

# JOURNAL

LDA

JOURNAL OF THE LOUISIANA DENTAL ASSOCIATION



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# LDA JOURNAL

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

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**On the cover:** The Orleans Dental Conference and LDA Annual Session will be held April 7-9, 2022, at the Hyatt Regency New Orleans. The continuing education sessions will be staggered to allow attendees to visit the Exhibit Hall and sights of New Orleans. Visit [www.nodc.org](http://www.nodc.org) for a complete list of speakers, course descriptions and more information.

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





## One of the Good Guys

By Dr. Brian Basinger  
Editor, LDA Journal

It's not every day that a colleague who's been in practice over 50 years retires. It's also an anomaly when someone has been a volunteer member of an organization for nearly that entire time. I'd like to take this opportunity to recognize one of our own, Dr. William "Bill" Hall. Prior to a pandemic accelerated retirement,

Bill has been a valuable and trusted member of the *Journal of the Louisiana Dental Association's* editorial board and has been the business manager for at least 37 years. When you have been involved with something that long, it's hard to remember when you weren't. And sure

enough, Bill can't recall exactly when he joined the board or took over the duties of business manager.

Regardless, the *LDA Journal* was only one of his many endeavors in dentistry, a number of which are detailed in Alannie's article

which follows. Apart from the *LDA Journal*, my personal

experience with Bill's volunteerism came as I was chairman of the Northwest Louisiana Dental Association's Give Kids A Smile event for 15 years. Every year that dentists were needed at our event to screen or treat kids, Bill was one of the first to sign up.

He was always there early, with a smile on his face, willing to help however he could.

Thanks Bill, for your contributions to organized dentistry (in particular, the NWLDA and the *LDA Journal*) and the countless hours spent with the Children's Dental Clinic, Dental Lifeline Network and other organizations helping people to achieve a better level of oral health. Thanks for helping to bring smiles to so many and may retirement treat you well!



## What A Ride!

By Alannie Broussard

Director of Communications and Public Affairs, LDA



After nearly 40 years as the *LDA Journal* business manager and 50 years as a practicing dentist, Dr. William “Bill” Hall decided it was time to step aside from his duties and fully enjoy retirement with his family. Dr. Jeffrey Kerst has graciously agreed to join the editorial board and take over as business manager of the *LDA Journal*.



Above and top center: Dr. Hall volunteering dental services during Give Kids A Smile events.

Born and raised in Shreveport, Dr. Hall received his undergraduate degree from Rhodes College, formally known as Southwestern of Memphis. He completed a brief tour with the U.S. Army Reserves, received an M.S. from the University of Richmond, where he met his wife-to-be, Jane. Then, he enrolled in dental school at Loyola in New Orleans, where he graduated in 1971. After a two-year tour of active duty in the Army Dental Corps, Dr. Hall and Jane moved back to Shreveport to open his private practice in 1973.

Not long after he started his practice, he was asked to join the editorial board of the *LDA Journal*. Sometime in the 1980’s he also took on the role of business manager. Some duties and responsibilities of the



was a member of the LDA Council on Government Affairs, working on legislative affairs relating to dentistry in Louisiana. On a national level, Dr. Hall served as the twelfth district representative to the ADA’s Council on Government Affairs for four years.

“It would be a huge mistake to not take advantage of everything the LDA and ADA has to offer,” Dr. Hall said. “Imagine how limited our experiences and learning would be without organized dentistry.”

For 28 years, Dr. Hall was a volunteer dentist for Dental Lifeline Network (DLN), a national humanitarian organization and affiliate of the ADA, providing access to comprehensive dental care for people with disabilities or who are elderly or medically fragile and have no other way to get

help. One of his greatest works with DLN was working with an 80-year-old Army veteran. Dr. Hall performed multiple extractions and restorations and donated upper and lower partials. His outstanding volunteer work resulted in his patient being able to smile and chew again.

“This opportunity has repeatedly proven to me that if you really want to feel good, do something good for someone else,” Dr. Hall said.

Dr. Hall was recognized for his outstanding work by being awarded the LDA Distinguished

Service Award in 2003. This award is given to an LDA member who exemplifies the highest standards of professional conduct in dentistry and makes extraordinary contributions to organized dentistry and their community.

The LDA is thankful for the many years of volunteer work Dr. Hall has contributed to organized dentistry on a local, state and national level. We wish you the best and a happy retirement!



Dr. Hall and his Dental Lifeline Network patient, Roy.

business manager include managing all the financials of the *LDA Journal* and working closely with the advertisers. However, Dr. Hall’s efforts within organized dentistry went far beyond just the *LDA Journal*.

From the moment he joined organized dentistry, Dr. Hall was eager to get involved. He served as president of his local component (Northwest) and also represented his component as a delegate to the LDA’s annual House of Delegates numerous times. For many years, he served on the LDA Board of Directors and



# Interview with LDA's President-Elect: Dr. Stephen Morgan

**“Go placidly amid the noise and the haste and remember what peace there may be in silence. As far as possible, without surrender, be on good terms with all persons. Speak your truth quietly and clearly, and listen to others.” - Desiderata**

What a challenging yet glorious time it is to be in the field of dentistry! Louisiana has seen great difficulties in the past two years, having weathered a few rounds with COVID, devastating hurricanes, and supply/demand issues with everything from gloves to staff members. I empathize with my fellow LDA members in their struggles through these days. I opened the doors to a group dental practice in October 2019 after four years of planning with Dr. Ross Cascio, Dr. Rachael Marchand, and Dr. Lauri Daigle. However, we were shut down five months later due to COVID-19. Yet over these years, we have seen outstanding leadership in our past presidents, Dr. Trey Carlton and Dr. Glen Corcoran. Together with our excellent LDA staff, we have effectively communicated the steps toward success to our members.

**Family Life and Hobbies:** I was raised in a large Italian family in New Orleans with my parents, older sister, and younger brother. One of the most powerful imprints that shaped who I am today is my time at Jesuit High School. AMDG to all my Blue Jay Brothers!

I spent my college years at Millsaps College in Jackson, Mississippi, where I received a Bachelor of Science in physics. The best part of my experience at Millsaps was meeting my wife of 25 years, Dr. Amanda Bell Morgan. Amanda and I are blessed with



three exceptional children. Preston is pursuing pre-law at Nicholls State University and majoring in history. Avery is currently a junior at Vandebilt Catholic High School, where he enjoys playing football and running track. Our dearest Adeline is quite unique as she was born with a rare genetic syndrome called Cri du Chat. She has taught all of us more than we can ever teach her. She is full of love and happiness, and she can melt your heart with a hug. She truly shows us what life is all about.

Outside of dentistry, my family spends as much time as possible at our family home in Jackson Hole, Wyoming. I love running marathons, ultra-marathons and I am about to embark on a 100-mile race. I also enjoy bonding with my sons through CrossFit and Spartan Races. Running

is my true jam as it is where I find my solace with God and prayer. It is also where I formed many friendships and discovered my inspirations. My most memorable races include the Boston Marathon, St. Jude's Memphis Marathon, and the 2021 Children of the Cane 50 mile run in the sugarcane fields of West Baton Rouge.

**Participation in Organized Dentistry:** Dr. David Baughman, an oral surgeon, pulled me aside one night after a Bayou District Dental Association meeting and said in his Farmerville, LA accent, “Stev-O, you need to get involved in organized dentistry! I’ll be finishing my term on the LDA Board of Directors, and you should take my place!” I was green to everything that happened that first year of service to the LDA and the profession. But with so many inspiring leaders, it was easy to see the importance of staying involved for the strength of our profession. To continue making positive advancements in our profession, I’ll take a quote from Lin Manuel’s *Hamilton*, “you must be in the room where it happens.”

**Taking an active role is more like running a marathon than a 5k race.**

**Goals as President:** Communication and Networking. The LDA staff is stronger than ever right now. This team is committed to communicating more effectively with its members to increase market share, return C.E. events and conferences in person, and find resources that positively affect the financial workings of the daily dental practice.



*Dr. Stephen Morgan, Dr. Amanda Morgan, Preston, and Avery.*

I had the opportunity to travel to Chicago with the presidents-elect of the other 49 states and visit the ADA national headquarters. Here, we networked for two days. There is much to learn if you're willing to take the time to listen. I learned about the successes and failures of other states' dental associations. I continue to call upon them now to build upon their accomplishments for our great state of Louisiana. However, I was equally excited to hear their rapid-fire questions regarding Louisiana's landmark legislation of fighting pre-existing conditions related to dental work and Louisiana's first in the nation success with Medicaid's FMP program.

The LDA is working with the LSUSD to continue its mentorship program. To foster our profession, we must embrace our current

dental students. I aim to increase the number of LDA members to become mentors in the mentorship program. Not only will this strengthen our new graduate pool, but it will bridge the gap to bringing dentists to work in all areas of the state, in particular, the most disadvantaged areas.

***When you are running, don't forget the need to hydrate.***

**Critical Issues:** National surveys revealed the most critical issue facing dentistry is staffing concerns. Louisiana is no exception to this. Based on the numbers of graduating vs. retiring hygienists, Louisiana currently has an estimated shortage of 75 hygienists. The number of staff shortages is six times that number. The issues of overhead and COVID-19 challenges rank second and third as the most critical issues facing our

state. These issues cannot be solved in a one-year term. Nevertheless, they are the issues I feel are essential to focus on during my time as president.

***"I'd rather be standing at the top of the hill I just ran and dominated, unable to breathe than at the bottom wondering what it would feel like."***

LDA lobbying remains firm because we have a voice at the table regarding dental legislation. Dental lobbying is perhaps the most respected of all professional medical fields because of our solidarity as a national organization. Let me be very clear that this is only accomplished by maintaining membership numbers.



*Dr. Stephen Morgan's daughter, Adeline Morgan.*

The 2022 Legislative Session began March 14, and our team will be monitoring 30 or so bills of interest related to health care and probably 30 or so more related to business interests. We currently have a task force organized to review potential future legislation related to requirements for K and 6th graders to have dental screenings/exams before entering school those years.

**The Future of Organized Dentistry:** Organized dentistry will continue to develop most rapidly with diversity and inclusion. We have recently had our first president





*Dr. Stephen Morgan, Fr. Mitch Semar, and Nick Cahanin at the St. Jude's Hospital Marathon.*

of Indian descent at the national level, and currently, we have our first Hispanic president. More women have engaged in organized dentistry than ever before. Over the next 10 years, we will see organized dentistry become an incredible amalgamation of all backgrounds. It will become more truly representative of its members of the new graduating classes.

In 2020, dentistry was a \$15.57 billion industry, and it is predicted to double by 2027 to a staggering \$30.59 billion. That means there is considerable potential for growth at the practice level. The most significant drivers of change are increased demand for cosmetic surgery, dental implants, and new dental technology. Additionally, the increase of our aging population means more demand for dental services.



*The Doctors of Houma Family Dental: Dr. Stephen Morgan, Dr. Rachael Marchand, Dr. Lauri Daigle, Dr. Ross Cascio.*

I believe dentistry will see a shift to more group practices and corporate entities over the next 10 years. However, we continue to see our profession excel only by working together to support all aspects of the dental field and workforce.

Remember to speak your truth quietly and clearly, while listening to others. And get in a little run just for the heck of it!



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# Benefits of Teledentistry During the COVID-19 Pandemic and Beyond

By Jayden Rae Bever,  
Content Marketing Manager, Prosites Inc. (an LDA/LDS endorsed company)

The world of dentistry is progressing, and teledentistry is a huge part of that progression. For a practice to stay relevant in a quickly transforming market, it must implement virtual dentistry options. In October of 2019, DentaVox performed a survey where nearly 80% of respondents said they would use teledentistry within the following five years.<sup>1</sup> This group was surveyed before the pandemic and the life changes that came with it. If the same survey was conducted today, how many more people would say they are likely to use teledentistry?

The pandemic completely transformed the healthcare industry. During the days of wearing masks and bulk buying hand sanitizer, the pandemic ushered in a new normal in all aspects of everyday life. This includes the way patients seek dental care.

The use of teledentistry increased significantly during the pandemic. Patients could discuss oral health concerns without leaving the safety of their homes. Teledentistry allowed patients to access safe dental care despite lockdowns and infection concerns. However, as lockdowns lift and vaccines are distributed, patients don't expect to stop virtual dental appointments. According to a survey done by GoodRx, only 12% of patients plan to stop virtual visits entirely.<sup>2</sup>

The rise of teledentistry may have started with the pandemic, but even as the world shifts slowly back to

normal, teledentistry is here to stay. According to a survey by DentaQuest Partnership, 75% of dental providers currently using teledentistry expect the number of virtual visits at their practice to either stay the same or increase during the next year.<sup>3</sup> Dental health professionals that have implemented teledentistry have seen the benefits and know that this is what patients want. Patients today do everything online, from dating, buying groceries and more. They want the ease of the internet in everything they do, even dental appointments.

## Patient Benefits

Teledentistry offers many benefits to patients. It allows patients to have questions answered, photos exchanged, treatment plans explained, and in-person visits scheduled when necessary. However, four groups of patients see the most benefits. These groups are:

### Working patients

Teledentistry helps working patients because they don't have to leave the office for an appointment. This helps them keep up with their dental care, even with their busy schedules.

### Children

Children often struggle with dentist appointments. Some may struggle to sit still; some may just be scared. Either way, when children are in pain, the last thing they want to do is go to the dentist. Virtual appointments allow dentists to see whether an in-person visit

is necessary or if it can be treated at home.

### Patients with disabilities

Patients with disabilities, both physical and mental, can often find it hard to go to the dentist. Teledentistry helps this group ensure they can treat dental issues as soon as they happen without leaving the house.

### Patients living in rural areas

Patients living in rural areas may not have access to a dentist. If this is the case, their oral health is not taken care of the way it should be. Remote appointments can give them access to dental treatment that they otherwise wouldn't get.

### Treatments

Some dentists have concerns with teledentistry. Some treatments include cleaning can't be done over video, x-rays can't be taken, and not everything can be diagnosed virtually. This is all true. In-person dental care is still essential to overall oral health. However, this in-person care can be supplemented by virtual care that can help patients and dentists in many ways. Both in-person and virtual appointments should be used together to offer the best care to patients.

Teledentistry is not a replacement for all dental treatment. No technology will ever replace good dental cleanings. However, some appointments don't need to be done in person, allowing you to save chair space, time, and money. Teledentistry is good for emergency



care, but it has many other applications as well. Patients have opted for virtual appointments for second opinions; questions about whitening solutions or clear aligners; concerns about lumps or white and red spots on their gums; and questions about vaping's effects on their oral health.

### Practice Benefits:

Teledentistry benefits dentists in many ways. It is profitable and efficient, provides intuitive software messaging, is easy to adopt, is HIPAA-compliant, improves case acceptance and new patient acquisition, and more. Some of the main benefits include:

#### Cost Reduction

Teledentistry reduces overhead because dentists don't need personal protective equipment or other disposable tools. Virtual visits also lower turnover time because there is no need to clean in-between patients. This allows dentists to see more patients in less time without decreasing the quality of their care.

#### Opportunity for Patient Education

Teledentistry allows dental teams to educate patients without them even coming into the office. Remote appointments are great opportunities to give demos, dental advice, or product recommendations.

#### Easy Aftercare

After treatment, dentists can perform follow-ups virtually to ensure everything is progressing well and that no further treatment is needed.

#### Second Opinions

Virtual consultations make it easy for patients to visit multiple dentists and make the decision on which dentist and treatment plan they are most comfortable with. Virtual consultations make it easy for patients to test out a new practice, which can increase its business.

### More Time for Clinical Work

Consultations, aftercare, and patient education take time. Doing these appointments remotely gives dentists more time to spend on clinical treatments.

### New Revenue Stream

Teledentistry allows practices to reach new patients by expanding out of heavily saturated suburban markets to rural areas as well. With this added reach and the cost savings associated, teledentistry could be the next big revenue driver for a practice.

Teledentistry offers many benefits and is proven to improve patients' dental hygiene; be more affordable than in-office dentistry; provide a more innovative solution healthcare; fit with today's patients' communication requirements; offer more access to care for patients; reduce patients' time away from the office; provide more in-office appointment for patients who really need them; and provide some of the same level of care to patients as in-office visits.

### How ProSites Can Help

Every practice should consider offering teledentistry to its patients. ProSites can help. ProSites offers virtual consultations with online marketing solutions. ProSites Virtual Consult tool is built right into dental websites, making it easy for patients to discuss their needs from their phones. Patients will be directed to choose the type of consult they need, list their concerns, and attach photos for evaluation.

With teledentistry tools from ProSites, dentists can provide patient care from anywhere. Visit ProSites.com to learn more about the customized Virtual Consult and get started today.

<sup>1</sup> Ivanova, Petya, DentaVox, "Teledentistry: Survey Shows Patients Are Ready to Welcome It", October 23, 2019

<sup>2</sup> Guttentag, Sasha, GoodRx Health, "The State of Telehealth, According to Healthcare Providers and Patients", November 15, 2021

<sup>3</sup> Varshneya, Rahul, Oral Health Group, "Future of Teledentistry in the Post-Pandemic World", February 22, 2021



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# Starting Off 2022 Together!

Jeanne McFall  
Director of Conference Services, LDA

An association is only as good as its members, and the Louisiana Dental Association has the best of the best! LDA members in leadership roles joined together in person and via Zoom on Friday, January 14, for the annual L.H. Bowden Leadership Conference. The conference trains these leaders

to work for the betterment of organized dentistry and their practices.

This year's conference speaker was Dr. Steven Shepard, founder of the Shepard Communications Group in Williston, Vermont. He presented on the multigenerational workplace, focusing on how to target dentists of each generation.

The LDA staff is so grateful for the wonderful leaders who volunteer their time for the association. We know that 2022 will be another great year in organized dentistry. We look forward to seeing those involved in LDA leadership again next year!



Left: Dr. Maria Burmaster receiving a door prize from Brown and Brown Association Services Professionals (an LDA/LDS endorsed company) representatives. Right: Editor of the LDA Journal, Dr. Brian Basinger, receiving his Service Award by LDA President, Dr. Glen Corcoran.



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## What is LADPAC? Why Should I Join/Contribute? What does it matter to me?

Annette Droddy  
Executive Director, LDA

I'm sure some of you may be thinking – what is LADPAC? The Louisiana Dental Political Action Committee (LADPAC) is a voluntary, non-profit, unincorporated committee of individual dentists and others, and is not affiliated with any political party. LADPAC is an independent, autonomous organization, and is not a branch or subsidiary of any national or other political action committees.

### LADPAC's purposes are:

- To promote and strive for the improvement of government by encouraging and stimulating dentists and others to take a more active and effective part in governmental affairs.
- To encourage dentists and others to understand the nature and actions of their government, as to important political issues, and as to the records of officeholders and candidates for elective office.
- To assist dentists and others in organizing themselves for more effective political action and in carrying out their civic responsibilities to promote good government and foster interest in dental health.
- To do all things necessary or desirable for the attainment of the purposes stated above.

LADPAC is funded primarily in two ways: 1) Donations from/membership in the PAC by our membership. (LADPAC dues are included as a voluntary item on your dues statements each year. Anyone

can also make a credit card payment, donate online, or mail a check to the LDA at any time to contribute to LADPAC.) 2) Proceeds from the LDA's Split the Pot Raffle benefiting LADPAC and the LDA's governmental affairs efforts. The list of LADPAC members is printed in the *LDA Journal* each Spring. We greatly appreciate those of you who continually support the PAC and our governmental affairs efforts.

The LADPAC funds are then used to make contributions to legislators' campaign funds, as well as to partially cover Dentists' Day at the Legislature. These contributions help give the LDA lobbying team and contact dentists an avenue to be able to speak with legislators and explain dental initiatives that protect your profession.

It is very important that dentists keep in contact with their legislators.

## LADPAC

They appreciate hearing from you, their constituents, so do your best to call, write, e-mail, and thank them for listening to our concerns about legislation that impacts the practice of dentistry.

And last but certainly not least, become a contact dentist if you have a relationship with a legislator or respond to the action alerts sent out during the Legislative Session. Make your voice heard! It benefits you and your practice. Alerts will go out via email and text messaging. It only takes a few seconds to respond and contact your legislator. The 2022 Legislative Session started March 14 and will continue through June 6, 2022. Watch for alerts and additional information as we monitor bills of interest to dentists.

## Dentists' Day at the Legislature

Wednesday, April 27, 2022

2:00 pm: Briefings

4:30 pm: Visit House & Senate Chambers

5:30 pm: Reception at the Pentagon Barracks

To register, email [Jeanne@ladental.org](mailto:Jeanne@ladental.org)  
or call (225) 926-1986





Dental Lifeline Network is grateful for the Louisiana Dental Association's partnership in developing a Donated Dental Services (DDS) program in 1987, and for its long-time support for people with disabilities or who are elderly or medically fragile and have no other access to dental care. DLN is also thankful to the Louisiana Dental Association Foundation and the many LDA members who continue to contribute through their annual Dues Statements.

Special thanks also to the Louisiana dentists and labs who have donated over \$11.8 million worth of comprehensive donated treatment for 5,456 people since 1987, and those who continue to do so. Additional revenue is needed. Donate today through your LDA Dues Statement, at [www.DentalLifeline.org/Donate](http://www.DentalLifeline.org/Donate) or use the QR Code.



Dr. Jouandot, DDS volunteer dentist 2017, with Larry, a DDS patient.

### The Story

The DDS program helps people like Shelia, a 57-year-old mother of three who loves spending time with her seven grandchildren. Shelia retired from a career as a correctional officer and became a caregiver for people who are bedridden. Unfortunately, a medication mistake in an emergency room caused Shelia's kidneys to shut down in 2012, forcing her to discontinue working. She now requires kidney dialysis three days each week, while also suffering from Type II diabetes and other health challenges. Shelia's dental health presented an additional risk; her doctor said it was imperative she address it due to her high risk of complications with other conditions. Unfortunately, although many of her teeth were broken and decaying,

she could not afford the dental care she needed. Thankfully, a DDS volunteer dentist and lab came to Shelia's aid; eight teeth were extracted and she was fitted with a full upper and partial lower denture. Shelia's dental health was restored and she continues to see her family, now with a new smile.

The Louisiana DDS program is part of a network in which services are available in all 50 states. DLN volunteers provided over \$22 million in donated treatment nationwide in fiscal year 2020-2021.

### DDS Totals for Fiscal Year 2020-2021

Patients Served<sup>1</sup> = 91  
 Patients on Wait-list = 307  
 Volunteer Dentists = 387  
 Volunteer Labs in LA = 79  
 Participating Labs outside LA = 7  
 Value of Care to Patients Treated<sup>2</sup> = \$281,012  
 Average Value of Treatment/Case<sup>3</sup> = \$4,841  
 Value of Donated Lab Services = \$14,697

<sup>1</sup>Number 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.

<sup>2</sup>Value of care to patients treated includes value of donated lab services.

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

### Get Involved

Please Visit: [DentalLifeline.org](http://DentalLifeline.org)

Or Contact: Michelle Aiken, DDS Coordinator

225.926.8062 (local)

225.208.1226 (fax)

[maiken@DentalLifeline.org](mailto:maiken@DentalLifeline.org)

### Donate

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### Patient Treatment (DDS Program Totals 7/1/21 to 1/31/22)



Patients Served



Patients on Wait List



Volunteer Dentists



Volunteer Labs

### Financial



Value of Care to Patients Treated  
\$125,038



Average Value of Treatment/Case  
\$4,008



Value of Donated Lab Services  
\$16,188

### Since Program Inception (1999)



Total Patients Treated  
5,456



Total Value of Care to Patients Treated  
\$11,833,323

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## New Year, New Endorsements

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



The LDS is happy to announce two new endorsed companies: Compliancy Group for HIPAA solutions and UPS for discounted shipping rates.

**Compliancy Group's** HIPAA software and dedicated Compliance Coaches guide dentists through implementing an effective HIPAA compliance program. By working with a dedicated Coach, dentists can become HIPAA compliant quickly through just a few self-paced virtual meetings.



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**UPS** provides discounts on domestic, commercial, next-day air and international shipping. Members can open a new account or re-enroll and apply the new discounts to an existing account by visiting [savewithups.com/ada](http://savewithups.com/ada) or calling 1-800-MEMBERS (1-800-636-2377), M-F 8 a.m. – 5 p.m., ET.

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- In addition, members can take advantage of UPS Smart Pickup® service for FREE.

LDS and many of our endorsed companies will have a booth on April 7-8 at the New Orleans Dental Conference/LDA Annual Session in the Exhibit Hall. I invite you and your staff to stop by and sign up for services or have any questions answered by the good folks at ADS South (dental practice transition specialists), Brown & Brown Association Services Professionals

(insurance - business, property, life and more), Campus Federal Credit Union (practice loans), ProSites (website designer/provider) and TDSC (dental supplies and small equipment). To learn more about the conference and to register for C.E. courses, visit [www.nodc.org](http://www.nodc.org).



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## Rural Practice Sales: A Tough Nut to Crack

Preston Lovelace J.D., M.S.

ADS Transitions, Lovelace & Associates (an LDA/LDS endorsed company)

Selling a profitable dental practice in a high-demand metro area takes effort but is not difficult if the seller asks for a reasonable price. However, transitioning a practice to new ownership in more rural areas becomes significantly more difficult. Several factors contribute to this dilemma, including reduced demand for rural practices, limited supply of qualified buyers, a limited supply of patients, and population urbanization throughout the country. There are also many advantages to owning a rural practice. The key for any rural transition is to effectively convey those benefits to potential buyers and market the practice for an appropriate amount of time.

The pool of potential buyers in the dental market is severely limited. Unless the practice is a Federally Qualified Health Center, the purchaser of a dental practice in Louisiana must have a license to practice dentistry in this state. There are currently around 2,600 licensed dentists in Louisiana, many of whom already own practices or are approaching retirement age and are no longer in the market. Additionally, many young dentists who are looking to acquire practices have geographic restraints on their search. I've had many conversations with young dentists where I explained the financial benefits of buying a practice, only to have them refuse the opportunity because they (or their spouse) considered it an undesirable location.

Competition for young dentists is also high, with many national groups and DSOs offering high salaries with no management responsibilities, as well as sign-on and retention bonuses. These offers appeal to new dental graduates, whose average educational debt was around \$305,000 for the class of 2020. Even though lenders are willing to finance practice acquisitions, many new professionals balk at the idea of incurring more debt.

Supply and demand are also important on the patient side of the equation. There are only 4.6 million people in Louisiana, which equates to around 1,750 patients per dentist under ideal circumstances. Unfortunately, the population is not evenly distributed in our state and a lot of our citizens cannot afford a dentist. Almost 18% of Louisianians live in poverty, and this jumps to around 21% for rural areas. Once we adjust the numbers for poverty, that leaves about 1,450 patients per dentist under ideal circumstances.

The urbanization of our nation's population also affects rural dental practices. Though Louisiana grew 2.7% overall between 2010 and 2020, 45 parishes lost some of its population in the same period. The parishes that grew were in Southern Louisiana near metro areas, leaving rural practices competing for even fewer potential patients.

Luckily, owning a rural practice has many advantages over urban practices. Primarily, there is less competition from other dentists in rural areas. There may be many people in Metairie compared to Pineville, but there are also significantly more dentists in Metairie. Even though one area has considerably more people, the population to dentist ratio in the two areas is roughly the same due to the abundance of dentists in Metairie.

Patient retention is also better in rural practices. All practices have a slow leak of patients due to death, relocation, or searching for an in-network provider. With fewer options to choose from and longer commutes to the dentist's office, rural patients tend to stick with their dentist longer than urban patients.

In addition to reduced competition, several office expenses are lower in rural practices. Less competition reduces marketing and facility expenses. The lower cost of living in rural areas reduces staff payroll, the largest single expense in a dental office.

The practitioner's quality of life and cost of living is also a consideration that purchasers often overlook. Housing costs and crime rates are significantly lower in rural areas, and children's public-school options in rural Parishes are often better than their urban equivalents.

Office technology is another consideration for practice owners, both urban and rural. In the last 15 years, no dentist licensed had any experience with film radiographs in dental school. It is too much to ask a young professional to relocate to a rural area and adapt to outdated technology. However, new equipment and technology purchases do not increase your practice's value by the amount you spend on them. Since there is no dollar-for-dollar increase in the practice value, equipment upgrades should be made now, while the practitioner has the chance to use the new equipment before a sale.

Finally, the key component to transitioning a rural practice is time. The supply of licensed dentists willing to move to rural areas in Louisiana is so small that it takes a significant amount of time to find one. Consequently, rural practitioners should plan on at least 18-36 months of marketing before a buyer can be found. My recommendation for the owner of a rural practice approaching retirement would be to list it for sale at least two years before the projected retirement date. I've sold rural practices in less than six months before, but over 80% of my rural listings take more than a year to sell.

---

*Preston Lovelace, JD, MS, is the president of ADS Lovelace and Associates, Inc., which has been endorsed by the LDA for practice transition services. He has been evaluating and transitioning dental practices in Louisiana for 17 years. He is an attorney admitted to practice in Louisiana. All LDA members are eligible for a free consultation lasting up to two hours as well as discounts on transition and valuation services. He may be reached at 225-614-7700 or PLovelace@gmail.com.*





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## LSBD Updates

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



As we move into 2022, the Louisiana State Board of Dentistry is still wrestling with the effects of COVID-19. We hope that with the decline of the Omicron variant, life can begin to return to normal.

During the upcoming meeting in May, the Board will discuss whether Louisiana license holders can obtain their continuing education hours required for license renewal virtually. With continued improvement in COVID-19 caseloads across the state, we may maintain our rule of having at least 20 of the 30 hours to be obtained in person.

As a result of the COVID-19 pandemic, the landscape of testing for licensing exams has changed. ADEX, has created an

exam that is manikin-based in addition to their patient-based exam. Many states have opted to change their statutes to allow the new manikin-based exam. Along with a few other states, Louisiana still has a law that requires the live patient version of the exam. Over the last two years, the governor's office has issued an emergency order that allowed the Board to suspend the patient component. The CITA testing agency has administered the manikin exam. The emergency order remains in effect for 2022 graduates. The results of the manikin exam, i.e., pass rates, have very closely paralleled the results of the patient-based exams.

Consequently, the Board would have no objection to a statute

change, allowing for the manikin exam to be administered permanently in Louisiana. On a related note, the three major testing agencies, CITA, CDCA, and WREB, have merged to create one nationwide agency administering the ADEX exam. This should allow portability for initial license applications.

In other news, the Board has voted to allow for expungement of advertising violations, regardless of the number of violations. This is provided no other violations occur within five years following the last violation. The Board felt as though an advertising violation need not haunt a person for the remainder of their career.



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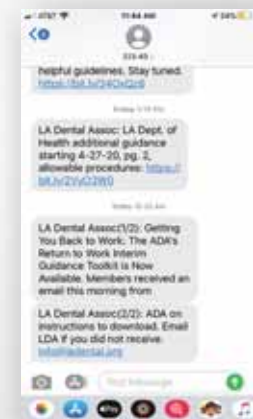
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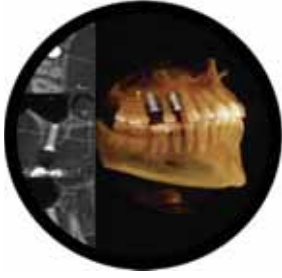
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# Component Presidents



## Dr. Jared Guilliot

After graduating, I saw the influence and impact the organizational side of dentistry provides. I attended 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 that is provided when colleagues group together for a cause. Our field can only function at its highest output when we have a voice in the direction that it heads in the future. My goal for my component is to provide an open door for them to voice their opinions, concerns, and ideas so that I can strive to be a productive leader to my district.

## Acadiana President



## Dr. Brent Benoit

Involvement in organized dentistry has been a great opportunity for me. It quickly began after I finished residency when Dr. Steve Morgan approached me to serve as an officer for the Bayou District Dental Association (BDDA). This leadership position opened my eyes to everything the LDA and the ADA do for our profession. I quickly learned that we have the opportunity to affect change for all of our constituents and have a large impact on our members. Becoming a leader within the BDDA has opened other leadership roles on the LDA level and in organized orthodontics.

I look forward to continuing to lead my local component and increasing involvement in my region. Finding a norm following the COVID-19 pandemic and Hurricane Ida, the Bayou District is resilient and unified. I hope to continue to provide our members with quality education, improved communication from the state level, and unparalleled camaraderie within our membership. I hope to engage more young dentists in the BDDA and show them what our region has to offer. 2022 is off to a great start, and I look forward to what is to come.

## Bayou President

## Dr. John Moylan Central President

At this time in our profession's history, organized dentistry is more important than ever. Insurance companies continue to lower reimbursements, politicians propose legislation that could drastically alter the structure of our profession, and our services are shifting more and more



towards a commodity than necessary health care. We need a strong, unified voice to help protect our profession. The ADA and LDA provide an amazing platform for dentists all over the nation to let their voices be heard. I was inspired to serve to help educate the younger dentists in our area on how important organized dentistry is.

I also want to help bring valuable C.E. to the CENLA community of dentists and monthly meetings where fellow professionals are excited to come, participate and develop the comradery we need during this trying time. Our goals this year are to increase attendance at our meetings, increase enrollment in our area and get our members more involved in the LDA. Everyone's voice deserves to be heard, and it is our job as our communities' representatives to make that vision a reality.





## Dr. Stephen Sherman

I started attending the Greater Baton Rouge Dental Association (GBRDA) meetings right out of residency because of the encouragement of many dentists in my area. One of those dentists was my father, who previously served as GBRDA president. By being involved in leadership, my father developed long-lasting friendships. I have only been a part of the group since 2018, but I also feel that I have developed relationships that will last a lifetime. While these relationships may have started as merely professional, they have blossomed into deeper personal friendships. This organization has allowed me to connect with dentists that I otherwise would not have had the opportunity of meeting. Being a part of organized dentistry allows me to help further the profession I am so fortunate to be a part of.

The tripartite organization of the ADA allows someone in a small Louisiana city to protect the best interest of the doctors and the patients. It is a privilege to be a part of a group of doctors that provide our community with such a high standard of care. I sought out a leadership role because I believe the GBRDA has the interest of our profession. My goals as president of GBRDA are to increase meeting attendance of new graduate dentists and those who have been around for decades. I would also like to create a sense of unity in the local dental community. While the past few years have forced us to distance, we must continue to come together and meet our challenges as one group.

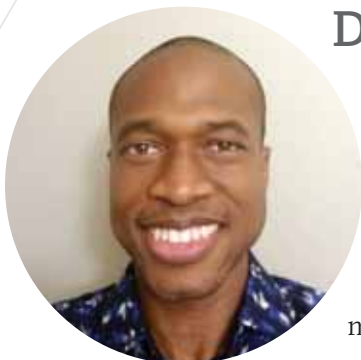
## Greater Baton Rouge President



## Dr. James Burns NODA President

I joined organized dentistry after graduating from dental school in 1993. I learned the advantage of being a member of the ADA tripartite very early in my career. In my first year in practice, my wife Nancy and I were expecting our first child. We were living in an apartment, looking for a house to buy, and nobody would give us a loan. I had a NODA member tell me to check out what ADA offers. Sure enough, the ADA directed me to a mortgage company that approved us for a loan just because I was an ADA member. Because of this, my wife and I were able to buy a house that we still live in today.

One of my biggest takeaways from being involved in organized dentistry is the friendships that I have made. Organized dentistry has some great people that have touched my life throughout the years. My objective for this year is to try to increase membership by making people aware of the advantages of being a member monetarily and personally. I hope to convey this message to the younger dental community members in New Orleans and make them a member of our NODA/LDA family. They will not regret it.



## Dr. Kortlan Nelson

I got involved in organized dentistry because I wanted to be a part of the organization that shapes the field of dentistry and interacts with policymakers. For several years, I have attended meetings at the local and state level and have always aspired to have a seat at the table to contribute ideas. Being a part of organized dentistry allows me to have a role in creating and shaping policies. I want to protect our profession and to look out for our interests. I sought a leadership role because I wanted to affect change and further unify the camaraderie in our organization. I desire to push for actions to meet dentistry's challenges and opportunities as they appear on the horizon.

## Northeast President



## Dr. James Lowder

Being a part of something bigger than yourself has always driven me throughout life. I fell in love with dentistry and the ability to develop intentional relationships with your patients. Having the capability to walk through life with them was something that I found intriguing. I also love that we can carry that over into our relationships with other dentists and specialists as well. Having the ability to develop encouraging, community-based relationships with each other allows us to grow personally and professionally.

As the current president of the NWLDA, I want to continue to foster this with our constituents. Comradery is huge, and even though we all have different practice philosophies, we have the same love of treating patients to the best of our ability. Having fun venues, engaging speakers, and small social events allows us to achieve this. I am grateful to be a part of the NWLDA community, and I look forward to continued growth here, as well as the LDA.

## Northwest President

## Dr. Ashley Azevedo

### Southwest President

Organized dentistry helps to protect our interests as dentists and even our patients. It allows us to advocate for our field at the local, state, and national levels. Organized dentistry allows us to network within the dental community and learn from each other. I am so grateful to be a part of such a great group of dentists. We come together to discuss challenges and unify over common interests and goals. This community has been invaluable, especially over the past couple of years.

My goals for the Southwest District Dental Association are to continue growing our group and engaging our community. After the pandemic and two hurricanes, “community” has never been more important!



## Dr. Joseph Ferrara

### Northlake President

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

As I begin my second year serving as president of Northlake Dental Association, I am reminded of how important organized dentistry is to the profession. These last two years have brought many challenges. Despite it all, it has been wonderful to see the ADA and the LDA manifest the value of membership to the dental community. Now more than ever, it is vital that we show the value of membership. My goals for the remainder of my term are to communicate the benefits of membership to dentists who are not yet involved and increase participation to work for the benefits of the profession, and continue to be an influential voice on Capitol Hill.





# SAVE THE DATE

## LDA Calendar of Events

Event	Date	Location/Website
New Orleans Dental Conference/LDA Annual Session	Thursday, April 7 - Saturday, April 9, 2022	Hyatt Regency Hotel New Orleans, LA <a href="http://www.nodc.org">www.nodc.org</a>
Dentists' Day at the Legislature	Wednesday, April 27, 2022	State Library & Pentagon Barracks <a href="http://www.ladental.org/dentistsday">www.ladental.org/dentistsday</a>
LDA Summer Education Conference	Wednesday, June 8 - Saturday, June 11, 2022	Hilton Pensacola Beach, FL <a href="http://www.ladental.org/summerconference">www.ladental.org/summerconference</a>
LDA Foundation Fishing Rodeo	Thursday, July 14 - Saturday, July 16	Grand Isle Marina, Grand Isle, LA <a href="http://www.ladental..org/fishingrodeo">www.ladental..org/fishingrodeo</a>
Kick-Off C.E.	TBA	Virtual <a href="http://www.ladental.org/kickoff">www.ladental.org/kickoff</a>
Last Chance Seminar	Friday, December 9, 2022	Crowne Plaza Hotel, Baton Rouge, LA <a href="http://www.ladental.org/lastchance">www.ladental.org/lastchance</a>
Winter C.E. & Ski	Sunday, February 19 - Tuesday, February 21, 2023	TBA <a href="http://www.ladental.org/ski">www.ladental.org/ski</a>

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## The Power of Volunteering

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

My time as LDHA president is reaching its end, and I struggled with what to write for my final article. I have had the privilege of discussing topics such as obesity, periodontal disease, and COVID-19. Initially, I was going to write about the upcoming events for LDHA but decided to do something I do not often do. I decided to write about myself and my journey of volunteering.

When I was 23 years old, my sister Heather was diagnosed with a rare neurovascular autoimmune disease called cerebral vasculitis. At the beginning of her illness, we did not understand the severity of her condition, but my family and I knew no matter what the diagnosis, she would be okay. When I was accepted to dental hygiene school in New Orleans in 2007, I thought my life was beginning to change. I moved away from my parents for the first time and had to take care of myself. I was now an adult. When I completed school, I moved back to Baton Rouge and met an amazing friend named Kelli. Kelli was an ovarian cancer survivor. My sister, at that time, was also on the mend. She had her good and bad days, but overall, she was able to live a normal life. Kelli and I became fast friends and bonded over the trials and tribulations of dealing with chronic illnesses. I completed school, was living on my own, and landed a job with a great office. Life was heading in the right direction.

Over the next six years, both Kelli and Heather's diseases took turns

for the worse. There were days my sister would be on one floor of the hospital, and my friend was just one floor below. I spent so much time at the hospital that people thought I worked there because I was wearing scrubs. However, I knew they would both survive in my heart because those things did not happen to me. They happen to other people.

I received a phone call around 10:00 p.m. on May 1st that Kelli had died. I wept for her but went to work the next morning to keep my mind busy. At 8:30 the next morning, my office manager gently stood at the door of my operatory and told me my parents were at the office. I already knew without being told. My sister had died. Within a 12-hour period, I lost two of the most important people. My world shattered.

I went through some dark times while they were sick. I could not wrap my head around how this happened. One thing I came to realize was I was still here, and I wanted to make them proud to be my sister and my friend. I began to volunteer. I joined the Junior League of Baton Rouge, a volunteer organization of women. I met many people and heard many stories about the positive effects of volunteer work. I felt the positivity within my own life when I completed a project or heard a thank you for what you do. There was work to be done, and I was still alive to do it. I needed a purpose, and I found that purpose in volunteering.

I took over the presidency for LDHA in 2020. My volunteer

training really kicked in as I began my presidency the week of the shutdown in 2020. Initially, I completed my presidency in 2021 but stayed an extra year to accomplish what I set out to do and what the LDHA anticipated of me. I want to increase access to care for all. I want to make a difference. Volunteering as LDHA president changed the course of my career and my life. I recognized I could be a leader. I am currently working toward a master's degree in public health to help more people in the community and continue my work outside of LDHA. Heather and Kelli represent what life could be, and I get to do the work they did not have the chance to finish. I want to thank everyone that supported me and continues to support my efforts. To my amazing parents, my wonderful husband, the LDHA Board of Trustees, my work team, my family, and friends, I say thank you. Thank you, Heather and Kelli, for making me who I am today. I look forward to the future and what role I may play to make it a better place. I finish my article with a quote I say to myself almost every day...

"Meghan, you can  
*endure* anything  
as long as it's  
*temporary.*"

- George Newport (my dad)



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# A Valuable Resource: Biopsy Service & Radiology Consults

By LSU Health School of Dentistry

Along with its primary mission of educating dental professionals, the LSU Health School of Dentistry (LSUSD) offers unique resources to the dental community. Two valuable services through its Department of Diagnostic Sciences include oral and maxillofacial pathology biopsy diagnostic services and oral and maxillofacial radiology consultation services, both of which can assist dental practitioners in offering the best possible care for their patients.

Under the leadership of Dr. Kitrina Cordell, professor and chair of the Department of Diagnostic Sciences, the department boasts the only two oral and maxillofacial pathologists and the only two oral and maxillofacial radiologists in Louisiana. They provide patient consultations and teach at all levels of LSU's educational programs, including offering continuing education courses and delivering care to patients in the LSUSD Faculty Dental Practice.

Oral and maxillofacial pathology refers to the study of diseases of the mouth, jaws and related structures such as salivary glands, temporomandibular joints, facial muscles and perioral skin, all of which are prone to a variety of medical and dental disorders. The practice of oral and maxillofacial pathology includes diagnosis of diseases using clinical, radiographic, microscopic, biochemical or other examinations, management of patients and research. Oral pathologists have advanced education in the field that lasts on average 37 months.

Oral radiologists have advanced education and experience in radiation physics, biology, safety and hygiene, which enables them to take and interpret conventional and digital images, computed tomography (CT) and magnetic resonance imaging (MRI) scans, and similar techniques to help diagnose and treat oral-facial diseases and conditions. Training programs in this specialty last from 24 to 36 months, depending on the certificate or degree

offered. Technology in the field of radiology is changing so quickly that practitioners like oral and maxillofacial radiologists are pioneers in a constantly evolving field of practice.

Feel free to contact them if you have questions or require their services. Utilizing this resource as an extension of your care team can help assist in providing the best diagnoses and outcomes for your patients. Their combined expertise is a tremendous resource for the citizens and dental health practitioners in our state.

## Welcome Back, John O. Burgess, DDS, MS!



*John O. Burgess, DDS, MS*

We are grateful and honored to welcome Dr. John Burgess to LSU Health School of Dentistry as a faculty member in the Department of Prosthodontics and as the school's Director of Clinical Research. Prior to re-joining LSUSD earlier this year, he served as a professor at the University of Alabama at Birmingham (UAB) School of Dentistry and as the Assistant Dean of Clinical Research in the UAB Institute of Oral Health Research for the past 16 years. Before joining UAB, Dr. Burgess served as chair of the LSUSD Department of Dentistry and Biomaterials and as the school's assistant dean of clinical

## SAVE THE DATE

September 23, 2022

**LSUSD**  
*Alumni*  
**DAY**

research. Because of his efforts, LSUSD launched a successful clinical research endeavor in the years leading up to the devastation caused by Hurricane Katrina. During his Air Force military career, Dr. Burgess chaired the Department of Dental Research at Wilford Hall Medical Center, directed research and dental materials at Wilford Hall and directed the General Practice Residency Program at Sheppard AFB. He was a military consultant in general dentistry to the Air Force Surgeon General.

Dr. Burgess is a graduate of Emory University School of Dentistry and received his MS in Biomedical Sciences from the University of Texas Health Sciences Center, Dental Branch, in Houston, Texas. He completed both a one- and two-year General Practice Residency in the U.S. Air Force. A prolific researcher, Dr. Burgess, has published more than 400 articles, abstracts and textbook chapters. He reviews for four dental journals and is a member of the advisory board for the Dental Advisor and editorial board for Inside Dentistry. He is past chair of the Biomaterials Section of the American Association for Dental Research and lectures extensively nationally and internationally, presenting more than 1,000 continuing education courses. Dr. Burgess has received certification from the American Board of Dentistry and is a diplomate of the Federal Service Board of Dentistry.

With his prolific research record and outstanding academic credentials, Dr. Burgess will be a valuable asset to the LSU Health School of Dentistry.

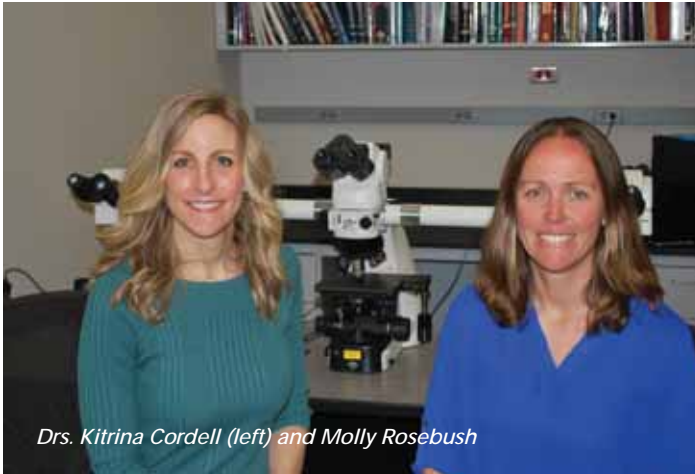


# An Expert Team to Strengthen Patient Care

## Oral & Maxillofacial Biopsy Service

Specimens are submitted using prepaid FedEx two-day shipping and tracking from practitioners' offices to the dental school with 48-hour turnaround from receipt to generation of a report in most cases. Drs. Cordell and Rosebush review the large majority of specimens together at their multiheaded microscope prior to issuing a full diagnostic report. In 2021, the service processed just over 3600 cases, almost 10% of which were precancerous or malignant diagnoses.

More Information: Contact (504) 941-8449 or [oralpath@lsuhsc.edu](mailto:oralpath@lsuhsc.edu)



*Drs. Kitrina Cordell (left) and Molly Rosebush*

**Kitrina Cordell, DDS, MS**, professor and chair of the Department of Diagnostic Sciences, received her DDS and her MS in Oral and Maxillofacial Pathology from The Ohio State University. Prior to joining the faculty at LSUSD in 2010, she was a faculty member at the University of Michigan School of Dentistry at Ann Arbor, Michigan for eight years where she also served as director of its oral pathology biopsy service.

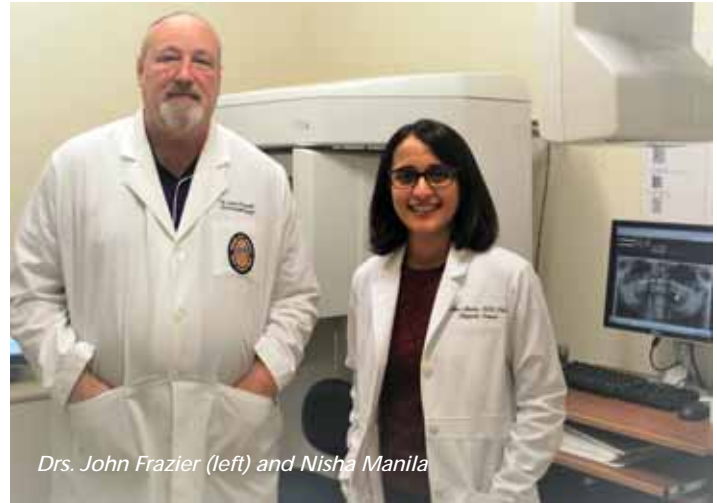
**Molly Rosebush, DDS, MS**, associate professor of Department of Diagnostic Sciences, received her DDS from the University of Michigan and her MS in Oral and Maxillofacial Pathology from The Ohio State University. Prior to joining the faculty at LSUSD in 2013, she was a member of the faculty at University of Tennessee College of Dentistry in Memphis, TN for five years.

Both Dr. Cordell and Dr. Rosebush are diplomates of the American Board of Oral and Maxillofacial Pathology and fellows of the American Academy of Oral and Maxillofacial Pathology.

## Oral & Maxillofacial Radiology Consultations

LSU Oral Radiology Service provides complete evaluation of CBCT studies or other images including plain film radiographs. Each dental imaging report allows the referring provider to practice with the confidence and security of knowing that diseases or abnormalities have been identified or excluded. The radiologists work personally each clinician to determine specific diagnostic needs. Reports are generated within 4-6 business days. CBCT imaging studies can also be acquired through their service in the Faculty Dental Practice. For more information visit: <https://www.lsusd.lsuhs.edu/fdp/our-services/radiology/default-new.htm>

**John J. Frazier, DMD, MSPH, MS**: Dr. Frazier, assistant professor of Oral and Maxillofacial Radiology in the Department of Diagnostic Sciences since 2018, received his DMD from the



*Drs. John Frazier (left) and Nisha Manila*

Medical University of South Carolina and practiced as a general dentist for several years. He attained master degrees in biostatistics and biomedical informatics and completed his residency in oral and maxillofacial radiology at Texas A&M University School of Dentistry. He is a fellow of the American Academy of Oral and Maxillofacial Pathology, a diplomate of the American Board of Oral and Maxillofacial Pathology, and a member of the Academy of Oral and Maxillofacial Radiology.

**Nisha Manila, BDS, PhD**: Dr. Manila, assistant professor of Oral and Maxillofacial Radiology in the Department of Diagnostic Sciences since 2021, received her dental degree from Rajiv Gandhi University of Health Sciences in India and subsequently entered private practice as a general dentist. As her interest in radiology developed, she joined Tokyo Medical and Dental University and completed her PhD in Oral Radiation Oncology. She then completed her residency in oral and maxillofacial radiology at Texas A&M College of Dentistry. Dr. Manila is a member of the American Academy of Oral and Maxillofacial Radiology, the International Association of DentoMaxillofacial Radiology, the Radiological Society of North America, International Association of Dental Research, and several other professional organizations.

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## Is Your Dental Practice a Well-Functioning Team?

By Chad Olivier  
CERTIFIED FINANCIAL PLANNER™

If your wealth is being derived from the running of your business, then the relationship between wealth management and the success of your business is symbiotic, wherein the good of one increases the good in the other.<sup>1</sup> The successful running of your dental practice greatly relies on how well your team is functioning. “Each member of the dental team directly affects the success of the practice through his or her actions. The way team members communicate, the way they deliver a quality experience for the patient, and the way they discuss treatment fees conveys [an] image for the [the] practice.”<sup>2</sup>

The team approach to the dental practice helps ensure that staff members enhance the experience for the patient. It’s important to note that details matter. In his book, *Everything Counts*, organizational coach Gary Ryan Blair presents strategies and concepts that contribute to achieving exceptional results. In the *Teamwork Counts* chapter, Blair states, “Success depends on a combination of good timing, natural advantages, and harmonious teamwork...Teamwork is the ultimate competitive advantage.”<sup>3</sup>

*Everything Counts* provides five qualities successful teams demonstrate, including:

1. All team members fully understand – and are committed to—the team task, and between them, they have all the skills necessary to succeed.
2. There is a recognized leader at any one time who provides motivation and a sense of common direction.
3. All members work for the success of the group, rather than for themselves.
4. They support each other in their efforts and are concerned for each other’s welfare.
5. Team members enjoy working together.

The presence of these successful team qualities helps to create a high-quality patient experience with authentic communication at every level, from the initial appointment setting to the discussion of payment for services and throughout all treatment protocols. Some dental teams start their workdays with morning “huddle” meetings to increase the communication flow and create a collaboration culture. It is important to note that

every team member should be adequately trained to deliver the necessary services to patients and to communicate about all aspects of those services effectively.

An increased emphasis on team building contributes to the productivity of your business. When team members across a range of industries were surveyed, it was found that team members were 80 percent more likely to report higher emotional well-being when honest feedback, mutual respect and personal openness were encouraged.<sup>4</sup> Happier employees were found to be up to 20 percent more productive than unhappy employees.<sup>5</sup>

While focusing on the attributes of a well-functioning team, it is imperative that staff leaders are aware of possible dysfunctions of teams. In the business book, *The Five Dysfunctions of a Team*, author and consultant, Patrick Lencioni describes the Five Dysfunctions in triangle form, which, from the bottom to the top, are:

1. Absence of trust (Teams that lack trust are unwilling to be vulnerable within the group.)
2. Fear of Conflict (A lack of trust can contribute to a fear of conflict, which allows artificial harmony overactive debate.)
3. Lack of Commitment (Teams that lack trust and avoid conflict have difficulty making decisions which leads to ambiguity over clear team goals)
4. Avoidance of Accountability (A lack of commitment to common objectives allows for low standards of performance when behavior is not questioned)
5. Inattention to Results (Due to a lack of accountability, team members allow Individual status and ego to take precedence over team success)

The first and most important step in building a cohesive and functional team is establishing trust. An absence of trust is the foundation for the rest of the team dysfunctions. How well a dental office team functions impacts its bottom line. Building a well-functioning team takes time and intention, and it can lead to increased quality productivity which can lead to increased wealth. As a result, properly managed wealth

can continue to grow over time. Focusing on enhancing the qualities of a good team and recognizing possible dysfunctions can lead to a better patient experience.

Inspiring Teamwork Quotes:

- “If everyone is moving forward together, then success takes care of itself.” – Henry Ford
- “Alone, we can do so little; together, we can do so much.” – Hellen Keller
- “To build a strong team, you must see someone else’s strength as a complement to your weakness and not a threat to your position or authority.” – Christine Caine
- “Individual commitment to a group effort—that is what makes a teamwork, a company work, a society work, a civilization work.” – Vince Lombardi

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

<sup>1</sup> Symbiosis is a term describing any relationship between two dissimilar organisms. In mutualistic relationships, both species benefit. NationalGeographic.org; *Symbiosis: The Art of Living Together*.

<sup>2</sup> Dentaleconomics.com; *It Takes Teamwork*, Nash; October 1, 2003.

<sup>3</sup> Blair, Gary Ryan; *Everything Counts: 52 Remarkable Ways to Inspire Excellence and Drive Results*, 2010, pg. 47.

<sup>4</sup> Atlassian.com; *The Importance of Teamwork (as proven by science)*; Middleton, January 25, 2022.

<sup>5</sup> *Id.*; Social Market Foundation.

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



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# The Most Magical Meeting of All!

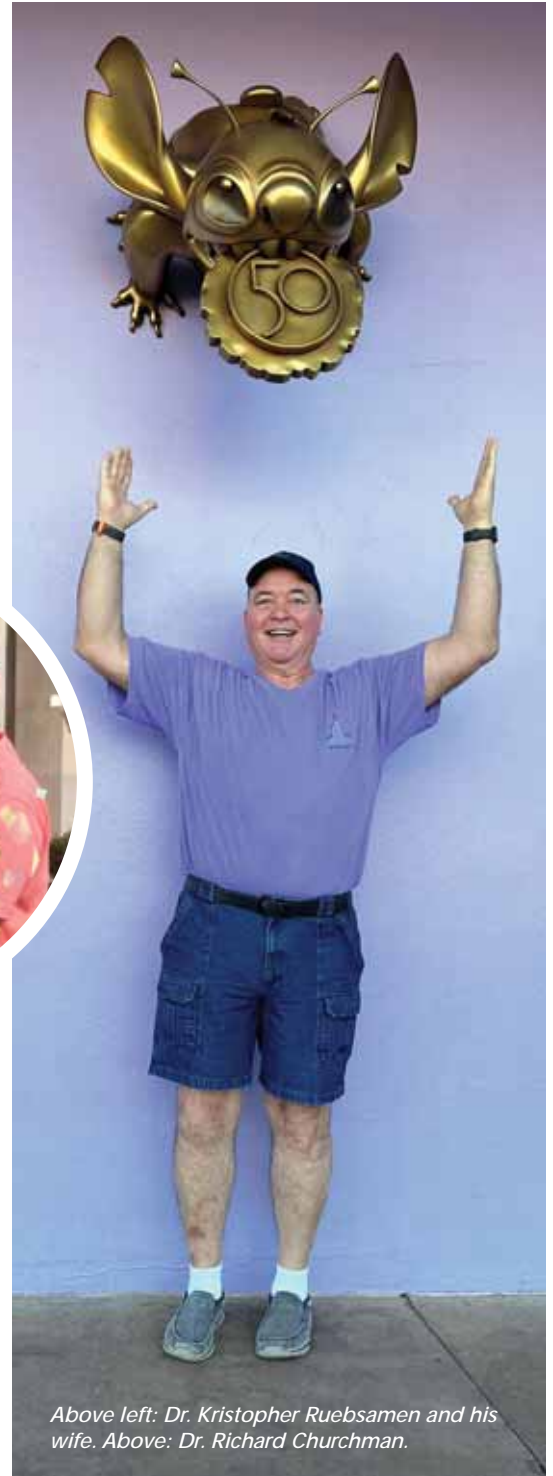
*Jeanne McFall  
Director of Conference Services, LDA*

The LDA travels to Walt Disney World for a three-day conference every other year. We were pleased to offer great rates at one of the most magical hotels on the property, the Grand Floridian Resort & Spa. Just minutes away from Cinderella’s castle, we couldn’t ask for a better location.

“The Grand Floridian was amazing and so convenient to where we were going,” said Amy Babb, hygienist and wife of LDA member Dr. Troy Babb. “I never understood what was so great about going to Disney World every other year, but now I am a believer, and I look forward to many more trips where we can go and support the LDA.”

Our group this year was the largest we have ever hosted at the mouse’s house, and we couldn’t have been happier to have so many dental professionals with us. During the event, we meet from 7:30 am – 11:00 am for three days and join our families in the park for the remainder of the day. It is a great way to balance work and play! Join us all three days and earn 10.5 credit hours. You don’t want to miss this wonderful event when we head back to Walt Disney World in 2024!

In 2023 we will head to the slopes! Join us over the Mardi Gras holiday from February 19-21, 2023, at the Keystone Resort in Keystone, Colorado. We hope to see you there!



*Above left: Dr. Kristopher Ruebsamen and his wife. Above: Dr. Richard Churchman.*

## THANK YOU TO OUR SPONSORS

### Premier Events Partners







*Dr. Michael Turgeau and his family.*



*Dr. Sarah Bihm and her cousin.*



*Dr. Kidder and speaker Dr. Charlie Ward.*



*Dr. Christopher Turman and his family at Magic Kingdom.*



*Dr. Marco Brindis and his family.*



*Attendees during a C.E. course.*



*Dr. Glen Corcoran and his family.*



# Cyber Attack & Data Breach Insurance

By Stormy Blair

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

There has never been a more important time than now to consider purchasing a cyber liability and data breach insurance policy designed to cover the unique needs of a dental office. Over the last few years, there have been significant increases in the frequency of cyber attacks targeting dentists and federal agencies are warning of possible cyber incidents in the wake of Russia's attack on Ukraine.

Dental offices are a treasure trove of data for hackers! In fact, dental offices are one of the top targeted professions for hackers. This is because dental practices store a wealth of very important information that can be used for identity theft and blackmail purposes – things like patient names, addresses, dates of birth, social security numbers, insurance cards and health histories.

Clever hackers have many ways of exploiting dental practices, especially when a practice has outdated software, vulnerable email systems, and inattentive employees. As the sophistication of hackers and other cyber criminals increases, so do the types of threats and the number of data breaches.

It is critical for everyone in the practice to diligently follow established security measures and safeguards. Remind all employees of the importance of strict adherence to security protocols and safeguards.

## Take Action Now

- Here are some **basic best practice measures** that are extremely important and should be followed:
- **Ensure all software has the latest security options/patches.** This will help protect against malware, viruses, and hacker attacks.
- **Frequently back up all important data and information and verify**

**your backups.** Regular backups reduce the likelihood that critical data is lost in the event of a cyberattack. Protect the backups in a remote or external location, outside of your network, where they are safe from ransomware that seeks out backup copies. Periodically verify that your data backup process is working properly to assure that your data will be recoverable if a crisis occurs.

- **Change and strengthen passwords frequently.** Systems are only as secure as the passwords used to access them.
- **Use two-factor authentication.** This can add an extra level of security to help prevent an account hack.
- **Slow down to avoid being yet another “phishing scam” victim.** Take the time necessary to validate suspicious or unexpected emails. And **do not** click a link, pop-up or attachment without first hovering your cursor over the link to display the URL to assess its legitimacy. If there is an urgent call to action, rather than clicking on a link, consider a different way to validate the request, such as speaking with the sender to get verbal confirmation that the communication is legitimate or visiting the purported sender's URL.
- **Remind all employees of the importance of powering down computers when not in use.** Computers are not accessible to attacks or intrusions when powered off.

## Next Steps

- **Periodically assess security measures and safeguards.** Address changes in practice operations and staff, as well as any changes to potential internal and external security risks to ensure overall cyber preparedness. Set aside some time to review the practice's safeguards and make changes necessary to ensure that the right measures are in place to protect patient information.
- **Provide regularly scheduled cybersecurity awareness training.** Dentists and all staff members should complete ongoing training. This will ensure that everyone is familiar with risks and the existing protocols in place for loss prevention.
- **Insure against the financial impact of a cyber attack/data breach.** The loss of revenue and cost of recovery can be staggering. A practice should obtain a cyber liability and data breach insurance policy as protection for this type of loss. Choose a policy designed for and offered by a carrier experienced with the unique needs of a dental practice.

We recommend visiting the sites below for greater information and guidance in protecting your dental practice from cyber attacks and data breaches.

Contact the LDA's exclusive insurance agency for more information and a no-obligation quote at:

Brown & Brown Association  
Services Professionals

Stormy Blair, Vice President

sblair@bb-asp.com

<https://www.bb-gulfstates.com/asp>



# Continuing Education and LDA Events Calendar

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

**DATE:** April 1, 2022  
**TOPIC:** Clinical Endodontics for the General Dentist (7hrs. credit)  
**TIME:** 8:30 AM  
**SPONSOR:** Ark LA Tex Academy of Dentistry  
**SPEAKER:** Dr. Alex Fleury  
**LOCATION:** Wyndham Garden Shreveport, 1419 E. 70th Street, Shreveport, LA 71105  
**PROVIDER:** ADA CERP Approved  
**REGISTRATION:** To register <https://www.arklatexacademy.com/events-calendar.html>. Please contact: Ronnie Hermes (318) 797-9997; [rhermes14@aol.com](mailto:rhermes14@aol.com) or Clint Bruyere (903) 753-0337; [clint.bruyere.dds@gmail.com](mailto:clint.bruyere.dds@gmail.com)

**DATE:** April 7-9, 2022  
**EVENT:** NODC/LDA Annual Session  
**LOCATION:** Hyatt Regency Hotel, LA  
**PROVIDER:** Louisiana Dental Association and New Orleans Dental Conference  
**REGISTRATION:** <https://www.nodc.org/register>

**DATE:** April 8, 2022  
**EVENT:** LDHA Annual Session/Baton Rouge  
**TIME:** 8:00am – 4:00pm CDT  
**LOCATION:** Renaissance Baton Rouge Hotel, LA  
**PROVIDER:** LDHA  
**REGISTRATION:** <https://www.eventbrite.com/e/ldha-annual-sessionbaton-rouge-tickets-244200719927>; Contact Donna Sarabia with any questions at [donnasarabia@gmail.com](mailto:donnasarabia@gmail.com).

**DATE:** April 19, 2022  
**TOPIC:** TBA 2hrs CE Clinical  
**SPEAKER:** Dr. Cosse

**PROVIDER:** Louisiana Shreveport-Bossier Dental Hygienists' Association  
**REGISTRATION:** <http://www.sbdha.net/continuing-education.html>.

**DATE:** April 27, 2022  
**EVENT:** Dentists' Day at the Legislature  
**LOCATION:** Louisiana State Capitol, Baton Rouge, LA  
**PROVIDER:** Louisiana Dental Association  
**REGISTRATION:** <http://www.ladental.org/ce-and-events/lda-eventsregistration/dentists-day-at-the-legislature>

**DATE:** May 17, 2022  
**TOPIC:** TBA 2hrs CE Clinical  
**SPEAKER:** Dr. O'Neill  
**PROVIDER:** Louisiana Shreveport-Bossier Dental Hygienists' Association  
**REGISTRATION:** <http://www.sbdha.net/continuing-education.html>.

**DATE:** June 8-11, 2022  
**EVENT:** Summer Conference  
**LOCATION:** Hilton Pensacola Beach, FL  
**PROVIDER:** Louisiana Dental Association  
**REGISTRATION:** [www.ladental.org/summerconference](http://www.ladental.org/summerconference)

**DATE:** July 14-16, 2022  
**EVENT:** LDA Foundation Fishing Rodeo  
**LOCATION:** Grand Isle Marina, LA  
**PROVIDER:** Louisiana Dental Association  
**REGISTRATION:** <http://www.ladental.org/ce-and-events/lda-eventsregistration/fishing-rodeo>

**DATE:** September 20, 2022  
**TOPIC:** TBA 2hrs CE Clinical  
**PROVIDER:** Louisiana Shreveport-Bossier Dental Hygienists' Association  
**REGISTRATION:** <http://www.sbdha.net/continuing-education.html>.



**DATE:** September 29, 2022  
**TOPIC:** CPR by Iggy Rosales – 3  
Clinical CE hrs.  
**TIME:** 6:30pm  
**LOCATION:** Little Farms Playground, 10301  
S. Park St., River Ridge, LA  
**PROVIDER:** NODHA  
**REGISTRATION:** [http://www.nodha.org/?page\\_id=13](http://www.nodha.org/?page_id=13)

**DATE:** October 18, 2022  
**TOPIC:** TBA 2hrs CE Clinical  
**PROVIDER:** Louisiana Shreveport-Bossier  
Dental Hygienists' Association  
**REGISTRATION:** [http://www.sbdha.net/  
continuing-education.html](http://www.sbdha.net/continuing-education.html)

**DATE:** November 16, 2022  
**TOPIC:** TBA 2hrs CE Clinical  
**PROVIDER:** Louisiana Shreveport-Bossier  
Dental Hygienists' Association  
**REGISTRATION:** [http://www.sbdha.net/  
continuing-education.html](http://www.sbdha.net/continuing-education.html)



### LDA/LSUSD Mentoring Program

The Mentorship Program is expanding to all LSUSD students, but we need more LDA members as mentors! The program will be largely self-guided, emphasizing mentor/mentee communication in whichever method works best for both parties. Sign up by visiting [www.ladental.org](http://www.ladental.org) or email [Colin@ladental.org](mailto:Colin@ladental.org).

**SAVE THE DATE!**

**Southwest Dental Conference**  
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[www.swdentalconf.org](http://www.swdentalconf.org)

# 2022 SPRING COURSES

For latest course information, visit [www.lsucde.org](http://www.lsucde.org)



LSU Courses



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

Continuing Dental Education

**REGISTER TODAY!**

[www.lsucde.org](http://www.lsucde.org) OR Call (504) 941-8193

DATE	COURSE INFORMATION	REGISTRATION FEES*	HOURS
March 18-19, 2022 <b>Attend this course from ANYWHERE</b>	<b>Moderate Sedation Review &amp; Update Course: for Adult Patients Only</b> Presented by Drs. Alfredo R. Arribas and Benjamin R. Record	<b>Early Bird / Regular</b> Dentist: \$1,010 / \$1,060 Dental Team Member: \$265 / \$295	<i>a maximum of</i> 12 clinical hours (lecture)
March 26, 2022 <b>Live Course and Hands-On Participation</b>	<b>Maximized Adhesive Dentistry - for Anterior and Posterior Teeth</b> Presented by Drs. Bruce Leblanc, John Barksdale, Jr., Mike Robichaux, Michael Leblanc, Jr. <i>at LSU School of Dentistry</i>	<b>Early Bird / Regular</b> Dentist: \$825 / \$895 COURSE LIMITED TO 32 PARTICIPANTS - Register Early!	<i>a maximum of</i> 11 clinical hours (lecture)
March 31, 2022 <b>Attend this course from ANYWHERE</b>	<b>Dental Sleep Medicine—A View from 30,000 Feet</b> Presented by Dr. Eugene Santucci <i>via Live-Stream Video Conference (Only)</i>	<b>Early Bird / Regular</b> Dentist: \$159 / \$189 Hygienist / Lab Tech: \$119 / \$149 Dental Assistant: \$79 / \$890	<i>a maximum of</i> 3 clinical hours (lecture)
April 22, 2022 <b>Live Course and Video Conference</b>	<b>SuperGeneralist: The Pathway to Independence and Fulfillment</b> Presented by Dr. Mark Malterud <i>at LSU School of Dentistry</i>	<b>Early Bird / Regular</b> Dentist: \$310 / \$340 Hygienist / Lab Tech: \$185 / \$215 Dental Assistant: \$100 / \$120	<i>a maximum of</i> 7 clinical hours (lecture)

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



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

## Phantom of the Opera-tory... A Condensed Pharmacology Overview & Update for the Entire Dental Team

← Live-Stream Video Course\*

### Early Bird / Regular

Dentist: \$159 / \$189  
Hygienist / Lab Tech: \$119 / \$149  
Dental Assistant: \$79 / \$89

Thursday, May 5, 2022 • 6:00 pm

Maximum 3 Clinical Hours (lecture)

Course #03-22-Video

### Presented by

Thomas Viola, R.Ph., CCP

### Overview

The challenge faced by all clinicians today is to provide safe and effective dental treatment to our medically complex patients. Thus, as dental professionals, we must be equally aware of the medical considerations of agents commonly used in the practice of dentistry as well as the dental considerations of the medications frequently prescribed for the treatment of multiple systemic diseases. This program will present an overview of the basic principles of pharmacology in a format which makes it applicable, practical and useful for all members of the dental team. Using case scenarios, special emphasis will be given to drugs administered or prescribed in dental practice, as well as to medications whose actions, effects, or interactions with other drugs may impact dental therapy.

### Learning Objectives

After attending this lecture, participants should be better able to:

- Describe the pharmacology of analgesics and appropriate prescribing practices for the management of acute dental pain.
- Discuss local anesthetic agents with respect to their mechanism of action, adverse effects and contraindications.
- Examine the pharmacology of anti-infective agents commonly used in dentistry and their clinical considerations.
- Discuss the prescription medications and nonprescription drugs and supplements most frequently encountered on a patient's medical history, including their potential impact on dental therapy and patient care planning.



# LDA

## Classifieds



**Lafayette, LA Turn-Key Dental Office For Sale or Lease With or Without Equipment.** 5,404 Sq. Ft. with 15 operatories (& med gas). Contact Diana Stephens at 225-235-5755 or [diana@scoutrec.com](mailto:diana@scoutrec.com) for more information.



**3 x-ray units for sale:** Sirona (model 469 4606 D3302), Siemens (model 1448278 x 1779), Focus (model D-0711S). \$1,500 each OBO, shipping not included. Contact Dr. Tony L. Guilbeau: (337) 207-0263.

**Associate dentist needed in fee service group practice to replace retiring dentist in Greater Baton Rouge area.** Mentorship and partnership available. Contact Leslie at [smile@centraldentalcare.net](mailto:smile@centraldentalcare.net).

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

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

We provide a competitive compensation package, including comprehensive health benefits (Health, Vision, Dental), Life Insurance, Continuing Education Allowance Program, Professional Liability Insurance, 401 (k) program and leadership opportunities. Please

contact Dr. Grand (985) 705-3786 or Email: [granddds@grandfamilydentalcare.com](mailto:granddds@grandfamilydentalcare.com).

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

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We are looking for a full-time (Monday - Thursday) OR part-time (2-3 days per week) registered dental hygienist to join our busy, Covington practice! Our established office is fast-paced and completely digital. We pride ourselves in treating our patients like we would our family and strive to build long-lasting relationships with them. We always give ample time to nurture the patient-provider relationship by allowing 90-minute new patient hygiene appointments, 60-minute recare appointments, and 90 minutes for 2 quadrants of SRP. We are firm believers in teamwork! For full-time employees, we offer health and vision insurance, dental insurance for yourself & your immediate family, 401k opportunity with employer matching, paid vacation, paid holidays, & competitive pay. If this sounds too good to be true, IT'S NOT! We would love to meet you! Please send your resume to [Lindsey@OutshineFamilyDental.com](mailto:Lindsey@OutshineFamilyDental.com).

**Dr. Greg S. Phillips and Associates large family practice located in Luther, LA is looking for an associate dentist.** We are located 30 minutes outside of New Orleans and 30 minutes outside of Baton Rouge. Responsibilities will include examining patients, creating treatment plans and consulting with patients. We foster an environment that you can focus solely on dentistry and patient care and not on payroll and managing employees. Pay is between \$100,000-\$250,000 per year. Please email resume or questions to [gpsphillips@gmail.com](mailto:gpsphillips@gmail.com).

**FT Dentists Needed at Taylor Dental & Braces in Baton Rouge and Lake Charles, LA and PT Orthodontist needed in Baton Rouge:** Large, multi-practice organization with strong mission to provide quality dental care to underserved families is seeking Associate Dentists. Competitive compensation with the top half of dentists earning more than \$220,000 per year. Sign-On Bonus, Student Loan repayment, and Relocation are available in many locations. Generous benefit plan including Medical, Dental Vision, Disability, Life and 401(k). Company provided professional liability insurance and CE. Multiple schedule options. Growth and development through mentoring and leadership. Sponsorship options available. Contact: Dr. Susan Edwards | 469-626-7890 | [suedwards@benevis.com](mailto:suedwards@benevis.com).

**Zachary practice seeking exceptional dental hygienist.** Are you looking to start with a great team? Then look no further. We offer great compensation with a signing/retention bonus. Apply today to start a new adventure. Contact [henri@fallindds.brcxmail.com](mailto:henri@fallindds.brcxmail.com).

**Southern Louisiana Orthodontic Practice for Sale.** New to the market is a thriving orthodontic dental practice in southern Louisiana. Ideally located within an hour of Lafayette in a desirable community. The practice has 6 operatories and is situated in an expansive, free-standing building with room for expansion. Additionally, the real estate is available if desired. Collections of \$1.346 million & SDE \$682,000. Between January and September 2021, the practice had 445 new starts. With 40-45 new starts per month, this 100% FFS practice sees continuous growth! To learn more, contact Professional Transition Strategies: [sam@professionaltransition.com](mailto:sam@professionaltransition.com) or call: 719.694.8320. We look forward to speaking with you!

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

**Baton Rouge, LA General Dental Practice for Sale.** New to the market is a thriving general dental practice within an hour of historic downtown town Baton Rouge! Five fully equipped operatories. Collections of \$880,000 & EBITDA \$300,000. As the practice is currently open three to four days per week, there is significant opportunity for growth. With very limited marketing the practice sees an average of eight to ten new patients per month. To learn more, contact Professional Transition Strategies: [sam@professionaltransition.com](mailto:sam@professionaltransition.com) or call: 719.694.8320. We look forward to speaking with you!

<https://professionaltransition.com/properties-list/baton-rouge-la-general-dental-practice-for-sale/>

**Busy New Orleans, LA Dental Practice for Sale.** If you've been looking for a high end, innovative dental practice in New Orleans, this is the one! With nearly 2,000 active patients, the practice is continuously busy. The real estate with expansive office condo may also be included in the sale of the practice. 4 operatories



with expansion opportunity for additional plumbed op. Collections over \$1 million and EBITDA \$240,000. Great location in upscale community! To learn more, contact Professional Transition Strategies: sam@professionaltransition.com or call: 719.694.8320. We look forward to speaking with you!

<https://professionaltransition.com/properties-list/upscale-new-orleans-la-dental-practice-for-sale/>

**Dr. Gina Liggi Maestri and the team at Maestri Family Dentistry are in need of another dentist to join our dental practice based in Lafayette, Louisiana.**

With over 20 years in practice, Dr. Maestri holds a loyal team of 3 compassionate & highly coached dental hygienists backed by a phenomenal support staff to provide quality dental care to their community. Dr. Maestri is excited to expand her services by welcoming another dentist and exploring the possibility for a future partnership. A new Dentist in our practice can look forward to full days of general dentistry while working in a newly renovated space, stocked with hi-tech, advanced equipment. There's also room for growth, especially dentists trained in surgery! Visit our website at [www.maestridental.com](http://www.maestridental.com) to learn more about our team and the services we offer. Contact Gina Liggi Maestri, DDS at 337-704-2126 or by email [ginamaestri@gmail.com](mailto:ginamaestri@gmail.com) to learn more about this huge opportunity today!

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

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

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

**Bayou Dental Group and Dr. David Finley in Monroe, Louisiana are in need of another Dentist to join our quality based dental practice.**

We have two highly skilled dentists, three compassionate and talented dental hygienists and 12 great support staff. We all love coming to work every day to do our best at changing people's lives by improving their dental health. If you are a dentist who has longed for a place where patients appreciate you and where quality of dental care truly counts, then join our team. Check out our website at [www.smile-creator.com](http://www.smile-creator.com) to see what Bayou Dental is all about!! I have been a practicing dentist since 1985 and every day is still a fun-loving day of learning and discovery. Call me David Finley, DDS, FAGD, FAACD at 318-323-9303 or email me at [DDFDDS@aol.com](mailto:DDFDDS@aol.com) to see how fun and rewarding changing people's lives can be!

**100% FFS practice ownership opportunity: Norco, LA** (4 generation office between New Orleans and Laplace). Doctors have a projected income of 300-400K immediately with potential for much more. I will provide mentorship to the doctor (if desired) to help them in the areas of practice management, implants, bone and connective tissue grafting, impacted 3rds, IV sedation, veneers, full mouth rehabs, molar endodontics, brackets and Invisalign orthodontics. Doctors should have a min of 1 year of experience. Contact Dr Calvin Bessonnet at [ascensiondentist@eatel.net](mailto:ascensiondentist@eatel.net) or at 225-673-6910.

**P/T Pediatric Dentist (Chalmette/Slidell).** Louisiana Dental Center, a well-established and fast-growing group dental practice with a thriving patient base, is seeking a P/T Pediatric Dentist to split time between its locations in Chalmette and Slidell. Please contact Terry Ernst at 985/893-2240 or send CVs to [ternst@ladentalcenter.com](mailto:ternst@ladentalcenter.com).

**ASSOCIATE GENERAL DENTIST NEEDED.**

Our well-established practice on the Northshore is looking for a skilled and motivated general dentist to join our team. Candidate must be committed to providing superior patient care. We prefer to keep as many services in-house as possible therefore an ideal candidate would be skilled at or open to learning more about implants, molar root canals, and extractions to name a few. Cerec experience is also preferable. The office is equipped with state-of-the-art dental technology, is digital/paperless, accepts fee for service and PPO patients, and has a well-trained clinical and non-clinical support team. Private practice experience is preferred but not required. This is an ideal opportunity to earn a great income! We offer a 4-day work week, \$250K + earning potential, group health & vision insurance, malpractice insurance 100% covered, 401K retirement plan with employer matching, dental care for family, & \$2,000 annual CE allowance. Please submit your CV to [resumes@acclaimpm.com](mailto:resumes@acclaimpm.com) if this position interests you!

**General Dentist Opportunity.** Our well-established, family-owned practice, Bippo's Place for Smiles has an extraordinary opportunity for a General Dentist to learn quality dentistry in a pediatric setting. We provide quality dental care to children of the Greater New Orleans and surrounding areas. Join us and feel good about making dentistry fun for kids! Be a part of developing good oral health habits and creating a lifetime of smiles. This is a 3-5 days per week opportunity to work with children of all ages in our New Orleans and Slidell offices.

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Send resume to: Dr. Edward Donaldson, DD via email. [DrDond@bipposplace.com](mailto:DrDond@bipposplace.com).

**Affordable Dentures & Implants seeks a General Dentist to become an affiliated Practice Owner in Alexandria/Pineville, LA.**

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- Good extraction/surgery skills
- Willingness to learn new denture techniques
- Root form implant placement experience or a desire to receive implant training

Responsibilities

- Patient Care; Provision of tooth extractions and tooth replacement services
- Day to day practice leadership

Contact: [valerie.washington@affordabledentures.com](mailto:valerie.washington@affordabledentures.com) or [mac.swaringen@affordablecare.com](mailto:mac.swaringen@affordablecare.com)

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

# LAST PAGE

## Weight Loss Made Easy

By David Austin

The holidays have not been so kind to me because I gained more weight than I ever have in such a short period of time. And as I've become older, I've also realized that losing these extra pounds is not easy anymore. It's especially not easy during the holidays because everyone, including people you don't even know, encourage you to eat.

A good friend gave me an Advent calendar from Burger King with coupons for free food leading up to Christmas. Of course, I used those coupons. I didn't want to seem ungrateful for his thoughtfulness. Cakes, cookies, and pies. All my favorite food groups were constantly at my beck and call during this time of year.

My sweet wife, realizing my weight gain and lack of motivation to lose it, gave me a late holiday gift of a Fitbit watch to help motivate me to exercise more and watch what I eat. The first time I strapped it on my wrist, it began to take my vital signs and immediately called 911.

After getting over that embarrassment, I began to see how it could be helpful. For instance, I was loading some laundry in the dryer one evening and noticed I had misplaced my Fitbit. I found it in the dryer later when unloading the clothes and saw it now said I had walked over 12 miles that day.

I was eager to show my wife, and she was very impressed. However, the fourth time I tried that, she found it in the dryer before I could get to it. I tried to plead innocent, but a jury of my peers, namely her, found me guilty.

Over the next few weeks, I noticed that Buffy, our little terrier, had started a habit of getting up in the middle of the night and start sniffing and scratching at the door downstairs, wanting to go outside. I would look over at my wife and see that she was sound asleep. So, I would get up, go downstairs, let the dog out, wait, and then let her back in.

This had become a new habit, and my wife would never wake up. One night when I was downstairs letting the dog out, I grabbed some Cocoa Puffs from the pantry and carefully poured them into a bowl. Before I could get that bowl half full, she yelled down, "You had better not be getting into the Cocoa Puffs at this time of night!!" Next time I'll try barking while pouring.

I next joined an exercise club, but I'm convinced that I have a genuine allergy to exercise. Every time I would get on one of those machines, my skin became flushed, my heart raced, and I would get sweaty and short of breath. This seemed very dangerous to me, so I spent the rest of my membership just taking a shower, watching the news on TV, and then I would go home. I really enjoyed going there but realized I don't need a personal trainer as much as I need someone to follow me around and slap the unhealthy foods out of my hand.

I've really been trying to eat better, but I recently choked on a carrot. All I could think was I bet that a donut wouldn't have done this to me. But I'm still trying. For instance, I had a cupcake yesterday without the sprinkles. And I must say, it just didn't taste right.

So, I've been thinking. Rabbits get plenty of exercise by running and hopping. They even eat a vegetarian diet and live maybe 5 years. But look at tortoises. They don't run. In fact, they don't do anything energetic and eat whatever they want and live maybe 150 years!

And another thing... who in their right mind has eaten a Lean Cuisine and said afterward, "Oh boy, I am really full!"

And another thing... if we're not meant to have midnight snacks, why is there a light in the fridge?

And another thing... how did my wife figure out I was strapping my Fitbit on Buffy during her midnight run?



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