

# VOL. 76, NO. 2 LDA JOURNAL SUMMER 2017

# 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 statewide grassroots organization whose purpose is to promote, advocate, and protect the dental professional. The LDA has over 1,900 members.**

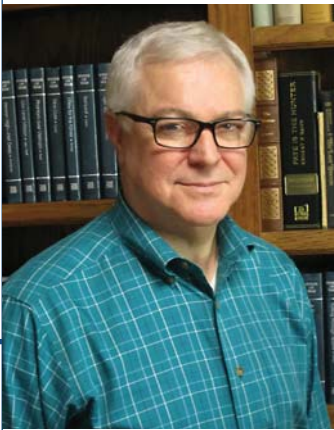
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On the cover: There is a new LDA/ADA member benefit. The ADA has launched a new advertising campaign to bring more patients to YOUR practice. In this 3-year campaign, the ADA will be investing \$6 million annually on search and digital advertising to direct consumers to make an appointment with an ADA dentist. **Help patients find you by updating your Find-a-Dentist profile!** Login to [ADA.org/MyADA](https://ebusiness.ada.org/login/login.aspx) (<https://ebusiness.ada.org/login/login.aspx>) to complete your profile. You'll be glad you did!

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





# LDA

## editorial

Dr. David Austin  
Editor, LDA Journal

### 2017 Legislative Session

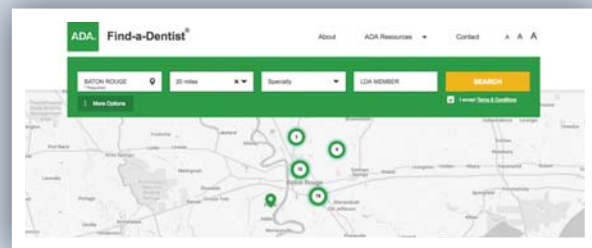
If you haven't been following it, this past Legislative Session certainly has kept the LDA on its toes! Our LDA went to bat for us and participated in some of the most complex political manipulating known in recent times. Issues that were important to dentistry involved about 35 bills with the LDA monitoring more than 100 bills in all. Here are just a few issues that were of great interest to me. Council on Government Affairs Chair Dr. Marty Garrett and LDA Executive Director Ward Blackwell have put together a much more detailed report on pages 4-7 of this publication.

The Louisiana State Board of Dentistry did not prevail in eliminating the provision that would keep them from having to relocate from New Orleans to Baton Rouge. Staying in New Orleans would have saved a great deal of money and would have avoided the necessity of having to hire a new staff.

SB 241, the dental devices sales tax exemption PASSED and will hopefully be signed by the Governor. The session report will have more detail but, basically, while dentists will have to continue to pay some sales tax on items that would otherwise be exempt until 7/1/18 (and those revenues will be counted in the 2017-18 budget), dentists will be able to claim a refund on the taxes they pay on otherwise exempt items between 10/1/17 and 7/1/18!

The retired volunteer dental License (HB 210) – PASSED. This LDA bill will ease the burden of obtaining this license (no Louisiana dentists hold this license at this time due to cost and effort to obtain). Hopefully passage of this bill will allow and encourage more retired dentists to do pro bono work. Side note, I tried to obtain one of these but was told that I would actually have to be retired to obtain it. Oh well, maybe when I really retire.

Make sure you check out pages 4-7 for more in-depth information!



#### *LDA/ADA Member Benefit: Attract More Patients by Updating Your Member Profile*

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Help patients find you by updating your Find-a-Dentist profile! **Login to your My ADA page and complete your profile in only 5 minutes.** You can add multiple addresses, contact information, office hours, and what types of payment and dental benefits you accept. **Don't forget to upload a photo!** Profiles with photos get 11 times more clicks and also show up higher in search results.

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# LDA

## legislative session

Dr. Marty Garrett, Chair, Council on Government Affairs  
Ward Blackwell, M.J., Executive Director, LDA



## Report on 2017 Legislative Session

**Note:** Photos on pages 4-7 are from *Dentists' Day at the Legislature, April 26, 2017. Thank you to all who attended!*

The 2017 regular session of the Louisiana Legislature saw partisanship elevated to a level previously associated much more with Washington, DC than with Louisiana. As expected, the most contentious debates involved the State's shaky fiscal situation. What was not quite expected was the deep ideological divisions, especially in the House, becoming so publicly visible and bitter. As the session ground on, this resulted in virtually every measure intended to address the looming "fiscal cliff" being stonewalled, and several other bills vital to government functioning being used as leverage in the various conflicts.

On the seemingly few occasions when the legislature addressed serious non-fiscal issues, dentistry

found itself in the harsh glare of a spotlight cast on past mistakes of the State Board of Dentistry (LSBD). Some debates that were quite conspicuous and contentious (especially for dentistry) sprang forth on several bills the LDA was actively working that affected the LSBD. This led to some of the most complex political maneuvering in which the LDA has been involved in many years. Factor in that the overall total for issues of interest and importance to dentistry that the LDA actively worked this session was about 35 bills, and that LDA monitored more than 100 bills in all, reporting on ALL the events of significance to LDA members would fill a book. Here then is an update on just the most vital issues for dentistry:

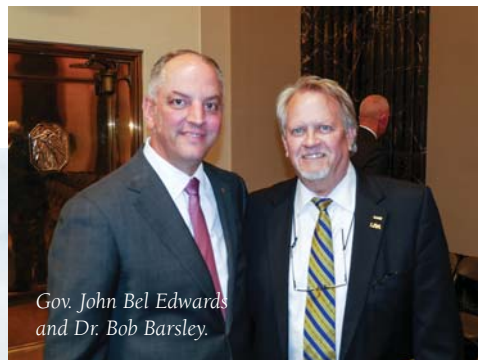
### **Appropriations (HB1) – DIED.**

The most significant casualty of the rancor in the legislature was the budget bill, HB 1. It wasn't so much that agreement wasn't reached on a budget that shocked observers as it was the meltdown on the House floor as various factions maneuvered to either force votes on HB 1 or delay them as the final minutes of the session ticked away. In the end, the difference between the demands of the conservative House leadership and the Senate was less than \$100

million (in a total budget of roughly \$29 billion). A special session focused solely on budget and bond issues is now underway, and the most likely scenarios for resolving the budget disagreement will involve legislators focusing just on that \$100 million (or less) gap. Limiting negotiations just to that amount will likely mean modest cuts to health care (basically, Medicaid) are pretty well assured and the final outcome is unlikely to include substantial reductions in funding for higher education (including the dental school). At this point, it's impossible to say whether or not the health care cuts will lead to decreases in dental Medicaid reimbursement rates

### **Dental Sales Tax Exemption (SB 241) – PASSED.**

LDA's bill to restore the exemption from sales tax for dental devices (SB 241) easily passed out of the Senate. In the House, though, it faced a gauntlet of hearings in



Gov. John Bel Edwards  
and Dr. Bob Barsley.



Drs. Steve Ortego, David Hildebrandt,  
Charlie Foy, Stephen Brisco, and Bill Hall.





*Above: Attendees receiving a legislative update.*

*Right: Father/Daughter team – Dr. Lance Savoie and Mallory Savoie.*



two less than favorable committees. The Appropriations Committee was particularly problematic because it had basically drawn a line in the sand and would not pass ANY bill that adversely impacted the 2017-18 budget. The LDA got around this obstacle by adding a provision that delays the bill's effective date till July 1, 2018, the beginning of the next fiscal year. Thus amended, the bill sailed through the House. Yet even while the bill's effect will be delayed, the statutory language in the bill itself still states that the exemption shall be back in effect as of October 1, 2017. This basically means that, while dentists will have to continue to pay some sales tax on items that would otherwise be exempt until 7/1/18 (and those revenues will be counted in the 2017-18 budget), dentists will be able to claim a refund on the taxes they pay on otherwise exempt items between 10/1/17 and 7/1/18! Moreover, one potential solution to the looming "fiscal cliff" (when all the temporary sales taxes expire next year) that's being contemplated by some lawmakers would be to



*Peggy and Dr. Kirt Touchstone, Rep. Frank Hoffman, and LDA Executive Director Ward Blackwell.*

make permanent some of the suspension of exemptions from sales taxes that were passed last year. But, if the legislation to do that is anything like the attempt made this year (HB 609, which died in the House), the language in SB 241 should help ensure that the dental device exemption is not affected.

**Insurance ID Cards (HB 165) – PASSED.** This was an LDA bill intended to make it easier to distinguish between self-insured and fully insured plans by requiring the latter to place identifying information on the patients' ID cards. The distinction is important because self-insured plans (a.k.a. ERISA plans) are federally regulated for the most part and exempt from most state insurance laws. So, a dentist dealing with a plan that appears to be violating Louisiana's dental freedom of choice law or a mandated benefit (e.g., not covering anesthesia for pediatric hospital dentistry) could often spend several hours over a period of weeks trying to find out if the plan in question has an ERISA exemption. Now, this will be evident with just a glance at the patient's ID card. The bill sailed through both chambers and has been signed into law as Act 34.

**Limiting Income Tax Credits for Physicians and Dentists in Underserved Areas (HB 427) – PASSED.** These tax credits have been on the books for MANY years



*Attendees receiving a legislative update.*

and aren't that heavily utilized. However, an underserved area, as defined in the current law, could often not actually be an underserved area for practical purposes. This bill narrowed the definition to be more in line with the actual purpose of the law and placed a \$1.5 million cap on the total credits available in a given year. There should be no real practical impact on dentistry.

**LSUSD Tuition (HB 113) – PASSED.** The authority of state higher education institutions (including LSUSD) to set fees without legislative approval was set to expire June 30, 2017. Passage of HB 113 extended that authority





Above: Attendees receiving a legislative update.  
Right: Sen. Ronnie Johns and Ben Clements.

by 3 more years. LDA supported this measure as an important means of allowing the dental school to cope with the massive cuts in its state funding the past several years. The governor negotiated unsuccessfully to cap how much tuition could be increased from one year to the next (e.g., no more than 5% increase), but he is expected to sign the bill even though that provision did not get in it.

**Revisions to Health Care Licensing Boards (SB 75 and SB 205) – DIED.** SB 75 would have made sweeping changes to the manner in which health care licensing boards function. Some provisions with which the LDA had no issues would basically have increased the State's oversight of state licensing boards. However, the LDA found three provisions of the bill troubling to at least some degree, as it would have:

- 1) Capped the hourly rate for contract legal work in a way that would have forced the hiring of a full-time staff attorney at greater expense.
- 2) Added a public member to each board, though he/she could not grade exams. (LDA position: if there had to be public member, he/she should also not take part in disciplinary actions.)
- 3) Required final disciplinary actions to be handled by an administrative law judge (LDA would prefer that dentists facing license suspension be given a choice who will hear the case: a panel of 3 State board member dentists or the judge.)

SB 205 basically did only the last of these things, but was ultimately amended to something totally different. LDA attempted to work with the author of SB 75, Senate Health and Welfare Committee Chair Senator Fred Mills, as well as with several representatives on the House Health and Welfare Committee, to amend the problematic parts of the bill. In the end, we were only partially successful in amending the bill, but strong lobbying from other groups (especially nursing homes) wound up killing the bill.



**LSUSD to Remain Domiciled in New Orleans (HB 521) – DIED.** This bill would have reversed the law that currently requires the LSBSD to relocate to Baton Rouge by next year. Staying in New Orleans should ultimately have saved money and would have avoided the disruption of hiring all new staff. Plus, the LDA House of Delegates unanimously supported this bill. But in apparent retribution for the LDA's opposition to parts of SB 75, this bill was killed in the Senate Health and Welfare Committee. Among several ironies of note during the committee hearing, the problems with the LSBSD cited as reasons why they should be forced to move mostly involved incidents that had taken place well before the current LSBSD staff had been hired.

**Retired Volunteer Dental License (HB 210) – PASSED.** No dentists currently hold a retired volunteer license in Louisiana, evidently because the cost and effort to obtain and maintain one are a bit steep. Passage of this LDA bill will ease that burden somewhat and hopefully encourage more retired dentists to do pro bono work. However, this bill almost passed in a very different form. After HB 521 died, both the LDA and Senators on the Health and Welfare Committee sought to amend this bill. The senators sought to amend on provisions similar to some of those in SB 75. The LDA sought to amend on a provisions from HB 521 eliminating the requirement for the LSBSD move to Baton Rouge. The LDA amendment and some of the senators' amendments were adopted during a rather testy debate on the Senate floor. But in the very end, a legal technicality resulted in all those amendments being stripped from the bill, and it passed in very nearly its original form.

**Licensure Exemption for Students in Dental Hygiene Schools (HB 209) – PASSED.** Passage of this LDA bill fixed a quirk in a provision of state law that allows students at a dental school (LSUSD) to practice



Father/Daughter teams – Dr. Rachel Durel, Rep. Andy Anders, Rep. Nancy Landry, and Dr. Teemie Landry.



Rep. Franklin Foil, Tammy Garrett, Dr. Marty Garrett, and Sen. Francis Thompson.



Above: Dr. Danny Weaver, Dr. Paul Perry, Rep. Mike Danahay, Denise Perry, and Dr. Scott Hannaman. Right: Dr. David Hildebrandt and Sen. Sharon Hewitt.

under faculty supervision without a license, but does not also apply in the same way to students at dental hygiene schools (ULM). That's strictly unintentional and was easily fixed. There ALMOST was an effort to hijack this bill as part of the maneuvering after HB 521 was killed.

**Independent Medicaid Claims Review (HB 492 & HCR 119) – PASSED.** This Louisiana Hospital Association bill (LHA) would establish an independent, external claims review process for Medicaid, which the LDA supports. But after evaluating the bill, LDA leadership was convinced the process was more cumbersome and costly to be a good fit for Medicaid dental claims. So, the LDA worked with all the stakeholders in hopes of amending the bill so as to provide for a separate independent review process for dentistry. After several weeks of drafting and negotiations, LHA decided it would be best to carve dentistry out of this bill and let us introduce a dental-specific bill next



A group of the LSUSD students getting ready to head back to New Orleans.

year. Accordingly, LDA got introduced and passed HCR 119, which basically directs the Louisiana Department of Health to work with several groups, including the LDA, on legislation for next year to create an independent Medicaid claims review process for dentistry.

**Opioid prescribing (HB 192 and SB 55) – PASSED.** These bills were more or less a package intended to address what has been perceived by many to be an “epidemic” of opioid addiction. Health care groups including the LDA worked to improve the bills and keep the requirements for providers from becoming overly burdensome. Basically, all health care providers with a CDS permit now must, on a one-time basis, include 3 hours of approved CE on opioid prescribing among the hours required to renew their licenses no later than their first license renewal after 1/1/18. All providers must counsel the patient about addiction when prescribing an opioid. And, providers cannot prescribe more than a 7-day supply for an initial opioid prescription. But, if a provider DOES prescribe more than a 7-day supply, he/she must also look up the patient’s record in the Prescription Monitoring Program (PMP) database first.

**Commending of LDA and Louisiana Dental Lifeline Network (SCR 50) – PASSED.** This resolution commended the LDA and LDLN for surpassing the \$10 million mark in free dental care provided to the elderly and disabled through the Donated Dental Services program.





## LDA Foundation Fishing Rodeo



# July 14-15, 2017

## Sand Dollar Marina, Grand Isle, LA

Last year was a record breaking year for attendance and we are eager to break that record again this year! Don't miss all that the Fishing Rodeo has to offer.

### Registration includes:

- Two-day entry into the fishing competition
- 2017 rodeo t-shirt
- Friday night dinner
- Saturday night awards
- Auction
- Seafood Fest

Saturday we will end the Rodeo with **live music** during our **Seafood Fest** along with an Awards Ceremony with **great prizes** such as rods, reels, gift cards, etc.

Not only will we have great prizes, but we will have a **Live Auction** with LDA Foundation Chair Dr. Chip Simon. The Auction will feature items from local Louisiana companies, signed LSU gear, as well as fishing charters, Grand Isle camps, and much more. You won't want to miss this!

So, grab your friends, pack your rods and reels, and get down to the LDA Foundation Fishing Rodeo, where you will be having fun for a great cause. It doesn't get much better than that!

Visit our website for more information on how to register, sponsors, and auction items!



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





# ladpac LDA

# LADPAC

Dr. Jeff Hooton  
Chair, LA Dental Political Action Committee

## Your Contribution Goes a Long Way in Maintaining the Integrity of our Dental Profession!

Many of you are loyal Louisiana Dental Political Action Committee (LADPAC) members, and I am so appreciative of your continued support. It is your LADPAC membership that ensures dentistry speaks with one voice to our legislators and government officials. However, 75% of LDA members are not LADPAC members. I would like to make you aware of what we do.

**What is LADPAC?** LADPAC is an independent, voluntary, non-profit, unincorporated committee of individual dentists and is not affiliated with any political party or any other political action committee. We have a Board of Directors consisting of 14 member dentists from across the state. LADPAC is funded solely by your donations.

**What is the purpose of LADPAC?** LADPAC's purposes are: 1) 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; 2) 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; 3) 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.

**Why is LADPAC important to dentistry and the LDA?** LADPAC is dedicated to advancing dental-related concerns in government by educating those who write the laws and regulations affecting your practice so that they have the facts to make informed decisions. As health care advocates and professionals, we play an active role in supporting the election of health care minded officials. Involvement in the process is the key to preventing costly, intrusive, and unnecessary legislation. The LDA's success in passing such laws as the freedom of choice laws, insurance non-covered services laws, and TMJ coverage laws was strongly supported by LADPAC. LADPAC is committed to supporting policymakers who understand our issues and support our efforts.

Again this year, the LDA had another critical legislative session, and monitored over 100 bills, many of which could directly affect your practice. One important issue to ALL dentists is the fight to regain our sales tax exemption on dental related devices. **When reinstated, this issue**

**alone will save EVERY dentist THOUSANDS of dollars EVERY YEAR!** This year the LDA, with LADPAC support, sponsored a bill to help dentists identify those patients with ERISA dental plans. The bill has been signed by the governor. Passage of this bill will save your front desk countless hours when appealing denied claims of ERISA plan patients. Read Dr. Marty Garrett's Council on Governmental Affairs (pages 4-7) report for more information from the 2017 Legislative Session!

**Vital decisions affecting your practices are made every year by our state legislature. We must make our voices heard when those decisions are made!** If you are not a member of LADPAC, I urge you to join. If you are a member, I thank you for your loyal support, and ask you to consider an additional contribution. Checks made to LADPAC can be sent to the LDA, or credit card contributions can be made simply by calling the LDA. **Your contribution goes a long way in maintaining the integrity of our dental profession!**

### Winners of the Split the Pot Raffle

Dr. Jeet Patel (\$500)

Dr. Katie Roberts (\$250)

Dr. David Kestel (\$100)\*

\*(Tickets were purchased by members of the Southwest component in honor of Dr. Kestel and with the intent of donating the money back to LADPAC.)

The following members were inadvertently left out of the LADPAC donor listing printed in the Spring LDA Journal. We apologize for the inconvenience. An updated listing can also be found on the LDA website.

Dr. Joseph Yerger

Dr. Ralph Hennessee

Dr. Matt Ganey



# LDA

## louisiana dental services, inc.

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

### Are You Spending Too Much?

LDS CEO Ward Blackwell has recently been researching how much money members can save using LDA/LDS endorsed companies. In speaking with various LDA members, we discovered that there are 5 companies (out of the over 20 total companies) that EVERY dentist needs in his/her practice. If you use these 5 companies, you will save approximately \$5,410 per year over using other similar companies. Whoa! That's savings I like to hear about!

Again, this is only 5 of the over 20 companies we endorse! Imagine if you used more of them. These 5 companies, Office Depot, Fortress, ClaimX, Best Card and Medical Waste Management, all provide quality and value for our members. If you need more information, visit [www.ladental.org/LDS](http://www.ladental.org/LDS), email [info@ladental.org](mailto:info@ladental.org) or call the LDA at (225) 926-1986. We can get you in touch with all of these companies' representatives within minutes to get no obligation quotes. There are even companies that you can utilize at home as well, such as Mercedes Benz, Whirlpool and Lenovo.

Ten of our endorsed companies were in attendance in the Exhibit Hall in April for the New Orleans Dental Conference/LDA Annual Session at the Morial Convention Center. If you were there, I hope you made your way to some of their booths. This was, as usual, a great chance to talk to representatives of our endorsed companies, ask questions and size up the product or service to determine how it will fit into your practice.

One of LDS's newer endorsed products, Profit-On-Hold, was at the meeting and showcased a great service – the telephone on-hold marketing service. It's a fact of life that on any day, a number of patients will end up "on-hold" while a staff member tends to multiple phone call requests. Why not take the



opportunity to subtly market your practice? I'm sure you've heard the service in use - a professional male or female voice introduces you to the "doctor" and highlights credentials and services while "promising to be with you in a moment." This is interspersed with seasonal music of your choice.

It's very professional and as a LDA member, you get it at a 17% discount. For more information, call (800) 569-HOLD or on the web at [www.profitonhold.com](http://www.profitonhold.com).

There are two additional companies that have just completed the endorsement process from whom you'll be hearing about soon! The LDA is sharing an endorsement with the ADA for SurePayroll to assist members with their payroll management. We have also endorsed Bayou CPR Training who can provide quality, in-office CPR training at discounted pricing for LDA members. Watch your email for more information that will be coming soon. And, as always, you can find the complete list of endorsed companies and their contact information on the LDA website at [www.ladental.org/LDS](http://www.ladental.org/LDS).

And last, but certainly not least, LDS also supported the LDA Summer Education Conference, June 21-24, 2017, at the Hilton Beach Gulf Front in Pensacola, Florida. Endorsed Brown and Brown of LA Association Services Professionals was also a premier events partner. The LDA Foundation Fishing Rodeo on July 14 -15, 2017, at Sand Dollar Marina, Grand Isle, will wrap up the summer events. Proceeds will benefit the LDA Foundation and the Louisiana Mission of Mercy, as well as dental education, research, and community outreach. Consider taking part in this very worthwhile (and fun!) event.

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

# ENDORSED PRODUCTS AND SERVICES SPOTLIGHT

## Endorsed Partner, ProSites, Announces New Website Feature

*ProSites makes it easy for dentists to meet the requirements of the Website Content Accessibility Guidelines 2.0 of the American with Disabilities Act.*



Website Design and Internet Marketing

LDA Endorsed partner, ProSites, is proud to announce it has recently released an accessible option for dental websites. This new feature is designed to meet the requirements of the Website Content Accessibility Guidelines 2.0 of the Americans with Disabilities Act (AwDA).

When the feature is enabled, an Accessibility tab is visible on all web pages. If a user selects this tab, they will be taken to an accessible version of the website. When Accessibility Mode is enabled, it will not impact the standard operation or appearance of the website. This feature is optional, but implementation is strongly encouraged.

Because ProSites offers FutureNow Assurance TM, all ProSites members have access to this new website upgrade at **no additional charge**. All ProSites

members can add this feature to their website with a few simple clicks.

If you are not yet a ProSites member, now is a great time to start a **free, zero obligation website trial** to find out why over 7,500 dentists trust ProSites for their website design and online marketing needs.

To learn more, visit [www.ProSites.com/LDA](http://www.ProSites.com/LDA) or call (888) 932-3644 to talk with an Internet Marketing Advisor.

ProSites is endorsed by the LDA for its leading dental website designs and comprehensive online marketing solutions that include social media management, search engine optimization, and pay-per-click advertising services.

The Americans with Disabilities Act (AwDA) requires that places of public accommodation, including physicians' and dentists' offices, be accessible to persons with disabilities. With the advent of the internet, and of websites that businesses utilize to provide additional access to the public, the U.S. Department of Justice has taken the position that websites open to the public must also be accessible in various ways to persons with sight or hearing impairment. This interpretation may affect not only the websites of our members.

According to the American Dental Association (ADA), there has been a recent influx of inquiries from members across the country regarding this issue. Members' only content can be found on the LDA website under the "Regulations, Laws and Guidelines" link. The following ADA article was also published in May 2017: <http://www.ada.org/en/publications/ada-news/2017-archive/may/ada-promulgating-information-on-helping-dentists-make-their-websites-accessible>.



Donated Dental Services (DDS)

A Program of



Dental Lifeline Network

More than Dentistry. Life.®

# LOUISIANA Celebrates \$10 MILLION IN DONATED CARE

Donate or Volunteer with Dental Lifeline Network by going to [dentallifeline.org](http://dentallifeline.org)

## Donated Dental Services (DDS) Program Totals

Below is a snapshot of the first ten months of this Fiscal Year and last year's final statistics.

	7/1/16-4/30/17	7/1/15-6/30/16
Donated Treatment Value	\$372,625	\$521,280
Donated Lab Value	\$20,623	\$45,012
Average Value of Treatment*	\$4,092	\$3,817
Patients Treated	92	156
Active Patients	100	111
Patients on Wait-list	217	194
Participating Dentists	346	325
Participating Labs in LA	73	75
Participating Labs outside LA	9	14

\*Average value is based on patients receiving comprehensive treatment; does not include patients who continue to receive ongoing care from their DDS volunteer.

Note: Fewer people are being helped this year; DDS Coordinator hours were reduced because of insufficient funding. Due to lengthy waiting list, new applications are not being accepted.

The Louisiana Dental Association and Dental Lifeline Network • Louisiana recently celebrated DLN's Donated Dental Services (DDS) program reaching \$10 million in donated dental care for people with disabilities or who are elderly or medically fragile. Governor John Bel Edwards issued a proclamation naming April 26, 2017, as Dentists' Day in the State of Louisiana in honor of this incredible milestone. DLN • LA was established in 1987 in collaboration with LDA and has helped more than 5,100 DDS patients since inception. The Louisiana DDS program is similar to programs developed by Dental Lifeline Network in 41 other states. DLN projects that DDS volunteers will provide almost \$25 million in donated treatment in fiscal year 2016-2017.

**"Dr. L. was very patient. I'm very satisfied with the dentures and I have no complaints! I was very relaxed and he took time to explain everything. I am so blessed! I really am!"**

The DDS program restores the oral health and often transforms the lives of the patients we serve, like 59-year-old Mr. S., who lives alone in Sulphur. He suffers from diabetes, experiences neuropathy and muscle weakness, and has trouble walking and keeping his balance. In addition, Mr. S. had painful oral health problems. He was missing many teeth and those that remained were decayed and broken with sharp edges that cut his mouth; eating was difficult. Sadly, Mr. S. could not remember the last time he went to a dentist. He is unable to work due to his health and survives on food stamps and a small Social Security benefit and could not afford the dental care he needed. Fortunately, he learned about the DDS program and a generous team of volunteers came to his aid: an oral surgeon, a general dentist, and a lab. Thanks to these kind volunteers, Mr. S. received \$4,885 in donated care that restored his oral health! He commented on how grateful he is for this amazing gift.



(Front row L-R) Dr. Stephen Brisco, DLN • LA Board Member; Dr. David Hildebrandt, DLN • LA Past-Board President and LDA President; Governor John Bel Edwards; Dr. Steve Ortego, DLN • LA Board Member; Dr. Charlie Foy, DLN • LA Board Member; and (back row) Dr. Bill Hall, DLN • LA Board Member.



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# LDA

## executive director

Ward Blackwell, M.J.  
Executive Director, LDA

### Dental Insurance Issues: Good Progress Made, but Much More to Do

Many ADA/LDA members are regularly frustrated in their dealings with third-party payers (i.e., dental insurance companies), which is mainly why I devoted my last *Journal* article to explaining in detail some key laws pertaining to dental insurance in Louisiana. Yet, I have no doubt the frustration so many members are experiencing may have caused some readers of that column to wonder why the LDA hasn't done even more to address insurance issues?

The reality is that most third-party payer issues are complicated, with varied ramifications for patients, government and the economy. It's rare that solutions are simple. (Isn't that always the case?) And, the insurance industry is a pretty powerful lobby.

Still, the LDA continually supports and lobbies for effective reform in the insurance industry that allows dentists to be fairly compensated and practice on an even playing field in relation to contracts with insurance companies. At the risk of sounding Pollyannaish, I dare say that were it not for some of the victories won by the LDA, the situation for our members might be much worse. Consider the following laws that are on the books largely due to the LDA.

**Freedom of Choice** – La. R.S. 22:1154.C(2)(b) requires a dental benefit plan to reimburse a non-contracted dentist an amount equal to or greater than the payment it would make to a contracted dentist.

**Any Willing Provider** – La. R.S. 22:1154.B(1)(b) states that no state-regulated dental plan can deny a dentist the right to participate.

**Claims Appeals** – La. R.S. 22:1155 states that ONLY a U.S.-licensed dentist can deny a dental claim for medical necessity reasons, and ONLY a U.S.-licensed dentist who is NOT an employee of the insurer can make a subsequent denial if the initial denial is appealed. Plus, any communication about the denial on appeal must include licensing and contact information for the dentist issuing the denial.

**No Limiting Fees for Non-Covered Services\*** – La. R.S. 22:1157 ensures no dental plan in LA can require a dentist to sign a contract that obligates him/her to provide a service to a covered person at a particular fee unless it is a covered service for which the plan pays a benefit.

**Exception to Balance Billing Prohibition\*** – La. R.S. 22:1878 states that, if a dental plan covers a particular

treatment for a dental condition and a patient chooses an alternate (i.e., more expensive) treatment, the plan may pay for the usual treatment and the dentist may bill the patient for the difference IF the patient agrees in advance and in writing.

**Required Coverage for Cleft Palate, Pediatric Hospital Anesthesia and TMJ** – La. R.S. 22:1026, 1040 & 1055 respectively require that state-regulated health insurance plans must cover treatment for each of these. The TMJ mandate is effective upon issuance or renewal for all large group (50+) plans beginning 1/1/18.

**Provider Credentialing** – La. R.S. 22:1009 states that a dentist who has already been credentialed by an insurer at one practice location shall be considered credentialed at any other location upon written notice from the dentist as long as another dentist credentialed by that plan had been practicing there at least 30 days prior.

**Distinguishing Between Fully Insured and Self-Insured Plans on ID Cards\*** – La. R.S. 22:984, as just amended by an LDA bill, would make it simple to distinguish between fully insured and self-insured (ERISA) plans by requiring the former to print the words "Non-ERISA" on patients' insurance ID cards. This can be very important to dentists, since self-insured plans are exempted from many of the state laws listed above.

**And, there is some bad stuff that WOULD have passed if not for the LDA...**

1. Repeal of Dental Referral plan regulation.
2. Restrictions on balance billing by non-contracted providers (multiple attempts and approaches).

Bear in mind, this doesn't cover all the work LDA has also done lobbying for improvements to Medicaid, another third-party payer. Yet, even with all these laws on the books (or in the case of the bad stuff, not on the books!), there is plenty of work to do to ensure fairness in Louisiana dentists' dealings with insurance companies. Rest assured the LDA is amping up to do even more to help members in their interactions with third-party payers.

\* = Detailed explanations of these laws were included in the Executive Director's report in the Spring 2017 *LDA Journal*. Details on all the above laws can be found in the members-only area of the LDA website.





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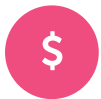
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# LDA president

Dr. David J. Hildebrandt  
President, Louisiana Dental Association

## President's Address at the LDA House of Delegates

*(The following is a shortened version of my president's address that was presented in April at the LDA House of Delegates.)*

I am honored and humbled to serve as your LDA president. I would first like to thank Bob Barsley for being such an excellent mentor. Because of Bob's leadership, I hope to continue to work for the purpose of the LDA, which is to promote, advocate, and protect the dental professional.

### **Promote**

The LDA is on a great path and has an exceptional leadership core. From Ward Blackwell our executive director, to all the LDA staff, to our board of directors, to our committee members and chairs, to our task force members, and to our House of Delegates - we have a great team working for all of us. We also have a membership that is easy to promote. We have dedicated volunteers who support programs such as our Louisiana Mission of Mercy, Give Kids A Smile, National Children's Dental Health month, and Dental Lifeline Network. This doesn't even count all the pro bono work we all do every day in our practices.

### **Advocate**

As your advocate, I perceive my job will be to identify issues that potentially threaten our practices and then to formulate a plan of action to defeat the threats and support our profession. One of the LDA's best advocates is the Council of Government affairs. The CGA consistently advocates for us at the legislative level. The CGA advocates by supporting good bills for dentistry and also advocates by helping to defeat bills that would potentially harm dentistry. When our lobbying team speaks to legislators, they speak with clout for two main reasons. One, our lobbyists speak on behalf of over 70% of the dentists in our state. What would happen if our membership dropped to below 50% of the dentists? Obviously our clout, our power would be adversely affected. We all need to speak to our non-member colleagues and persuade them to get on board. Our other source of clout is our political action committees. If you are not supporting LADPAC or DAP-PAC, please consider joining. (Read Dr. Jeff Hooton's article in this issue for more info on LADPAC.)

My other goal as your advocate involves what I perceive to be one of the biggest threats to our profession - the continued intrusion of dental insurance into the doctor

patient relationship. At the dental conference, I have asked some of my colleagues, "What is causing the most stress at your office?" The resounding answer I got was the frustration in dealing with dental insurance. In the past few years, my frustration with dental insurance has skyrocketed. From absurd reimbursement rates to inconsistent approval for routine procedures, the insurance headaches are growing every day. You may have recently read in the ADA news that the California dental Association recently won an injunction against Delta Dental. This gives me hope that the LDA can be our advocate to fight for us and our patients against the insurance giants. If you have documents and examples that demonstrate unjust insurance decisions, contact the LDA so that we can compile these issues.

### **Protect**

We have many aspects of our profession needing protection. Last year, we had a sales tax exemption on dental devices rescinded. The LDA is fighting to get this exemption back for us. It would save EVERY dentist thousands of dollars every year. (See the Council of Government Affairs report for more information.) Protection from unfair taxation and over regulation will encompass another aspect of my goals for this year. The LDA recently helped a component fight and defeat a local tax on dental supplies. Many dentists are not aware that there is a provision in the Affordable care act that would require dentists to hire a translator at the dentist's expense if a patient came to their office and did not speak English. This example of over regulation and intrusion into our profession will require both the ADA and the LDA's support to combat.

Another example of the protection the LDA provides deals with a bill the LDA is sponsoring that would require insurance companies to state on the patient's insurance identification card what type of insurance company the patient has. These ERISA companies are exempt from local jurisdiction. It is now challenging at best and sometimes not possible to determine what entity the patient has for their insurance. (This bill passed and has been signed by the governor.) Another example of the LDA protecting the profession is our peer review. Peer review is a free service for LDA members.

I am looking forward to using our LDA purpose statement to help guide me as your LDA president to promote, advocate and protect for the dental professional.

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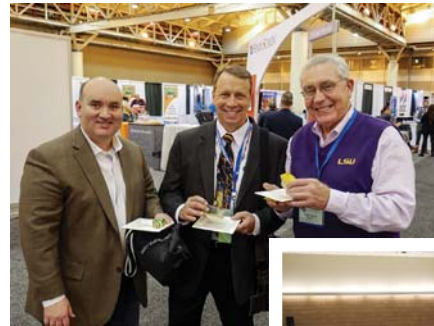


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# 2017

## New Orleans Dental Conference and LDA Annual Session



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# Happy Hour



## HOUSE OF DELEGATES



## WORKSHOPS





## *Distinguished Service Award*

The Distinguished Service Award is the highest honor bestowed by the LDA and is presented annually to individual members who have exemplified the highest standards of professional conduct in dentistry and have made extraordinary contributions in organized dentistry and their community.



*Dr. Glenn Dubroc (right) presenting to Dr. Mark Chaney.*



*Dr. King Scott (left) presenting to Dr. Kirt Touchstone.*



*Dr. Glenn Appleton (right) presenting to Dr. C.J. Richard.*

## *Humanitarian Award*

The LDA Humanitarian Award recognizes dentists who have distinguished themselves through outstanding dental service activities in the USA or abroad.



*Dr. Doug Ber (left) presenting to Dr. Daniel Melancon.*



*Dr. Billy Ledoux (left) presenting to Dr. Patrick "Shannon" Allison.*

Awards were given out April 8 at the LDA House of Delegates.

*For more information on award recipients or to download a nomination form for the 2018 awards, due Nov. 1, 2017, visit [www.ladental.org](http://www.ladental.org)*

## *New Dentist Award*

The New Dentist Award is one LDA member who has been in practice for less than 10 years, and who has distinguished himself/herself by giving his/her time and talents for the betterment of mankind. Such contributions include civic involvement, public service and unselfish devotion to the dental profession.



*Dr. Kim Seiler Dukes (right) presenting to Dr. Aaron Mangum.*



## LDA PAST PRESIDENTS' BREAKFAST

(Sitting, from left) Dr. Mark Chaney, Dr. Ed Hebert, Dr. Stephanie Weaver, Dr. Jeff Hooton and Dr. Rich Corley. (Standing, from left) Dr. Gary Roberts (ADA President), Dr. Mike Nolan, Dr. King Scott, Dr. Raymond Cohlma (ADA 12<sup>th</sup> District Trustee), Dr. Marty Garrett, Dr. Bill Hadlock, Dr. Ross DeNicola, Dr. Nelson Daly, Dr. Steve Ortego and Dr. Chip Simon.



## AWARDS

### **Distinguished Service Award**

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### **Humanitarian Award**

The LDA Humanitarian Award recognizes dentists who have distinguished themselves through outstanding dental service activities in the USA or abroad.

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*The LDA presents three different awards for outstanding service and volunteerism during our annual House of Delegates. The applications are available at any time on the LDA website at [www.ladental.org](http://www.ladental.org) and click on "About Us" and then, "Awards." Forms should be postmarked or emailed in to the LDA by Nov. 1, 2017. Requirements for the awards and past recipients can also be found on this link. Consider nominating your friends and peers for their outstanding service to the dental profession!*





# LDA council on insurance

*Dr. Lane Eddleman  
Chairman, LDA Council on Insurance*

## **NEW LDA-Sponsored Benefits Available July 1, 2017**

**On behalf of the LDA and the Council on Insurance, I am pleased to announce our newest ancillary health benefits available through Metropolitan Life Insurance Company, New York, NY (MetLife) beginning July 1, 2017.**

MetLife is rated A+ by A. M. Best and has provided insurance to associations since 1981.

**Insurance Specialists, Inc. (ISI) will be responsible for issuing policies, billing and claims processing for our new ancillary benefits package.**

ISI specializes in working with associations and has 55+ years' experience managing association plans.

### **Types of Insurance That Will Be Offered\***

#### **Term Life Insurance**

- Members up to age 75 eligible
- Children & Spouses eligible
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- Annual simplified underwriting offers
- Guaranteed issue offers for new members

#### **Business Overhead Expense**

- Members up to age 59 eligible
- Monthly benefits up to \$20k available
- 15 or 30 day waiting period available
- Benefits payable up to 24 months
- Annual simplified underwriting offers
- Guaranteed issue offers for new members

#### **Disability Insurance**

- Members up to age 59 eligible
- Monthly benefits up to \$12,000 available
- Own Occupation Definition of Disability
- Annual simplified underwriting offers
- Guaranteed issue offers for new members

#### **Accidental Death & Dismemberment**

- Members up to age 65 eligible
- Children & Spouse eligible
- Limits up to \$500k available
- Policy is guaranteed issue

Be on the look-out for more details about these great new LDA member benefits coming to you soon via the LDA e-bytes newsletter and the LDA website, [www.ladental.org](http://www.ladental.org).

You can also contact our LDA-sponsored marketing agency, Brown & Brown Association Services Professionals, for information and to obtain free no-obligation quotes. Just call Stormy Blair of Jennifer Luquette at 1-888-503-5547 or visit their website at [www.bblouisiana.com/asp](http://www.bblouisiana.com/asp). This is an exciting opportunity so give them a call and check out your options with a no-obligation quote!

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### When You Sell Your Practice, You are Selling a Job

Dentists often equate the value of their practice to the effort they expended in starting and running their practice through the years since dental school. Unfortunately, a dental practice is not valued based on the sweat equity of the owner's career.

Think of the value of your practice as you would a car. Just because you washed and waxed your car every Sunday while you owned it, your car will still not be worth more than the bluebook value when you get ready to sell it. If you check the Kelly Blue Book, you will find that the difference between the worst and best conditions is only around 15% of the value of the vehicle. The time you spent washing the car and the way you drove the car do not increase its value beyond that.

The same principle applies to selling your dental practice. Regardless of how much "sweat equity" you put into your practice over the years, "sweat equity" is not what is for sale. You are selling an existing income stream or a job. The more that job will pay a buyer after his expenses and his bank loan note, the more the practice will be worth.

Although practices having newer equipment, digital radiography, and computerized charting will usually sell faster than offices without these amenities, the difference in value between two practice (an "old" office and a "modern" dental office) having the same income and same overhead is usually less than 15% of one year's gross income. For example, if there are two practices in the same location, both collecting \$500,000 a year and each having an overhead of 50%, the estimated difference in value between the modern practice and the old practice will be only \$35,000 to \$40,000.

Even though "sweat equity" and "potential" do not drive the value of your practice, there are definitely other factors that affect the value of your practice in minor or major ways. Income, overhead and location are the main factors in the value of your practice. Others include lease terms, number of treatment

rooms, age and condition of equipment, staff salaries, type of patients (fee for service, PPO, discount plans, capitation plans and Medicaid) and the existence of a non-competition agreement with your associate.

Before you sell your practice, make sure your retirement finances are in order and that you have a professional valuation so that you do not under value your practice or so that you do not have unrealistic expectations.

Questions? Feel free to call Gretchen or Preston at any time at (225) 927-8015.

### LSUSD Awarded \$2.5 Million Grant to Develop Better Dental Filling Materials



The National Institute of Dental and Craniofacial Research of the National Institutes of Health has awarded LSU School of Dentistry an R01 grant in the amount of \$2,465,297 over five years to develop stronger, longer-lasting dental filling materials with antibacterial properties to inhibit recurrent cavities

and extend the life of the restoration. Xiaoming Xu, PhD, Professor and Head of the Division of Biomaterials, is the principal investigator on the grant.

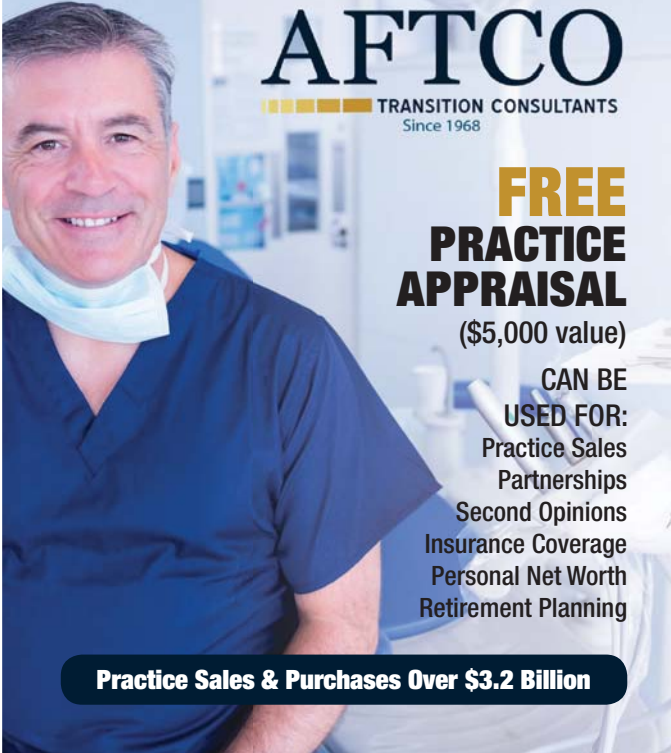
Dr. Xu's group has been developing a series of novel antibacterial fluoride-releasing materials (dental composites, bonding agents and sealants) that have shown enhanced fluoride-releasing and recharge capabilities, promising antibacterial effect, and good mechanical properties or bonding strength.

Co-investigators include Dr. Zezhang Wen, Dr. Thomas Lallier at the School of Dentistry and Dr. Qingzhao Yu at the School of Public Health, along with Dr. Hyun Koo at the University of Pennsylvania.



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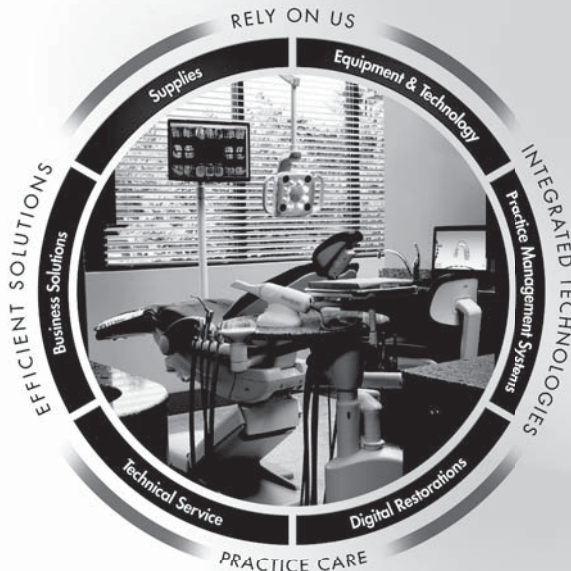
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(or search Louisiana Dental Association  
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# LDA louisiana state board of dentistry

Dr. Claudia A. Cavallino  
President, Louisiana State Board of Dentistry

## Your LSBD Has Been Busy

It's been a busy second quarter for the Louisiana State Board of Dentistry. Our current legislative session just ended and there were a number of bills relevant to the board and to the practice of dentistry. We also had three new board members confirmed by the Senate: Dr. Jay Dumas (New Orleans), Dr. Don Bennett (New Orleans), and Dr. Ike House (Shreveport). Our executive director, Rusty Hickham, myself, and many board members have spent quite a bit of time in Baton Rouge lately in addition to attending Dentists' Day at the Legislature.

The bill of most importance to the state board was HB 521, which would have reversed the move of the board domicile to Baton Rouge. Unfortunately, this bill was killed during the legislative session and the LSBD will now be required to move to Baton Rouge by January 1, 2018. The full impact of this move at the time of this article is still yet unknown. We anticipate some board employees will not be willing or able to make that move.

Since the legislative session just ended, we are still exploring all of our options. We sincerely hope to mitigate, as best as possible, any interruption in services to licensees and make the move as smooth a transition as possible. I know I speak for all of the current board members and staff when I convey how dismayed we were to see the extent to which misinformation and misperception exists about current board operations and our current relationship with the LDA and its members. As board president, I am committed to working hard to move forward with members of the legislative community to assure that the board is meeting its obligation to protect the public and address the concerns of the legislature.

Several LSBD members recently attended the national American Association of Dental Boards (AADB) meeting. The "hot topic" with the most lively debate was the ADA's recent proposal to develop a single national licensure exam, based on the OSCE model, eliminating the live patient component. While most boards and board members seem to support the idea of a single national licensure exam, eliminating the live patient component was met with a lot of resistance.



The board has also recently voted to make some changes to the rules regarding specialists, prompted by federal lawsuits in other states against dental boards. The lawsuits have asserted that boards have been infringing on the free speech rights of dentists by limiting their ability to advertise as a specialist in a field other than one of the ADA accepted specialties. Those lawsuits have met with some success, with the courts taking a dim view of boards being guided by the specialty determinations set forth by a trade organization like the ADA.

Prior to the rule change by the Louisiana board, the board recognized only the nine dental specialties accepted by the American Dental Association. With the rule change, the Louisiana board will recognize any specialty area for which a dentist has done a full time two year residency that is accredited. Thus, other areas of specialty besides those accepted by the ADA are open for recognition. If a dentist qualifies as a specialist, he or she must limit their practice to that area. If one does not qualify as a specialist because he or she is lacking a two year residency, but has achieved some board recognition, the dentist may advertise that board recognition, as long as the advertisement makes it clear that the dentist is a "general" or "family" dentist. With these rule changes we believe that the board is well in compliance with the free speech requirements of the United States Constitution.

The board is also looking forward to an upcoming LDA/LSBD Task Force meeting. Topics of discussion will include amending our current C.E. rules to lessen confusion for licensees, current restrictions on granting a license to applicants with multiple national licensure exam failures, and ongoing talks regarding new ADA sedation and anesthesia guidelines, just to name a few. The board would like to remind LDA members that we welcome your input. All LSBD meetings, including committee meetings, are open to the public.

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# LDA wealth management

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

## Do You Know Your Risk Number?

You have just reached the \$10,000 plateau on a TV game show. Now you must choose between quitting with the \$10,000 in hand or betting the entire \$10,000 on one of three scenarios: a 50% chance of winning \$50,000, a 20% chance of winning \$75,000, or a 5% chance of winning \$100,000. Which do you choose? Do you take the money and run or do you roll the dice for a chance of making more?

This is a question about risk and the amount you are willing to take. A key part of any financial plan is determining the level of risk necessary to pursue your goals and matching it with your willingness to take on that risk. Most people do not understand the risk in their portfolio and that lack of understanding can lead to detrimental mistakes. We all know people who continually make wrong decisions that wreck their financial future. You need to discover your risk number, develop a portfolio around that number, and monitor it on a regular basis.

### What is your risk number?

This number will determine your willingness to stick to a strategy if it gains a certain dollar amount or loses a certain dollar amount. Individual investors do not have any problems with big gains, but it is the losses that often causes them to make bad decisions. When looking at potential gains and losses in your portfolio, think about it in terms of dollar amounts and not just percentages. You might think you will be fine with a 5% decline in your portfolio's value because 5% does not sound like much. However, when you put it into dollar terms that feeling may change. A 5% decline on a \$500,000 portfolio is \$25,000 and that can make some investors nervous and worried.

### Develop a portfolio around your risk number.

After you know your risk number develop a suitable portfolio around that number. Start with finding out your Family Index Number, a percentage that represents the average annual return you need to earn on your investments to work towards your goals. This annual rate of return acts as a benchmark to measure your investment portfolio and make sure you are on track to pursuing your goals, whether those are retirement, charitable giving, leaving a legacy behind, major purchases, or travel. The risk number along with your Family Index Number should determine the framework of your investments.

Many investors believe they have a conservative portfolio with a very low risk number, but often the reality is that they hold a portfolio with overlapping funds that will give them

a higher probability of big swings. Having a portfolio with a higher risk number than you can handle can increase the probability that the you will make the wrong decision at the wrong time. If you sell and go to the sidelines when your portfolio's value has dropped significantly, then you will be forced to stay very aggressive (to catch up to the original amount), save significantly more, or retire later. Once you acquire big negative losses in a portfolio, it may take years to breakeven. Let's look at an example:

Dr. Smith has a \$1 million portfolio. He suffers a 30% loss and his portfolio is now valued at \$700,000. It will take over 9 years to get back to the \$1 million at an 8% annualized return. It will take over 10 years to get back to the \$1 million at a 7% annualized return.

### Monitor and adjust it.

Do not just invest and forget about it. Instead, monitor and adjust the portfolio on a continual basis. Your risk tolerance will change over time and so will your risk number. There is always a lot of hype on beating the market. Keep in mind that to beat the market you will need a very high risk number, which can mean big swings and volatility. It is not as important to beat the market on the way up as it is to beat it on the way down. So, find a risk level you can be comfortable with and match that with your goals.

*This is a hypothetical example and is not representative of any specific situation. Your results will vary. The hypothetical rates of return used do not reflect the deduction of fees and charges inherent to investing.*

*The opinions voiced in this material are for general information only and are not intended to provide specific advice or recommendations for any individual. To determine which investment(s) may be appropriate for you, consult your financial advisor prior to investing. No strategy assures success or guarantees against loss. Chad Olivier is author of What Medical School Did Not Teach You about Financial Planning and owner of the firm The Olivier Group, LLC in Baton Rouge, La., which specializes in retirement planning and wealth management for physicians, dentists and other affluent individuals and families. If you have any questions about this article or future topic suggestions, please call (888) 465-2112 or visit us on the web at [www.oliviergroup.com](http://www.oliviergroup.com). Securities offered through LPL Financial, A Registered Investment Advisor. Member FINRA/SIPC.*

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Sandy Pardue  
(Submitted by CareCredit, an LDA/LDS endorsed company)

## It's Time for Some R and R and R

Success lies in the combination of being able to attract new patients and convert them into long-term, loyal dental advocates. Unfortunately, I have found many practices have a revolving front door, with patient retention averaging between 40 and 50 percent. This means that 50 to 60 percent of the patients who came into a practice last year may go right through the revolving door and not return this year. I believe all practices already have the resources and patients they need to grow – from within. They just need time for a little R and R and R – Retention, Recall and Reactivation.

### *The Most Important R: Retention*

Wouldn't it be nice if dental practices were filled with patients who can't wait for their next appointment? In reality, to improve patient retention, teams should start by adding more value to visits and improving patient education. Work on building stronger relationships with patients. Communicate on a consistent basis, and be interested in them as humans first, patients second. And of course, take the time to educate them. The public, in general, may have a very low dental IQ, especially when it comes to the value of hygiene and the role of dental insurance benefits. It makes our jobs challenging, but we must educate patients and add value to their lives every single time they come into the practice.

Retaining patients is all about building good patient relationships. Because patients are most likely to visit the practice at most two times a year, building relationships takes a bit more work. Here are a few ideas:

- Send handwritten notes to overdue patients. Let patients know you miss seeing them. Have each person in the practice send at least five cards a week to patients.
- Send a package with a toothbrush and floss (I guarantee they will open it).
- Send birthday, anniversary, holiday, congratulations and other thoughtful cards.

- Use email to send patients seasonal communications. Some great topics to consider are “Spring Cleaning,” “Get Ready for Back-to-school,” and “Fall Use It or Lose It” reminding them of their dental insurance benefits.
- Place a phone call reminding them of incomplete dentistry. If cost was a barrier to care, it would be important to review payment options with them, including a financing option through a third-party company.

The key is to be proactive, timely and consistent. These activities take a little time but truly have a big impact on patient retention.

### *Hygiene's Favorite R: Recall*

Most practices may not be doing enough to keep patients coming back. One major problem may be the lack of a true, proven recall process. There are two rules to an effective recall system. First, every patient should leave the practice with a future recall date or a future appointment. Second, be consistent and predictable. When dental teams implement a recall system, it's best to put it in writing so that it can be followed exactly, month after month. Only consistency brings predictable results.

There are ways to structure an effective recall system:

1. Find a recall card that is professional looking and represents the office well.
2. Utilize email and text.
3. For patients that pre-scheduled their appointment, send the card out on a designated day each week for patients scheduled three weeks away. Include the appointment date and time and let patients know that if they need to change the appointment, the practice requires advanced notice, since the time has been reserved for them.

*Continued next page.*

For example:

“We are confirming your appointment. If you are unable to keep this appointment, please call the office at (phone number with area code) as soon as possible so that the time reserved can be utilized.

4. Send a reminder text three days prior to the appointment.
5. If the patient did not confirm from the text, call the patient one day prior to the appointment. It's important to have human-to-human contact because the patient's tone of voice and reaction are key. Avoid sending several texts and emails in a short period in regards to one appointment.

For patients without an appointment that are due for recall, send out a recall card, but start the first paragraph with, “We are letting you know that it is time for your dental check-up.”

### **Production's Favorite R: Reactivation**

Practices typically start thinking about reactivation when they are desperate for patients. A Reactivation Project should be done each January.

Here's the process:

- Step 1: Assign a champion. This project is too valuable to the practice not to have someone accountable for its completion.
- Step 2: Print a list of patients that have not been in for six months. Go back at least three years.
- Step 3: Mail a recall card to them - not a letter but a postcard. It should stand out in the mail. Put “Return Service Requested” on the card under the return address, so that any undeliverable cards are returned to the practice with the new address. If Mrs. Jones moved out of state, she will probably not need to be contacted again.
- Step 4: Include the following message:  
“Dear (name):  
We miss seeing you in our office. As you know, when dental decay, gingivitis, periodontal disease or other complications are discovered in early stages, treatment is not complicated and costs are less. Please phone the office at (insert phone number including area code) for a convenient appointment.”
- Step 5: Mail the same card to the same group of people two to three months in a row.

Step 6: Add a personal phone call. Nothing replaces human contact.

“Mrs. Jones, this is Susan from Dr. Smith's office. He's concerned you're overdue for your hygiene appointment and oral cancer prevention screening and he asked me to call you. It's been more than a year since we've seen you. We have an appointment available next Tuesday at 9 am or Wednesday at 4 pm. Which would work better for you?”

All three Rs - retention, recall and reactivation - work together to resolve the “revolving door” issue. And the net result is a busy, thriving practice providing a valuable service to healthy and happy patients who, although dentistry might not be their number one priority, do value dentistry.

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*Sandy Pardue is director of consulting with Classic Practice Resources and is an internationally-recognized lecturer, author and practice management consultant. Ms. Pardue was named a “Leader in Consulting” by Dentistry Today for fourteen consecutive years. With over 30 years of practical experience in the dental field, Ms. Pardue has assisted dental teams with practice expansion and staff development and is known for her comprehensive approach to office systems, focusing on increasing efficiency and production. In addition to one-on-one team consulting, Ms. Pardue is a headline speaker and provides hands-on workshops on a variety of key processes including scheduling, accounts receivable and patient retention.*

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# LDA lsu school of dentistry

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

## A Dream Come True

When I accepted the position of dean at the LSU School of Dentistry in 2008, it was a dream come true to return to Louisiana and to serve in a leadership position at my alma mater. Looking back over the past eight years, the accomplishments made possible due to the support of so many is remarkable. We can all look back with pride in what has been achieved. In addition to the Advanced Clinical Care and Research Building that will be completed by the end of the year, one of the most crucial accomplishments to date is the renovation of our student pre-clinical laboratories.

In 2009 we launched the fundraising campaign to completely rebuild and transform the seventh floor student pre-clinical laboratories in the E.E. Jeansonne Clinical Building. The learning that takes place in these labs is foundational to clinical practice as this is where students learn to perfect their hand skills under the watchful eyes of faculty prior to treating patients.

The labs, built in 1972, had never been renovated. Most of the fixtures and equipment were beyond repair and there were no computers, monitors, audiovisual equipment, or digital connections. The separate simulation lab units were over 15-years old and there were not enough simulators to accommodate the current class size of 65 students. The layout of the pre-clinical and simulation labs was poor as there was no audio or visual communication between the labs, resulting in an inefficient teaching environment. The initial estimate to renovate the



*Dental students enjoying the newly renovated labs.*

labs was \$3.5 million in 2009. The LSU Health Foundation committed a \$500,000 match to help us jumpstart the effort.

By 2014, when over \$3 million had been raised, the LSU Health Sciences Center (LSUHSC) administration asked its project engineers to revisit the earlier renovation plans to provide a new estimate that would not only fund the lab renovations, but would also fund gutting the entire seventh floor and adding a lobby and classroom to improve teaching efficiency.

The much improved plan had a new price tag of \$8.2 million. At this point, LSUHSC supported our efforts to approach the legislature to request a capital outlay of \$4.2 million to fund the project. As over \$3 million had been donated from private sources and because the project was important for student learning, the legislature approved the capital outlay. LSUHSC also contributed additional funds to move the project forward.



*Advanced Clinical Care & Research Building  
to be finished by end of year.*

After years of planning and raising the funds necessary to make the new labs a reality, the result is nothing short of spectacular. The renovation is open, state-of-the-art, and offers a learning environment that is second to none. That's not just my opinion. We have toured several alumni through the space and they too are amazed at the transformation. The members of the Council of Interstate Testing Agencies (CITA) made similar comments on their last visit. One member commented that the new simulation laboratories were the best he had seen in the organization's jurisdiction.

To those who have contributed to this important project, thank you! If you are interested in helping, we would appreciate

your support. There are many more naming opportunities available and it is my hope that more contributors will step forward to support the project. All funds raised from this point forward will be deposited into an endowed fund to ensure the labs remain in excellent condition for years to come.

Included in this update is a list of corporations and individuals who have generously contributed to the preclinical lab campaign thus far. For more information or to contribute, please call our Office of Alumni Relations at (504) 941-8120.



**Friday, September 22**  
**Alumni Day**

8:30 a.m. to 5:00 p.m.  
LSU School of Dentistry  
New Orleans, LA

Call 504.941.8193 for more  
information



# LSUSD Student Pre-Clinical Simulation Labs

## Leadership Gifts To-Date

### LABORATORIES (2) (\$750,000 EACH)

Student Preclinical Simulation Laboratory  
Delta Dental of AR / CA  
Student Benchtop Laboratory  
LSU Health Foundation

### WET LABORATORY (\$250,000) Available

### INSTRUCTOR STATIONS (2) (\$100,000 EACH)

Student Preclinical Simulation Laboratory  
Dr. King & Kari Scott  
Student Benchtop Laboratory  
Campus Federal Credit Union

### SIMULATION STUDENT STATIONS (\$15,000 EACH) / MULTIPLE UNITS

Dr. Virginia Angelico-Tatum  
(Four Units)  
Dr. Darrell P. Bourg, Jr. (Six Units)\*  
Dr. Brian G. LeBon (Two Units)  
Dr. John Stovall (Two Units)  
Committee of 100 (Four Units)  
New Orleans Dental Association  
(Two Units)  
DDS Class of 1972 (Three Units)  
DDS Class of 1978 (Three Units)  
DDS Class of 1983 (Three Units)

\*Dr. Bourg's gift was used to establish the Student Pre-Clinical Laboratories Endowed Fund. The corpus remains untouched and the annual interest will be used to repair and replace equipment in the lab.

### SIMULATION STUDENT STATIONS (\$15,000 EACH) INDIVIDUAL UNIT SPONSORS

#### ALUMNI & FRIENDS

Dr. Richard T. Akin  
Dr. Debra C. Arnold  
Drs. Michael S. Bond & Johnnie  
L. Hunt  
Dr. & Mrs. Buddy Brice  
Dr. Ricky G. Caples  
Drs. Trey Carlton & Courtney  
Richter-Carlton

Dr. David M. Carlton, Jr.  
Dr. Claudia Cavallino  
Drs. Nelson & Sally Daly  
Dr. Donald J. d'Aquin  
Dr. K. Richard DuBois, Jr.  
Dr. Benjamin E. Foster, Jr.  
Drs. James & Andre Fruge  
Drs. William Grand, Chantal Causin,  
Jeffery Hepburn  
Dr. Henry A. Gremillion  
Dr. Wilton A. Guillory  
Dr. Thomas W. Hathorn  
Dr. Christina D. Head  
Dr. & Mrs. Ike A. House  
Dr. & Mrs. Jim Iverstine  
Dr. H. David Jones  
Dr. Glenn M. Kidder  
Dr. Eric Lavespere  
(in memory of his father)  
Drs. James A. Leithead &  
James Fruge  
Drs. Dean & Bryan Manning  
Dr. Gregg W. McKenzie  
Dr. Cynthia M. Miciotto  
Dr. L. Stephen Ortego  
Drs. John & Jeanne Oubre  
Dr. Nick Rauber  
Dr. Robert B. Robinson  
Dr. Jeffrey J. Seiler  
Dr. Eric A. Sanders  
Dr. Stephen E. Searcy  
Dr. James W. Sikes  
Dr. J. Jerome Smith  
Drs. Chip Simon & Gwendolyn  
Corbett  
Drs. Kristi Soileau & David DeGenova  
Dr. Raymond J. Unland  
Dr. Lisa M. Wentz

#### ORGANIZATIONS

ARK-LA-TEX Academy of Dentistry  
Bayou District Dental Association  
Dr. J.M. Chadha Orthodontic  
Educational Foundation  
Greater Baton Rouge Dental  
Association

Jack Kent OMS Surgery Foundation  
Louisiana Dental Center  
(Dr. Joseph Lacoste & Associates)  
Shreveport Family Dental Care  
(Drs. Ross Dies, Cody Cowen,  
Ben Beach and Katie Beach)

### DDS CLASSES

Class of 1976  
Class of 1977  
Class of 1979  
Class of 1980  
Class of 1982  
Class of 1984  
Class of 1985  
Class of 1987  
Class of 2002

### BENCHTOP STUDENT STATIONS (\$10,000 EACH) INDIVIDUAL UNITS

#### ALUMNI & FRIENDS

Dr. & Mrs. Ike A. House  
Dr. Anthony A. Indovina  
Dr. Sue C. LeBlanc  
Dr. Dennis Preau  
Dr. Charles M. Sampognaro  
Dr. J. Norman Thompson  
ARK-LA-TEX Academy of Dentistry

### DDS CLASSES

Class of 1976  
Class of 1980  
Class of 1984  
Class of 1988  
Class of 1994  
Class of 1995  
Class of 1998

(Note: List provided by LSUSD, as of 6/20/17.)



# louisiana dental hygienists' association

Joanna Peters, R.D.H., B.A., B.S.  
President, Louisiana Dental Hygienists' Association

## A Louisiana Population In Need

Access to oral health care for nursing home residents is a significant concern for Louisiana. As this population grows, the need to focus on and provide pragmatic solutions to the current barriers becomes an important priority.

In 2015, Louisiana had 25,845 of its residents in these facilities.<sup>1</sup> These statistics are poised to increase along with the average life span, projections indicate the number of older adults living in nursing homes will double between 2000 and 2050.<sup>2</sup>

For those living in nursing homes, performing typical daily activities, such as bathing, dressing, transferring and eating, requires assistance from caregivers.<sup>2</sup> Studies over the years show the dental industry that caregivers in these facilities do not provide oral care for numerous reasons, including limited education and time restraints. The mouth, while the center of our world, is not the center of theirs.<sup>3</sup>

Compared with previous generations which nursing home residents had very few teeth, the current aging population is more likely to retain their natural dentition which increases the need for oral hygiene care to prevent, as well as screen for, dental issues that may impact oral function and quality of life. Another contributing factor is the variety of medications elderly patients are prescribed, many of which wield negative oral health outcomes.

Oral hygiene care is a fundamental requirement, especially for residents of nursing homes, who tend to experience oral disease disproportionately when compared to their counterparts who live at home.<sup>2</sup> This attention should be provided by dentists and dental hygienists to adequately meet the increasing need.

Louisiana's entire dental community has a task ahead of them when contemplating the care of its elderly population. Louisiana dental hygienists are trained, prepared and enthusiastic to be an integral part of this mission.

<sup>1</sup> The Henry J. Kaiser Family Foundation. Available at: [www.kff.org](http://www.kff.org).

<sup>2</sup> Vanarsdall PS, Aalboe J. Improving the Oral Health of Long Term Care Facility Residents. *Decisions in Dentistry*. 2016. Available at: <http://decisionsindentistry.com/article/improving-oral-health-long-term-care-facility-residents/>.

<sup>3</sup> Gutkowski S. The Nursing Home's View of Oral Care. Available at: <http://www.rdhmag.com/articles/print/volume-22/issue-2/columns/thinking-sharply/the-nursing-homes-view-of-oral-care.html>.

## LDA Stars Program to Recognize Volunteers

The LDA gives a special thank you to members who went WAY above and beyond the call in their volunteer service to the association in the prior year.

The "LDA Stars" who were honored for their volunteer efforts in 2016 are:

- Dr. Maria Burmaster
- Dr. Claudia Cavallino
- Dr. Nelson Daly
- Dr. Marty Garrett
- Dr. Elliott Guerin
- Dr. Keith Kyler
- Dr. Reid Owens
- Dr. Gizelle Richard

Congratulate these stars if you see them. They are the reason organized dentistry works!



Drs. Keith Kyler, Gizelle Richard, Elliott Guerin and Reid Owens, and (back row) Drs. Claudia Cavallino and Nelson Daly.



**Full-time associate dentist needed for a well-established family practice in Sulphur, LA.** Our facility has 7 operatories and the latest technologies (digital radiographs, Cerec, CB/CT, etc.). Potential candidates should be knowledgeable in all areas of general dentistry. Malpractice insurance and Lab fees will be paid. **Position will be available in the summer of 2017 due to senior partner retiring.** Email CV to [info@manningdental.com](mailto:info@manningdental.com). Visit practice website at [www.manningdental.com](http://www.manningdental.com).

**Acadian Modern Dentistry is looking for an experienced general dentist to join their growing team in Baton Rouge, LA.** The dentists in this beautiful practice see approximately 15 patients a day in a PPO/FFS (no Medicaid) environment. Office is modern with Cerec® Omnicam, intra-oral cameras, soft tissue lasers, and digital charts/x-rays. Great work environment with an emphasis on quality versus quantity while keeping patients for life. Great income potential with full benefits, malpractice insurance, CE, and 100% of lab fees paid. To learn more, please e-mail [clarka@pacden.com](mailto:clarka@pacden.com).

**Trans Dental Care is seeking a full-time, experienced dental assistant.** 2+ years of direct chairside experience is preferred. Outgoing and friendly personality, excellent communication skills, and the ability to work in a fast paced environment is a plus. Those interested in being considered for this position must submit a current resume to [TransDentalBR@gmail.com](mailto:TransDentalBR@gmail.com).

**We are looking for a pediatric or general dentist** with a passion for kids and can see themselves thriving in a fast pace, kid friendly environment. We are based of the Shreveport/Bossier City area. We provide access to comprehensive dental care at schools, in a state-of-the-art mobile facility, (318) 317-2800, [smile@milesforsmiles.com](mailto:smile@milesforsmiles.com).

**Full-Time Associate Dentist Job Available in NE Louisiana:** Outstanding opportunity to join one of the most successful private practices in Northeast Louisiana. New, state-of-the-art facility, impressive team with efficient systems that literally run this practice. Focus on high quality care with modern techniques and cutting edge technology without management headaches. Large established patient base with large new patient numbers. All phases of dentistry except ortho. Willing to train the right associate. Guaranteed base with percentage of production. Excellent opportunity for a new grad or other with Louisiana license. Wonderful earning potential for a Louisiana licensed general dentist who is interested

in quickly reaching their potential in an environment where their skills and willingness to always learn will be appreciated. Interviewing NOW! Call Dawn at Bayou Dental with questions or to arrange an interview, (318) 323-9303.

**Lakeside Dental is seeking a Full-Time General Dentist to join our team.** This position is in our **Kenner, LA** practice working Monday - Thursday from 8:00 a.m.-5:00 p.m. and Friday 8:00 a.m.-2:00 p.m. and one Saturday per month 9 a.m.-2 p.m. We pride ourselves in providing the very best oral healthcare services in a friendly, community-focused practice setting.

Lakeside Dental is proud to provide a competitive compensation package, including comprehensive health benefits and 401(k).

In addition, employees have access to:

- Ownership Potential
- Wellness Program
- Consumer Goods Discounts (Verizon, Dell, AT&T, and Working Advantage)
- Continuing Education Allowance

For more information, please contact Anna Robinson at (913) 732-2467 or email [arobinson@amdpi.com](mailto:arobinson@amdpi.com).

Required Skills: Must have an active or be eligible to obtain a DDS/DMD, LA State License, CPR Certification and DEA Certification.

**DN Orthodontics is seeking a full-time Orthodontist to join our growing group practice.** Our Orthodontists can devote their focus on patient care while our team will make sure you have everything you need to ensure your patients leave happy. We offer a competitive compensation model with guaranteed daily rate, full benefits, malpractice coverage and partnership opportunities.

**Houma dental office seeking full-time associate to join our newly expanded, modern dental practice.** Looking for an associate who wants to practice the full scope of general/family/cosmetic dentistry to the highest quality. Our office offers a chance to rapidly build personal patient base, with a future opportunity to buy in as a partner of the practice. Please call Dr. Shane Zeringue at (985) 851-7905 or (985) 688-3711 with any questions.

*Continued next page.*



**Looking for an established practice to purchase?**

Beautiful office in prime location now for sale. The practice of Dr. Joseph Yerger, 1403 Johnston St., Tallulah, LA 71282. Please call or text all questions to Sheri Book at (662) 571-9978.

**JUST KIDS DENTAL - offering immediate full/part-time positions for general dentists in our Baton Rouge, New Orleans and Kenner offices.** We have energetic and competent staff members in state-of-the-art facilities designed with kids in mind. We offer competitive salary, full benefits, and a busy, upbeat, fun place to put your talents to good use. Please email your resume or for additional information please contact: bhall@ihallc.com

**PCPFHF is seeking two full-time dentists to work M-F, 8-5 pm. One position works 2 days in Clinton and 3 in Port Allen and the second position works 1 day in Springfield and 4 days in Livingston.** Positions provide support in a system of non-profit, FQHC clinics aimed at treating rural, underserved populations and are responsible for administering dental services, treatment, and oversight of clinic operations. Responsibilities include: providing direct dental care to adults/children; developing and administering treatment plans as necessary; assessing pain and administering medications; performing procedures such as fillings and extractions, taking impressions for dental appliances; providing education on dental hygiene; and supervising dental staff. Benefits include: paid time off; health/dental/vision; short-term disability, critical illness, life insurance, 403(b) retirement plan with employer match. Email resumes and cover letter to careers@rkmcare.org.

**BRIAN M. BEGUE is now available to represent Louisiana dental professionals in disciplinary and other proceedings.** From 1992-2015, he was Counsel, Louisiana State Board of Dentistry. From 2002-present, he is Chairman, Louisiana State Bar Association Administrative Law Section. Contact: (504) 944-8443 or e-mail beguebrianatty@bellsouth.net.

**Baton Rouge family dental practice in search of a dentist.** Applicant will be only dentist in the office. Monday-Thursday work week. Please contact Shannon at (225) 927-5946 or snewchurch11@gmail.com.

**Louisiana Dental Center**, a well-established and fast-growing group dental practice, is seeking full-time general dentists for its **new location in Houma**. Please contact Heather Baham or Terry Ernst at (985) 893-2240 or email your CV to ternst@ladentalcenter.com.

**ASSOCIATE OPPORTUNITY** for a general dentist or a pediatric dentist near **Baton Rouge, Louisiana**. Growing dental practice that offers future ownership potential. If interested, please email bdentalcare13@gmail.com.

**EXPERIENCED OR NEW ASSOCIATE GENERAL DENTIST:** Experienced or new associate general dentist needed to join our 56 year old family practice. We are a 2-doctor practice with a 3+ doctor workload after retirement of our senior member. For a new dentist, this is a great opportunity to learn ALL aspects of dentistry at your own pace with mentorship from 2 skilled dentists including 3rd molar impactions, pre-prosthetic oral surgery, implant surgery/grafting, removable/ fixed prosthodontics, cosmetics, pedo, ortho, endo, occlusion with all the toys: CBCT, laser, digital x-rays, diagnodent, intra oral cameras....in-house certified dental lab technician. For an experienced dentist, this is an opportunity to have chairs filled with patients and a competent and efficient support staff so that the associate can concentrate on dentistry and achieve high compensation commensurate with work load. Full and part-time applicants will be considered. Resume or contact info: DrBrett@RabelFamilyDentistry.com.

**Louisiana Dental Center**, a well-established and fast-growing group dental practice, is seeking **full-time General Dentists for its locations in Denham Springs and Hammond**. Please contact Heather Baham or Terry Ernst at (985) 893-2240 or email your CV to ternst@ladentalcenter.com.

**Classified Advertising Online**

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

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







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



## Upcoming CE Courses: During 2017

For registration and latest course updates: [www.LSUHealthNewOrleansCDE.org](http://www.LSUHealthNewOrleansCDE.org)  
or call 504-941-8193 Questions? Email [info@LSUCDE.org](mailto:info@LSUCDE.org)

Every effort has been made to present this course listing as accurately as possible from information available on May 16, 2017. Notice of changes will be announced on the website. Check for the most up-to-date list of courses here: [www.LSUHealthNewOrleansCDE.org](http://www.LSUHealthNewOrleansCDE.org).

Course Date(s) & City	Course Name, Speaker(s) & Location	For	Fees	Hours* C or NC, L and/or P, SA
June 16 New Orleans 	<b>Maximized Adhesive Dentistry: Level II, The Anterior Course.</b> This course is limited attendance. REGISTER EARLY! Presented by <b>Bruce J. LeBlanc</b> with <b>John M. Barksdale, Jr., DDS, Mike Robichaux, DDS and Sigal Jacobson, DMD</b> – at <i>LSU School of Dentistry</i>	Dentist	\$895	7 C, (1L/6P)
June 16-17 New Orleans 	<b>How to Fabricate a New Generation of Hybrid Dentures for Edentulous Patients (1½ days).</b> Presented by <b>Marco Brindis, DDS</b> with <b>Julio Zavala, MCDT</b> – at <i>LSU School of Dentistry</i> ❖ <i>Dentists: if you are bringing your assistant, please call (504) 941-8193 to register; do not register online.</i>	Dentist Dental Assistant	\$1,995 ❖ FREE ♦	10 C, (6L/4P)
June 23-25 Baton Rouge	<b>Expanded Duty Dental Assistant (EDDA) – Baton Rouge.</b> Presented by <b>A. Klasser, EDDA, L.C. Hernandez, EDDA, and S. Renfrow, EDDA</b> – at <i>National EMS Academy in Baton Rouge</i>	Assistant	\$650	24 C, (12L/12P)
July 7-8 Baton Rouge 	<b>Single-Tooth Implant Surgery &amp; Restoration.</b> Presented by <b>Rick Ferguson, DMD</b> and <b>John M. Barksdale, DDS</b> – at <i>Renaissance Hotel Baton Rouge</i>	Dentist	\$995	16 C, (8L/8P)
July 14 New Orleans  July 14 	<b>A Solid Foundation for Infection Control: Complacent vs. Compliant, Sterility Assurance, PPE: Masks, and Dental Unit Waterlines.</b> Presented by <b>Leann Keefer, RDH, MSM</b> – at <i>LSU School of Dentistry</i>  – or take by Video Conference if you live 150 miles or more outside of New Orleans – <b>Streaming LIVE from LSU School of Dentistry in New Orleans to your home or office desktop or laptop. This course is limited attendance. REGISTER EARLY! Please call (504) 941-8193 to register.</b>	Dentist Hygienist Assistant	\$325 ■ \$205 ■ \$115 ■	7 C, L
Aug. 11-13 New Orleans	<b>Expanded Duty Dental Assistant (EDDA) – New Orleans.</b> Presented by <b>Nancy Weiss, RDH, CDA, EFDA, Dana Williams, CDA, EDDA and Brianne Mannino, CDA, EDDA</b> – at <i>LSU School of Dentistry</i>	Assistant	\$650 ★	24 C, (12L/12P)
Aug. 19 New Orleans	<b>Digital and Conventional Radiology for the Dental Assistant.</b> Presented by <b>K. Thunthy, DDS, A. Klasser, EDDA, and D. Brooks Hernandez, LRT</b> – at <i>LSU School of Dentistry</i>	Assistant	\$300 ★	7 C, (3.5L/3.5P)
Sept. 8 New Orleans	<b>The 11<sup>th</sup> Annual Clifton O. Dummett, Jr. Memorial Lecture on Dentistry for the Pediatric Patient (Friday Only).</b> Presented by <b>Carla Cohn, DDS</b> – at <i>LSU School of Dentistry</i>	Dentist Hygienist, Assistant, or Lab Tech	\$399 ■ \$145 ■	7 C/L
Sept. 8-9 New Orleans 	<b>The 11<sup>th</sup> Annual Clifton O. Dummett, Jr. Memorial Lecture on Dentistry for the Pediatric Patient (Friday Lecture &amp; Saturday Workshop).</b> Presented and Workshop Led by <b>Carla Cohn, DDS</b> – at <i>LSU School of Dentistry</i>	Dentist Hygienist, Assistant, or Lab Tech	\$835 ■ \$285 ■	13 C (7L/6P)
Sept. 15-17 Lafayette	<b>Expanded Duty Dental Assistant (EDDA) – Lafayette.</b> Presented by <b>Karen Coco, EDDA, Loretta Hoyer, EDDA and Telisa Rogers, EDDA</b> – at <i>Lafayette General Medical Center</i>	Assistant	\$650 ★	24 C, (12L/12P)
Sept. 22 New Orleans  Sept. 22 	<b>Alumni Day 2017 at LSU School of Dentistry.</b> Presenters and Topics TBA – at <i>LSU School of Dentistry</i>  – or take by Video Conference if you live outside of Louisiana – <b>Streaming LIVE from LSU School of Dentistry in New Orleans to your home or office desktop, or laptop. This course is limited attendance. REGISTER EARLY! Please call (504) 941-8193 to register.</b>	Dentist Hygienist Assistant	\$269 ■ \$169 ■ \$109 ■	6 C, L

\*Hours C = Clinical NC = Non-Clinical L = Lecture P = Participation SA = Self-Administered

■ This is the regular tuition. Register 4 weeks before and SAVE – see website for Early Bird savings and deadlines.

★ You may be eligible for tuition reimbursement through LA's Small Business Employee Training Program – call CE at (504) 941-8193 to see if your practice qualifies.

♦ Restorative dental assistant may attend the course at no additional charge and may attend the Friday lectures and observe the Saturday "hands-on" workshop. Restorative Dentists: If you are bringing your assistant, please call (504) 941-8193 to register; do not register online.

# LDA c.e. and lda events calendar

Visit [www.ladental.org](http://www.ladental.org)  
for the statewide  
C.E. calendar!

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

**DATE:** July 14-15, 2017  
**EVENT:** LDA Foundation Fishing Rodeo  
**LOCATION:** Sand Dollar Marina, Grand Isle, La.  
**DESIGNED FOR:** All  
**REGISTRATION:** [www.ladental.org/fishingrodeo](http://www.ladental.org/fishingrodeo) or call (800) 388-6642 or (225) 926-1986

**DATE:** September 7, 2017  
**TOPIC:** "Keeping up With the Times: Digitizing Your Dental Hygiene Practice in a Clinical Setting"  
**SPEAKER:** Steve Kent  
**LOCATION:** Café East, 4628 Rye St., Metairie, LA 70006  
**CREDIT HOURS:** 2 Hours  
**SPONSOR:** Carestream Dental  
**FEES** Register by September 1st for discount rate;  
**& REGISTRATION:** ADHA Members (bring ADHA card)/\$30, Potential Member/\$40 (\$45 if you pay at the door), LSUSD-DH Students/\$15  
RSVP Mandatory one week prior. To reserve your place see BOOKING AND PAYMENTS ([http://www.nodha.org/?page\\_id=356](http://www.nodha.org/?page_id=356)). For questions, email RDH@NODHA.org  
Registration/Social 6-7pm, Dinner 6:45, CE 7-9pm

**DATE:** September 8, 2017  
**EVENT:** Dr. C. Richmond Corley, Jr. Annual Fall Seminar featuring Lois Banta  
**TOPIC:** How to Achieve Predictable Excellence in Cosmetic Dentistry  
**SPEAKER:** Dr. Mike Malone  
**LOCATION:** L'Auberge Casino Resort, Lake Charles, LA  
**CREDIT HOURS:** 7 Clinical Hours  
**FEES** Southwest Dental Member: \$155;  
**& REGISTRATION:** ADA Member: \$205; Non-ADA Member: \$355; Auxiliary \$75; Hygienist: \$99; For inquiries: [southwestdentalassociation@gmail.com](mailto:southwestdentalassociation@gmail.com) or (337) 478-8470. Registration must be postmarked by August 26. Late Registration is an additional \$50.

**DATE:** September 9, 2017  
**EVENT:** 9th Annual LSOMS Implant Seminar (8am – Noon)  
**SPEAKER:** Curtis Jansen, DDS  
**LOCATION:** L'Auberge Casino Hotel, 777 L'Auberge Ave., Baton Rouge, LA  
**CREDIT HOURS:** 4 Clinical Hours  
**FEES** Deadline to pre-register is August 15th  
**& REGISTRATION:** (\$100 early bird) - \$125 at the door. Registration opens at 7:30 a.m. (Continental breakfast provided.) NO REFUNDS after August 25, 2017. For questions or more information, contact: [paulettebinion@gmail.com](mailto:paulettebinion@gmail.com); (985) 859-9082. Please mail check to: LSOMS, PO Box 1375, Thibodaux, LA 70302

**DATE/EVENT:** September 20 - General Membership Meeting / CE Lecture Dinner  
**CONTACT:** NODA, (504) 834-6449; [www.nodental.org/upcoming-events/](http://www.nodental.org/upcoming-events/)

**DATE:** September 28, 2017  
**TOPIC:** "CPR"  
**SPEAKER:** Iggy Rosales  
**LOCATION:** Avenue Family Dentistry 3600 St. Charles Ave., #202, New Orleans, LA 70115  
**SPONSOR:** NODHA  
**FEES** Payment collected at the door \$50,  
**& REGISTRATION:** RSVP to RDH@nodha.org by Sept. 22; Free parking in garage below building.

**DATE:** October 10, 2017  
**TOPIC:** "Jewels You Can Use On Monday"  
**SPEAKER:** Mark Gotlieb  
**LOCATION:** Baton Rouge, Louisiana  
**CONTACT:** LA Academy of General Dentistry, (855) 542-5243, [lagd@cox.net](mailto:lagd@cox.net), [www.lagd.org](http://www.lagd.org)

**DATE:** October 12, 2017  
**TOPIC:** "Education & Training for the Dental Clinician in Regards to Patients with HIV/AIDS"  
**SPEAKER:** Dr. Christine Brennan, PhD, RN NP-BC  
**LOCATION:** New Orleans Hamburger & Seafood 4141 St. Charles Ave., New Orleans, LA 70115  
**SPONSOR:** LSUHSC School of Public Health  
**FEES** Register by October 6th for discount rate;  
**& REGISTRATION:** ADHA Members (bring ADHA card)/\$30, Potential Member/\$40 (\$45 if you pay at the door), LSUSD-DH Students/\$15  
RSVP Mandatory one week prior. To reserve your place see BOOKING AND PAYMENTS

Event details continued next page



([http://www.nodha.org/?page\\_id=356](http://www.nodha.org/?page_id=356)). For questions, email [RDH@NODHA.org](mailto:RDH@NODHA.org) Registration/Social 6-7pm, Dinner 6:45, CE 7-9pm

**DATE/EVENT:** October 18 - General Membership Meeting / CE Lecture Dinner  
**CONTACT:** NODA, (504) 834-6449; [www.nodental.org/upcoming-events/](http://www.nodental.org/upcoming-events/)

**DATE:** November 9, 2017  
**TOPIC:** "Periodontics: Soft Tissue Grafting and Advances in Root Coverage"  
**SPEAKER:** Dr. David Wilson (Periodontist)  
**LOCATION:** Heritage Grill 111 Veterans Blvd., Metairie, LA 70005  
**CREDIT HOURS:** 2 Hours  
**SPONSOR:** Dr. David Wilson  
**FEES & REGISTRATION:** Register by November 3rd for discount rate; ADHA Members (bring ADHA card)/\$30, Potential Member/\$40 (\$45 if you pay at the door), LSUSD-DH Students/\$15 RSVP Mandatory one week prior. To reserve your place see **BOOKING AND PAYMENTS** ([http://www.nodha.org/?page\\_id=356](http://www.nodha.org/?page_id=356)). For questions, email [RDH@NODHA.org](mailto:RDH@NODHA.org) Registration/Social 6-7pm, Dinner 6:45, CE 7-9pm

**DATE/EVENT:** November 15 - General Membership Meeting / CE Lecture Dinner  
**CONTACT:** NODA, (504) 834-6449; [www.nodental.org/upcoming-events/](http://www.nodental.org/upcoming-events/)

**DATE:** December 8, 2017  
**EVENT:** LDA Last Chance Seminar  
**TOPIC:** Street Drugs Exposed: What Your Patients and Your Kids Are Not Telling You!  
**SPEAKER:** Dr. Hal Crossley  
**LOCATION:** Marriott, Baton Rouge, LA  
**PROVIDER:** Louisiana Dental Association (AGD PACE Recognized Provider)  
**DESIGNED FOR:** All  
**REGISTRATION:** [www.ladental.org/lastchance](http://www.ladental.org/lastchance) or call (800) 388-6642 or (225) 926-1986

**DATE/EVENT:** December 20 - General Membership Meeting / CE Lecture Dinner  
**CONTACT:** NODA, (504) 834-6449; [www.nodental.org/upcoming-events/](http://www.nodental.org/upcoming-events/)

**DATE:** January 12, 2018  
**EVENT:** L.H. Bowden Leadership Development Conference  
**PROVIDER:** Louisiana Dental Association (AGD PACE Recognized Provider)  
**LOCATION:** Embassy Suites, Baton Rouge, LA  
**REGISTRATION:** [www.ladental.org/bowden](http://www.ladental.org/bowden) or call (800) 388-6642 or (225) 926-1986

**DATE:** January 26-27, 2018  
**SPEAKER:** Robert Convissar  
**LOCATION:** Lafayette, Louisiana  
**CONTACT:** LA Academy of General Dentistry, (855) 542-5243, [lagd@cox.net](mailto:lagd@cox.net), [www.lagd.org](http://www.lagd.org)

**DATE:** February 11-13, 2018  
**EVENT:** LDA Winter C.E.  
**SPEAKER:** Dr. John Portwood "30 Things to Do Before Thursday" and more speakers to come!  
**LOCATION:** Walt Disney World® Resort, Disney's BoardWalk Inn  
**PROVIDER:** Louisiana Dental Association (AGD PACE Recognized Provider)  
**DESIGNED FOR:** All  
**REGISTRATION:** [www.ladental.org/character](http://www.ladental.org/character) or call (800) 388-6642 or (225) 926-1986

**DATE:** May 24-26, 2018  
**EVENT:** New Orleans Dental Conference/LDA Annual Session 2018  
**DESIGNED FOR:** All  
**LOCATION:** Hyatt Regency Hotel, 601 Loyola Ave. New Orleans, LA 70113  
**CONTACT:** [www.nodc.org](http://www.nodc.org) or (504) 834-6449

### **LDA Members Attend ADA Washington Leadership Conference**

Congressman Garret Graves (center) gave a Capitol tour to Drs. Marty Garrett, Bill Hadlock, King Scott and Charlie Foy who were attending the ADA Washington Leadership Conference as contact dentists to various members of the Louisiana Congressional delegation.



David N. Austin

## I Like Big Bundts

Not long ago my wife and I attended a cooking school in New Orleans. It was fun and informative, but most of all, we became hooked on the art of gourmet cooking.

We couldn't get enough. We found ourselves subscribing to every cooking magazine we could find including, *Casserole Magic*, *Desserts Are Not Enough*, *Tastes Like Chicken*, and a whole host more. Whenever a new issue arrived, we would fight over who would get to check out the centerfold first.

However, it wasn't long before we realized our old, small kitchen with its outdated appliances was just not going to cut the mustard any more. So we called Joe 'The Kitchen Remodeler.'

Joe was more than happy to remodel our kitchen. So after three months and a realization that I wasn't going to be able to retire as soon as I thought, we had the kitchen of our dreams.

It was big. It was shiny. It was modern. It was ours...and the banks.

To begin with, our new gourmet gas stove and oven combination was computerized and fuel injected with roller tappets and a special Borla exhaust that would make all the dogs in the neighborhood bark whenever we used it. But man that thing can cook a burger.

The refrigerator/freezer takes up a large part of our cabinet space but can cool or freeze anything within 7 minutes. It can make ice cream utilizing the touch screen on the door, as well as a variety of frozen drinks.

But our most prized possession was our new ElectroAir Nuclear microwave oven we had installed on the western wall of the kitchen. When we purchased it we didn't realize that it required a special electrical line directly off our neighborhood transformer, as well



as a special license for use as approved by the U.S. Department of Defense and Homeland Security.

This microwave has to be one of the 7 wonders of the modern age. Using any of several apps on your cell phone, this thing can cook anything even when you are away from home. By automatically gathering altitude, ambient temperature, humidity and using Greenwich Mean Time, it will calculate time to cook, and then turn it over and suspend it to brown to perfection. It will then text you to tell you the best time to serve it to your guests (guests that it has invited to your home).

However, as much as I admired our new microwave and all the new friends it would invite over, it was not without some problems. We first noticed when it was in use all the lights in the house would dim noticeably and cell phone reception was limited. One evening, we were using it to prepare a casserole when it actually caused the neighborhood transformer to catch fire and a 4-hour Southeast Shreveport brownout occurred. But probably the most concerning issue was that many of the children living to the west of our home began to lose their hair.

Soon a nice man from the DOD came with several technicians and permanently adjusted it to utilize about 1/3 of its power. Sort of took the joy out of cooking after that.

The other day as I was sitting at the bar in the kitchen eating a Whataburger, it had the audacity to text me in a snarky tone, the amount of fat I was consuming. I decided then to unplug that thing as I got up to get the ketchup out of the refrigerator for my fries. But I was too late as it had already told the refrigerator to freeze it!

These days we admire our new beautiful kitchen as we walk by it to go out to eat.





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