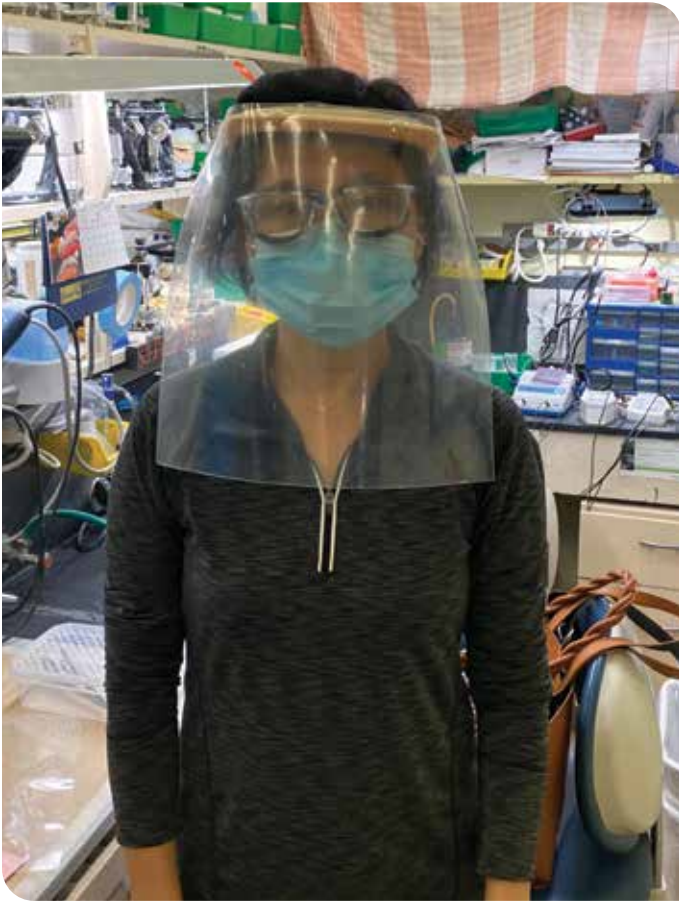
Out of concern for the safety of his residents, Dr. Laughlin approached other faculty members at the school to help produce reusable personal protective



equipment (PPE). With the shortage of disposable N95 masks as well as filters for reusable ones, he discussed the idea of using the dental school's 3D printers with Dr. Karen Bruggers, chair of the LSUSD Department of Prosthodontics.

She assembled a team of LSUSD faculty members, including Dr. Alike Yu, director of laboratory services and associate professor of clinical prosthodontics, Dr. Jorge Palavicini, assistant professor of prosthodontics, and four dental laboratory technicians – Suleiman Hamdan, Paul Nguyen, Julio Zavala and Edwin Kee – to work on the project. They converted the 3D printers normally used to print models, surgical guides, splints and dentures to making PPE.

Through innovation and collaboration, they developed a prototype N95 mask with an added feature. The mask itself is made of a complex polymer, a hardened material that can easily be cleaned with a disinfectant



and then reused. To provide filtration, they added an inline anesthesia filter, which has an N99 filter inside that prevents 99.99% of bacteria and viruses from passing through the filter. The filter inserts into the mask.

The project also includes printing visors of the same polymers to which a comfortable foam band is attached as the framework for face shields. These provide a barrier against aerosol and respiratory droplets. They too can be disinfected and reused and are very much needed for dentists and oral surgeons who are treating dental emergencies, as well as those working in the hospitals.

According to Dr. Bruggers, the LSUSD team is producing the PPE as fast as possible. They want to provide the reusable PPE for all residents, faculty, staff and health care providers at University Medical Center, as well as at other LSU Health teaching hospitals and at hospitals across the country. In an effort to increase production, Drs. Bruggers and Laughlin are currently exploring options to attain a higher-speed 3D printer.

With great pride I share the care and innovative work that our faculty and staff are accomplishing in the midst of adversity. I know that many in the dental community are also doing their part to help those in need. Thank you all for your service during this critical time.



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Bowden Leadership Development Conference

LDA leaders gathered in Baton Rouge in January to meet with state and component officers and council members, as well as to hear a presentation from the ADA regarding membership trends and statistics.





Jude Guerin, CPA
Partner, AG Dental CPAs & Advisors (LDA Premier Events Partner)

Transitioning from Tax Planning to Treading Water

This is typically the time of the year when we are finalizing prior year tax returns and beginning to look at clients' current year-to-date numbers to begin advising on tax planning strategies. We start to put a plan in place for the remainder of the year to give clients plenty of time to be able to successfully accomplish their financial goals. This year is anything but typical. With many of our dental clients being closed for a significant period of time, our discussions haven't

been about how much they plan to fund in their retirement plan or how much equipment they will buy. Instead, they are focused on keeping their practice afloat during this unprecedented time. Below is a chart that provides examples of the 2020 planning we are advising many clients to do and ways to help you stay above water.

Traditional Planning:	COVID Planning:
<ul style="list-style-type: none"> • Pay quarterly estimates to reduce the overall taxes due with your tax return and avoid underpayment penalties 	<ul style="list-style-type: none"> • Conserve cash in all areas. • Tax plan with your CPA to determine if quarterly estimates are necessary. The net income of practices will be significantly lower for at least the 2nd quarter of 2020. This likely would reduce the need to pay quarterly estimates. Also, many of the deadlines for 2020 quarterly payments have been extended.
<ul style="list-style-type: none"> • Efficiently utilize financing programs offered by lenders when making large purchases 	<ul style="list-style-type: none"> • Contact lenders about loan deferrals for up to 3-6 months. Most lenders are offering relief in the form of interest only payments. Deferrals of any type will help in the overall theme of preserving cash as the #1 priority.
<ul style="list-style-type: none"> • Consider new equipment purchases to save on taxes 	<ul style="list-style-type: none"> • Utilize SBA loan programs to obtain working capital. The two most popular SBA loan products are the Economic Injury Disaster Loan (EIDL) and Paycheck Protection Program (PPP). Both programs have forgiveness potential for portions of the loans assuming you meet the qualifications. There are strict time frames for each loan and a limited amount of funds to be distributed. The terms are attractive as well. Overall, there are pros and cons to consider before applying. Contact your tax professional for advice and analysis.
<ul style="list-style-type: none"> • Fund retirement plans as much as possible to both save tax dollars and plan for the future. 	<ul style="list-style-type: none"> • Consider retirement plan withdrawals as an additional source of capital. As part of the CARES Act, retirement plan participants can withdraw up to \$100,000 from eligible retirement accounts. The standard 10% penalty for early withdrawals will not apply. These distributions are available until 12/31/2020. Note: ordinary income tax on these withdrawals still applies and this should be a last resort for liquidity.

Jude Guerin, CPA, is a partner with AG Dental CPAs & Advisors, an LDA premier events partner and member of the Academy of Dental CPAs. AG Dental CPAs & Advisors provides traditional accounting services, as well as dental consulting, for over 130 dentists in the Southeast United States. If you would like more information, visit www.agdentalcpas.com or call (225) 767-1020.

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Continued next page...

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\$1,200 per day. Sign up for 1 or multiple days. Dental Health Management Solutions is conducting a Dental Treatment event for Service Members. Looking for Dentists to work in a mobile setting in the Pineville, LA area. Position(s) include: General Restorative Treatment, Endodontics and Oral Surgery. Dates needed: January 13th to 17th (Monday (2), Tuesday (1), Wednesday (2), Thursday (3) and January 23rd Thursday (1). You must have: DEA, Malpractice Insurance, CPR certified, a Louisiana Dental License and pass a background check. Travel reimbursed. Please email eventstaffing@usdentalsolutions.com if you are interested in working and we will start the credentialing process.

Associate Dentist/Partnership Opportunity Available. Hammond Dental Care is looking for a skilled, passionate general dentist for an established practice in Hammond, LA. Our office is state-of-the-art, digital/paperless and is equipped with the most innovative technology that includes intraoral cameras, CBCT scanner, and CEREC technology. We also have all of the equipment necessary for fully-guided implant placement. We are looking for a candidate who can grow with the industry's ever-changing technology and give your patients the best care possible. We are a PPO and fee-for-service office. (No Medicaid.)

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

For all classified advertising, payment is required in advance and ads will be placed on the LDA website on the next possible business day after payment is received. Make checks payable to the Journal of the Louisiana Dental Association. Placement of a classified ad up to 30 words is \$30 for LDA members and \$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.

SAVE THE DATE

LDA Calendar of Events

Event	Date	Location/Website
Summer Education Conference	Wednesday, June 24 - Saturday, June 27, 2020	Hilton Pensacola Beach, FL www.ladental.org/summerconference
LDA Foundation Fishing Rodeo	Thursday, July 16 - Saturday, July 18, 2020	Sand Dollar Marina, Grand Isle, LA www.ladental.org/fishingrodeo
LDA/NELDA Kick-Off C.E.	Friday, August 7, 2020	Hilton Garden Inn, West Monroe, LA www.ladental.org/kickoff
Last Chance Seminar	Friday, December 11, 2020	Crowne Plaza Hotel, Baton Rouge, LA www.ladental.org/lastchance
LDA Winter C.E. & Ski	Sunday, February 14 - Tuesday, February 16, 2021	The Steamboat Grand, Steamboat Springs, CO www.ladental.org/ski
Summer Education Conference	Wednesday, June 23 - Saturday, June 26, 2021	Hilton Pensacola Beach, FL www.ladental.org/summerconference

It is the LDA's intent to host all scheduled C.E. events for the remainder of 2020 and moving forward starting with the Summer Education Conference in Florida in late June. However, as you can imagine, the current COVID-19 pandemic requires us to be flexible and fluid in how we may need to adjust, change, or cancel events. Please watch the LDA website and email announcements for changes or call the LDA office or email jeanne@ladental.org.

Note: The statewide C.E. calendar can be found on the LDA website at any time at www.ladental.org. Because of cancellations related to COVID-19, it is not printed in this issue but will return in the future.

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Reporting from the Covid-19 Bunker

Several items of note about the Coronavirus pandemic:

First of all, I find it strange that it has come upon us during allergy season. I'm over here and can't tell if I have 5 days to live or if I just need to take a Claritin.

Also, many of us (including the scientific team at the LDA Institute of Health, Welfare and Gumbo located at the vast LDA complex in Bunkie) thought that this virus would be very short lived. Most things made in China usually don't last very long.

But, I guess the thing that is most surprising about this global illness is the mass purchasing and hoarding of....toilet paper.

I have an acquaintance who ordered 48 rolls of toilet paper and found out she had made a mistake when the nice UPS guy unloaded 48 cases. Turned out it was a better investment than the stock market.

I mean, what's up with everyone panic buying bathroom tissue?? I'm thinking that if this is truly a problem for someone, they may have some other viral malady. I'm also thinking that perhaps our LDA should stockpile some of this stuff within our large warehouses also located in Bunkie, for any future pandemic, nuclear war, or composite shortage. Be sure and let us know if you prefer single ply or double.

With all of us staying inside our homes so much these days, don't be surprised that in about 9-10 months from now we will have a new generation of people - The Coronials. I hope they do better than the Millennials. And if I could give a warning to this new generation and their parents....don't be surprised that in the years 2030-2035, you're likely to be inundated with lawyer TV

commercials imploring you to call their offices so that you'll be covered in a class action suit from possible harm involving the use of hand sanitizers and bleach from the 2020 pandemic.

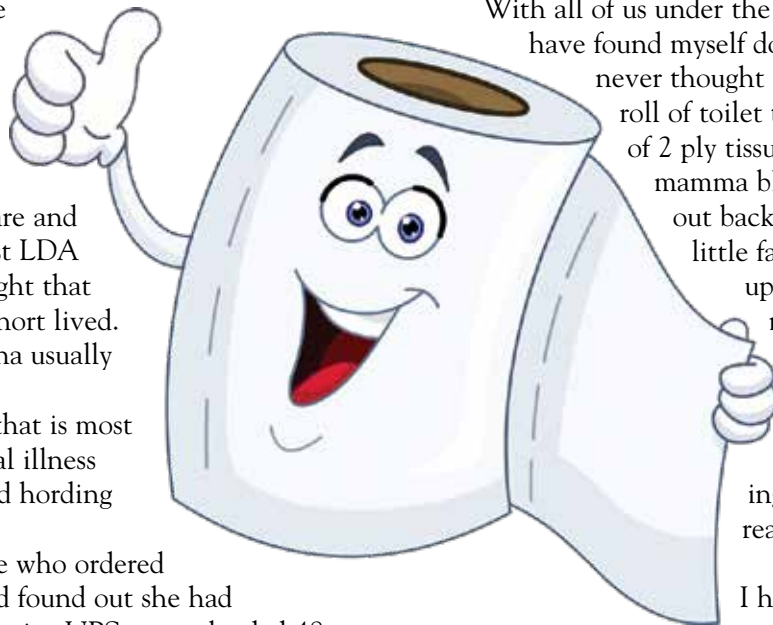
With all of us under the mandate of 'stay at home,' I have found myself doing stuff around the house I never thought I would do. For instance, that roll of toilet tissue that states 475 sheets of 2 ply tissue has actually only 447. The mamma bluebird in my bluebird house out back will let me look in on her little family now without getting upset. I can step on the scales in my bathroom and the 3 extra pounds don't really bother me much. Found some elementary school writings from my kids as I was cleaning out a closet and I sat and read all that was there.

But I guess the lowest thing I have done lately is watch this series on TV about this dude that thinks he is a country singer, is married to two men, and owns a tiger zoo. I'm thinking this is the lowest most pathetic train wreck of a TV show I've ever seen and am embarrassed to admit that I have watched any of it.

However, tonight I'll have to watch the last 2 episodes to see if he gets out of jail. I'll watch the thrilling World Origami Championship that's on at the same time on another station. Good thing it's on Paperview!

I want you to know that 97% of us will be fine. But many of us will know someone - a friend, an acquaintance, a family member, that may be among the 3%. **We will** get through this.

I'm sitting here writing this two days before Good Friday. Coincidence? I think not!





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