

VOL. 78, NO. 4 • WINTER 2019

JOURNAL

LDA

JOURNAL OF THE LOUISIANA DENTAL ASSOCIATION



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RIBBON CUTTING
OCTOBER 4, 2019**

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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: Attendees to the new office building Ribbon Cutting on October 4, 2019. "Cutting the ribbon" on the new office is (from left) President Elect Dr. Trey Carlton, President Dr. Kristi Soileau, Executive Director Ward Blackwell, and Dr. John Portwood, a member of the LDA's Building Committee. For more photos and the speech given by Dr. Soileau during the ceremony, check out pages 8-9.

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



LDA editor

Dr. David N. Austin
Editor, LDA Journal

Whoa Nelly! It's Time to Dismount

After 22 years as your editor of the *LDA Journal*, it's time for me to step aside. Dr. Brian Basinger, who has served on our editorial board for several years, has graciously agreed to take over these duties. He will be a great editor!

So what do I say to you in my last editorial? I have thought about this for some time now and here are a few simple truths that I have come up with:

Always be honest with your patients and staff. Treat them with the utmost of respect at all times, for if it were not for them, you might not be a part of this profession.

Strive to be the absolute best, whether it's a single crown preparation, an endodontic procedure or

skydiving. It is truly a positive end result that we **must** achieve, because people place their utmost trust in us. Accept **nothing** less.

Become an active part of your community, neighborhood, and/or church. **Give back** to those not as fortunate as you. Because of your profession, you are looked up to and admired.

Unfortunately, I do not believe we are admired by so called dental "insurance" companies. You know what it is all about for them and we are the rich, greedy bad guys. Their only concern is how cheaply you can provide your services.

Unfortunately governmental intrusion in to your practice is also always a threat, whether it's local, state, or federal.

With the utmost gratitude,
the officers of the
Louisiana Dental Association
do hereby ordain that this

Service Award

be presented to

Dr. David N. Austin

In recognition of
exemplary service as
Editor of the *LDA Journal*.

1997-2019



Dr. Brian Basinger,
member of the LDA
Journal Editorial Board,
Dr. David Austin, and
Annette Droddy,
managing editor of the
Journal.



LDA President Dr. Kristi
Soileau presenting a
Service Award to Dr.
David Austin honoring
him for his 22 years as
editor of the Journal.



Who is the LDA?

DAVID AUSTIN, D.D.S.

Outside factions are constantly trying to influence our profession. Not only government agencies like OSHA and the FTC, but also entrepreneurs in business, retail, industry, and of course insurance, would all like to transform the practice of dentistry for what in most instances turns out to be a pure profit motive. Who can you look to for help?

You are probably aware that producers of the ABC news magazine "Prime Time Live" have decided to put their story about dentistry on hold for broadcast at a later date. They have essentially copied the recent Reader's Digest dental exposé format. If and/or when this program or others are presented that attack the very reason for your being, who can you call for a clear intelligent rebuttal?

The Internet is a wonderful tool. There are many on-line services that give information on individual dentists in a multitude of areas around the US. What can we do when we as a group or as individuals are attacked by a disgruntled faction or patient in

cyberspace? First Amendment rights to free speech will ultimately clash with Fourth Amendment rights of privacy, of course. And as we have seen of late, even "paparazzi rights" to free speech have no right in causing injury or death. The same goes for you and me as long as the quality of our product is within the acceptable norms of our peers and society. So, who can we turn to?

The answer is easy. The Louisiana Dental Association has a long and rich tradition. It is among a handful of dental organizations that has become the envy of dentistry not only in the United States, but in various places worldwide. The Journal of the LDA actually has a following in Japan, Great Britain and France, to name a few.

Why is this? Is it because of great leadership, dedication, or an organization that enjoys one of the highest percentages (~80%) of dentist members? Well, actually it is all of the above and more.

Our state is unique in its cultural diversity. When like-minded people with such diverse backgrounds get together, ideas can and do

become a reality. There is discussion and the occasional argument to be sure. However, when a consensus is realized, look out, because something good usually happens.

Remember when OSHA had a more threatening stance toward you? Well, they are still around, but they have become a kinder and gentler presence, thanks to the LDA, ADA, AMA and other organizations working together. But this is just an incremental tip of the iceberg compared to the daily work and services of the LDA.

The LDA is not Big Brother trying to tell you what to do. On the contrary, the LDA is here for you and is easily accessed by phone or Internet. (1-800-388-6642; web site: <http://www.ladental.org>)

In fact, right now stand in front of a mirror and take a look at yourself. A good long look. For you see, you are looking at the heart and soul of the LDA.

If or when that ole grizzly bear attacks me as I enter my office door, I know only one thing—I want to be surrounded by friends. Friends like you.

And last, when you get home after a busy day, look around and take stock of what is really most significant. **Give thanks** and hug your family and/or friends, for they are a main reason we go to our office. Just remember, **your time is your most precious gift.**

And speaking of the **Louisiana Dental Association**; I must say how proud I am of the staff within our new LDA office. Ward and Annette and everyone there working hard on our behalf have truly helped me and continue to be available for **any member**. Their **diligence and dedication** to the LDA membership is truly outstanding and we are fortunate to have them with us.

As for me, I have been a practicing general family dentist for over 41 years now (LSUSD '78), and I plan to continue in that capacity for a little longer if God will let me. I truly love this profession – the patients and fellow colleagues. I wish I could do 40 more! It's not standing at the mountain top for me, but the climb up that gives the most satisfaction. But alas, time catches up with all of us and if we are lucky, we live to be old.

In the end, when you leave this world, the only things you can take with you are the things you've packed away inside your heart. Trust me, memories of many of you and memories of my walk with the **Journal**, will always be tucked away inside mine.

Giddy up Nellie. Let's go home.

Dr. David Austin's first LDA Journal editorial, Fall 1997.

Which brings me to this: Get involved with organized dentistry even if it's just on the local level. **We need to be proactive** not only in the **promotion** but also the protection of our profession. The closer we work together to solve common problems, the more our profession will remain the best for our patients.

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Congratulations to Dr. Nicky DeJean for transitioning his Opelousas, LA practice to Dr. Melissa Ritter

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Save the Date

LDA Calendar of Events

Event	Date	Location
L.H. Bowden Leadership Conference	Friday, January 17, 2020	Crowne Plaza Baton Rouge Hotel
Winter C.E. with Character	Sunday, February 23 - Tuesday, February 25, 2020	Lake Buena Vista, Florida Walt Disney World® Resort Disney's Yacht & Beach Club Resort
HDD C.E. & Golf	Friday, March 20, 2020	Springfield, LA, Carter Plantation
House of Delegates (HDD)	Saturday, March 21, 2020	Baton Rouge Marriott Hotel
New Orleans Dental Conference/LDA Annual Session	Thursday, May 7 - Saturday, May 9, 2020	Hilton Riverside New Orleans www.nodc.org
Summer Education Conference	Wednesday, June 24 - Saturday, June 27, 2020	Hilton Pensacola Beach, FL
LDA Foundation Fishing Rodeo	Thursday, July 16 - Saturday, July 18, 2020	Sand Dollar Marina, Grand Isle, LA
LDA/NELDA Kick-Off C.E.	Friday, August 7, 2020	Hilton Garden Inn, West Monroe, LA
LDA C.E. & Ski	Sunday, February 14 - Tuesday, February 16, 2021	The Steamboat Grand, Steamboat Springs, CO

For more information on these events, visit: www.ladental.org/events.

LDA Summer Education Conference

Fun, Sun, and C.E.

Wednesday-Saturday, June 24-27, 2020

Hilton Pensacola Beach, FL



www.ladental.org/summerconference



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- Complimentary ice cream before returning to afternoon classes.
- And much, much more, including ALL of your C.E. for the year all at an affordable price and a fun location!!!

SAVE THE DATE: May 7 - 9, 2020

- Visit our website for updated speaker and activities information: www.nodc.org
- Like our Facebook page: [@NewOrleansDentalConference](https://www.facebook.com/NewOrleansDentalConference)
- Follow us on Instagram at: [@nodc_lda](https://www.instagram.com/nodc_lda)
- Register beginning **January 2020!**

Conference Special: Dentists who graduated from dental school or a post-graduate residency program five years ago or less may register for the Conference at no charge!



LDA president

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

What's Happening Daily at the LDA Office?

Many of you typically read the LDA E-Bytes email newsletter or our quarterly LDA Journal and in doing so stay up to date on all the “big” things our LDA central staff members do for us. And perhaps you, like I, have asked yourself multiple times, “where would we be without organized dentistry? How could we have accomplished all that we have if it weren’t for our tripartite?”

It would be impossible for volunteers, numerous as they are, to do for us what our state and national-level staff members handle day in and day out on our behalf. In my years in organized dentistry, starting as a NODA volunteer in the late 80’s, and eventually working in various positions on the road to being state president, I appreciated early on where my dues dollars were going and what benefit they were returning to me.

Truly, I’m amazed at what our LDA leadership and staff can accomplish. Without our LDA, we would not have the legislative

successes and financial securities that we all experience through the intercession of our staff and volunteers. Without such the representation and travail of such an organization, including support at the national, state, and local levels, our profession would indeed be very different from the way we now see it.

Because some members may not fully understand the stratification or complexity of the duties of our staff, I’d like to have you get to know these wonderful, tireless individuals better.

Our state staff is mainly comprised of a team of six full-time individuals. Listed in alphabetical order, the following is a listing of their most essential and individualized duties...and this doesn’t take account of any of the “911” calls they get from members daily (we are approximately 1,900 members strong)!

Ward Blackwell, Executive Director

- Responsible for overall association operations; Directs staff activities.
- Manages overall governance and ensures appropriate administrative support for all official meetings, including Board Meetings, House of Delegates Sessions, and Conferences.
- Plans, formulates and recommends to the Board of Directors basic policies and programs including financial and budgeting, to further the objectives of the association.
- Oversight and coordination of insurance and governmental affairs programs, meetings and projects; drafts most position papers, policy statements and LDA legislation.
- Chief administrative officer for affiliate organizations (LADPAC, DAPPAC, LDAHPT & LDA Foundation.)
- Chief Executive Officer (CEO) of LDS.
- Primarily responsible for budget development, managing reserves and, with Secretary-Treasurer, compliance with financial policies.
- LDA rep to LA Prescription Monitoring Program, MCNA Medicaid Dental Advisory Committee, LA Oral Health Coalition and Patient’s Compensation Fund.
- LDA spokesperson to press, public and governmental bodies.
- Staff liaison to LDA Executive Committee and ADA 12th District.
- Past president of LA Society of Association Executives and the American Society of Constituent Dental Executives.



Ward Blackwell (left) as Governor John Bel Edwards signs the LDA’s TMJ bill into law in 2016. Senator Danny Martiny and Dean Henry Gremillion are also in the photo.



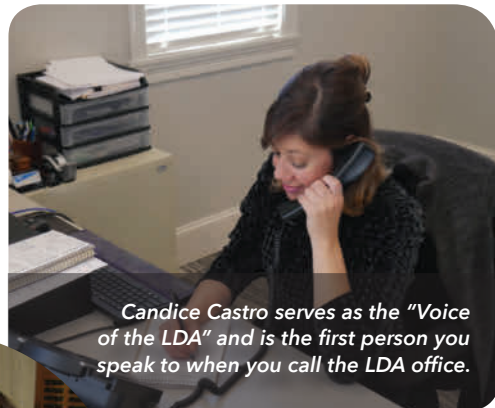
Jeanne McFall (left) with a speaker, Dr. Hal Crossley, and the Council on Dental Education chair, Dr. Craig Crawford.

Jeanne McFall, Director of Conference Services:

- Planning and coordination of all conferences, events, and meetings.
- Solicit new sponsorships/partnerships, negotiate contracts, manage, and maintain relationships with event partners.
- Responsible for creating marketing materials (such as brochures, postcards, and Journal ads for all events).
- Responsible for event marketing, including social media posts.
- Writing post-event articles.
- Attend all events hosted by the LDA.
- Maintain events pages on the LDA website.
- Liaison for Councils on Dental Education and LDA Sessions.
- Member of Meeting Professionals International.

Candice M. Castro, Executive Assistant

- Manage LDA switchboard.
- Administrative support for Executive Director, including development of administrative correspondence and all governance recordkeeping.
- Assist Assistant Executive Director with communications, website updates, etc.
- Coordinator for Peer Review Program.
- Transcribe and maintain LDA Board, House of Delegates, and assigned Council minutes.
- Coordinator for Med-Com training tape program.
- Maintain and order office supplies.
- Verify and process for mailing of all LDA checks and mail.
- Check and disseminate faxes as needed.
- Staff liaison to Council on Dental Benefits (Peer Review) and LDS.
- New Member follow up.



Candice Castro serves as the "Voice of the LDA" and is the first person you speak to when you call the LDA office.



Annette Droddy (fourth from right) with the state Oral Health Coalition Summit planning committee. Annette represents the LDA at the statewide meetings of dental stakeholders and serves as secretary.

Annette Droddy, Assistant Executive Director

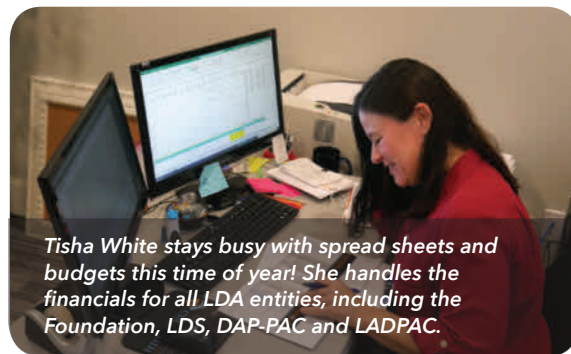
- Produce LDA e-newsletter.
- Managing editor of the LDA Journal.
- Manager of LDA website and LDA social media.
- Preparation of press releases for local and state media to promote dentistry.
- Directs communications for all events/activities, including legislative/regulatory, PR, charitable (e.g., LaMOM), LDS, PACs, etc. for LDA and all subsidiaries and affiliates.
- Maintains list and interacts with contact dentists to apprise them of legislative and regulatory activities. Manages the dissemination of PAC checks through contact dentists.
- Marketing for New Orleans Dental Conference/LDA Annual Session.
- Marketing manager for LDS.
- Staff liaison to Councils on Governmental Affairs and Communications.
- LDA rep to LA Oral Health Coalition (current secretary) and LA Health Care Commission.
- Past president of the Public Relations Association of Louisiana.



Sharon Elliott (right) with a dental student, Morgan Mains, representing the LDA during an LSUSD Vendor Fair.

Sharon Elliott, Director of Membership Development

- Recruits new members and processes membership applications.
- Process membership dues statement notices and payments.
- Maintains tripartite membership database.
- Processes membership dues waivers, grants, retired/retired life affidavits, and transfers.
- Coordinate functions with dental students/LSUSD.
- Coordinate all activities/interactions with component societies.
- Development of materials, etc. for Senior Reception and Graduation Reception.
- Coordination of all awards, including DSA, New Dentist, Humanitarian, LDA Stars, etc.
- Staff liaison to New Dentist, Insurance, and DSA Committees.



Tisha White stays busy with spread sheets and budgets this time of year! She handles the financials for all LDA entities, including the Foundation, LDS, DAP-PAC and LADPAC.

Tisha White, Director of Accounting

- Records and administration for all financial activities of LDA and all subsidiaries and affiliates.
- Bank reconciliation.
- Payroll, tax deposits, quarterly tax reports.
- Maintain investment account records.
- Assist with LDS governance/board issues.
- In coordination with membership director, manages remittance of dues to ADA and components.
- Records, administration, coordination of LDA Foundation activities.
- Assist with LDA switchboard when needed.
- Staff liaison to Budget Committee, LDS, LADPAC and DAPPAC.

Earlier this year, our LDA office moved. Our previous neighbors allowed us an opportunity to build a new building that would alleviate all the upcoming maintenance issues that we were looking at for the old building. They simply wanted that property. Our LDA staff without complaint went through, cleaned up in, and packed 23 years of "stuff." As I mentioned at the Ribbon Cutting for the new building, thank goodness they didn't ask me to help. The LDA Board thanks them for taking on that task with incredible perseverance and for getting the new building unpacked in one week for a board meeting and Ribbon Cutting.

If you are in Baton Rouge, come by and visit!

Script from LDA Office Ribbon Cutting - October 4, 2019

Welcome to the brand new home of the Louisiana Dental Association! Today we celebrate the grand opening of a beautiful innovative and state-of-the-art office that will help us to continue to promote, advocate and protect for the dental professionals of our great State of Louisiana.

We are so appreciative of the many of you who have been with us every step of the way, and who have caused this day to finally arrive. As current president of the LDA, I would like to start with thanking Dr. John Portwood, Dr. Steve Morgan, our Executive Director Ward Blackwell and last year's president Dr. Danny Weaver, for their leadership on our Building Committee. Their knowledge and expertise has been integral in this process.



Drs. Ross DeNicola, Chip Simon and Robert Westerman breaking ground on the original LDA building in 1995 as the LDA Building Committee.

What brings us together today actually was initiated by a visit from our prior neighbors' asking us, "Has the LDA ever thought of selling their building?" This suggestion has culminated into this incredible new space, one that will be more efficient, high-tech, and prevent our having to spend the tens of thousands of dollars needed for necessary renovations on our previous location.

I also ask everyone to bow their heads for a moment in remembrance of our good friend Dr. Bob Barsley who passed away Saturday. Bob was LDA president when that neighbor walked over and he saw the potential in continuing the conversation, especially after serving as Secretary Treasurer that next year. He was an amazing dentist and believed in organized dentistry and its importance to our profession. Thank you Bob. You will be missed. There is a photo of Bob in the front lobby checking out the craftsmanship of the new building a few months ago.

On a historical note, we had dedicated our former building in this same way on September 21, 1996, just over 23 years ago. We are fortunate to have with us today one of the three members of that Building Committee: Dr. Ross DeNicola. Dr. Chip Simon and Dr. Robert Westerman were unable to join us today due to a prior commitment.



Dr. Danny Weaver smiles as the LDA Board approves the sale of the old LDA building towards the purchase of the new property.

It was with their knowledge and foresight, along with that of the Board members of that time, that we were able to wisely invest in such a building which has served us well for all these years-and has provided us with the capital to upgrade, save on expenditures, and continue to serve our members to our fullest.

I also want to acknowledge our past LDA presidents who have joined us today. Your leadership through the years you served has kept this Association strong, vibrant, and perpetual! Thank you for a job well done.

We're also truly thankful for the support of our current officers, our Board members, and to our tireless and dedicated staff who had to work against the clock in order to turn over the Office Park property in a timely fashion to avoid financial penalties, despite the minor ripples they managed throughout the construction process. Recall that they had to go through and pack - and toss - 23 years of paper and dust. (Thank you all for not asking me to help with that!)

If you have not gotten to do so yet, I suggest that you walk through this new building and take pride in YOUR lovely halls, recalling that the strength of our Association is behind the minds that will meet within its walls. We hope that many future leaders will work here, be educated here, and do their part to propagate the success evidenced by today's milestone.

Thank you all very much for your presence here today so that we could appropriately celebrate together our accolades and hope for the future. I'd like to ask God's blessing on the work to be done here through the years and for protection of this building from storms and other disasters.

Please join us inside for a toast before we get back to business, this being our flagship Board meeting in this office! There is much to do! Again, thank you for being here, and thank you for being the face of the LDA.

Oposite page - counter-clockwise from top left: "Cutting the ribbon" on the new office is President Elect Dr. Trey Carlton, President Dr. Kristi Soileau, Executive Director Ward Blackwell, and Dr. John Portwood, a member of the LDA's Building Committee.; LDA Ribbon Cutting on the new office building, Oct. 4, 2019.; Dr. Trey Carlton, LDA president elect, toasts to the new building and many more years of success for the LDA in the new location.; LDA staff: Jeanne McFall, Annette Drodgy, Ward Blackwell, Sharon Elliott, Candice Castro, and Tisha White.; Board members "meet" with Dr. Gary Roberts remotely using the new board room technology setup.; Dr. Bob Barsley excitedly checks out the "studs" of the new LDA office building while it was being built.





The LDA Foundation appreciates the kind donations contributed during the 2018 dues cycle, which is Dec. 2018, through Nov. 2019. We appreciate your dedication to the Foundation and the financial assistance to help support our mission.

Acadiana

Dr. Francis Boustany, Jr.
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Dr. Angela Soileau
Dr. Phillip Stelly

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The mission of the LDA Foundation is to enhance the oral health of our State by providing funding for clinical research, education, scholarships and access to care programs, as well as providing financial assistance to dental professionals and their families who are in need. The LDA Foundation is a 501(c)(3) tax-exempt corporation registered in the State of Louisiana. All contributions are tax deductible to the extent permitted by law.

To make a Foundation contribution, call the LDA office at (800) 388-6642, email info@ladental.org, or mail a check to the LDA Foundation, 5637 Bankers Ave., Baton Rouge, LA 70808.

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LDA Louisiana dental services, inc.

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



Best Card Saving LDA Members an Average of \$2,768 Per Year *Superior value. For members only.*

In the spring of 2015, after a thorough vetting process, the LDS Board announced the endorsement of Best Card for our members credit card processing. LDS takes these endorsements quite seriously; we want to make sure that we are offering a true member benefit.

Soon after the announcement, my dental practice switched to Best Card and I can personally attest to the tremendous experience that my partners, my staff, and I have all had. We have saved thousands in our processing fees, which speaks for itself. Furthermore, Best Card made the transition easy and their customer service is second-to-none, which makes my staff happy too. Even better, we recently switched to Best Card's online processing system, which offers auto-posting of payments into our patient ledger!

Four years into this endorsement of Best Card, close to 100 LDA members are taking advantage of this money saving benefit. The average LDA practice is saving \$2,768 each year (24% savings). Why not see what they can do for your practice? Email a statement over to CompareRates@BestCardTeam.com or fax to 866-717-7247 to receive a complimentary, no-obligation cost analysis. Best Card will send you a \$5 Amazon gift card just for checking. What do you have to lose?

Also in good news, as of this writing, nearly 100 LDA members have placed orders with The Dentists Supply Company (TDSC). LDS has partnered with TDSC to offer members a new way to shop for dental supplies. TDSC is a member dentist led organization built to provide consistent, competitive pricing on dental supplies to members of organized dentistry regardless of practice size. When you buy from TDSC, you are joining a collective of visionary dental professionals who believe the profession should be shaped by those who practice it.

Dentists have already saved more than \$4 million compared to MSRP on everything from adhesives to x-ray materials through tdsc.com. This is savings that can be reinvested back into the practice and patient care.

Ready to see how much you can save? Visit tdsc.com/louisiana to learn more and get started today with a custom price comparison on the products you buy today. Again, what do you have to lose?

The third company we will discuss today is Office Depot. Office Depot has partnered with us on a small business savings program to provide discounts in-store and online, plus fantastic new benefits. More than just deals (that extend to almost every item!), you'll also get access to Office Depot's new technology services, local Business Pros and more.

Big membership benefits!

You now have 24/7 savings on the supplies you love from brands you trust through The Dentists Supply Company.

Get \$30 off your first online order and free shipping on every order. Enter code **WEL30** at checkout.*

Start shopping at  The Dentists Supply Company

*See Welcome at TDSC.com/disclaimer for full terms and conditions. Code expires 12/31/20.

Savings include 20% to 55% off item office supply core list, 20% to 55% off retail on cleaning & break room items, 10% off branded; 20% off private brand ink & toner core list, Average 10% off retail on 200 technology core items, FREE next-day shipping on orders of \$50 or more, and SIGNIFICANT savings on copy & print. Sign up for our Office Depot Small Business Savings Program, administered by Excelerate America, visit www.ladental.org/LDS to find the links to more information or to download the store purchasing card.

For the last time in this article, I will say, what do you have to lose? NOTHING. And you have thousands of dollars to save by utilizing some of these incredible membership benefits.

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

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LDA

executive director

Ward Blackwell, M.J.
Executive Director, LDA

LDA Has Excellent Batting Average, But Making Outs Still Part of the Game

LDA a Leader on Third Party Payer Legislation

Most years, I join other members of the LDA Governmental Affairs team in attending the ADA Lobbyist Conference. This event put on by the ADA early each December allows staff and dentists from state dental associations to come together and learn about governmental affairs threats and opportunities brewing in other parts of the country, as well as to exchange ideas about what has worked and not worked in our various legislative efforts.

At this year's conference, the agenda focused heavily on third-party payer (i.e., dental insurer) issues. This is hardly surprising, as ADA members across the country cite problems with dental insurance companies with ever increasing frequency as one of their biggest headaches.

As each lecture or panel discussion on third-party payer issues at the conference unfolded, it dawned on me that none of this was all that new to the LDA team. In fact, EVERY third-party payer issue brought up was something the LDA has already addressed – and in all but one case (assignment of benefits), successfully.

Require prior authorization to be binding? Did it. Identify ERISA plans on ID cards? Did it. Prohibit recoupment after coverage was verified? Did it. Prohibit virtual credit cards as the only reimbursement method? Did it. Prohibit setting fees for non-covered services? Did it years ago.

So why was so much time at the conference devoted to these issues? Well, most other states are still working on at least some of these issues. Many of those states are aware of the success the LDA has had and come to us for advice and information. That happened just today. Moreover, the ADA actually had the LDA sharing such information from the podium at prior lobbyist conferences when most other states were just beginning to look at these issues.

In short, the LDA is a top performer in this area. If legislative success on third-party payer issues was rated like success in baseball, LDA would be flirting with a .400 average.

But there is still plenty of work to be done. And on many of the issues that remain to be addressed, the insurance industry can be expected to oppose us with all the considerable resources they can bring to bear.

Under such circumstances, it might be tempting to take on a less ambitious legislative agenda so as to be assured of

actually passing bills. To continue the baseball analogy, that would be like taking ourselves out of the line-up on days when the opposing team uses their top pitcher just to preserve our high average.

But that would NOT be consistent with our members' expectations. So, look for the LDA to "come out swinging" in the 2020 legislative session on such challenging issues as down coding, overly restrictive pre-existing condition clauses and further tightening of prohibitions against recoupment following eligibility confirmation.

Taking on Other Insurance Challenges

Insurance poses a challenge for the LDA and our members in other ways. And when it comes to health benefits coverage, the LDA recently got in the game with a lot of things working against us.

The Louisiana Dental Association Health Plan Trust (LDAHPT) began providing health benefits coverage exclusively for LDA members, their families and employees on March 1, 2019. But as of January 1, 2020, all those members, employees and families will have switched to other coverage.

Self-insured, multiple employer plans such as LDAHPT are legally required to have what is called "stop-loss" coverage to ensure they are protected against extraordinarily large claims. LDAHPT started too small to attract more than one stop-loss carrier and grew too slowly to keep that one. Thus, it was impossible to continue covering members after the 12/31/19 expiration of the current stop-loss contract.

Given the disadvantages the LDA faced compared to the other state dental associations that run self-insured multiple employer health benefits plans (Ohio, Indiana and Michigan), it was a significant victory for the LDA just to get LDAHPT up and running. Consider that:

- All three other associations are much larger and either own an insurance subsidiary or have staff that deal primarily with insurance programs.
- The other associations had significantly greater capacity to weather losses, which allowed taking on more risk by setting rates aggressively low to quickly build participation in the plan. (E.g., Ohio's plan reportedly lost more than \$400K in its first year.) The LDA board's fiduciary caution about putting such large amounts of LDA reserves

at potential risk meant extremely tight underwriting standards, which in turn limited the number of LDAHPT applicants getting the best rates.

- MI and IN were able to roll existing plans into their new self-insured plans, ensuring substantial participation from the start.

All the above disadvantages were compounded by several other factors that limited initial plan participation. An unfortunate change in plan managers pushed back the first coverage date for LDAHPT from January 1, 2019, to March 1, 2019. This was long after the time when people are accustomed to shopping for health benefits and had the effect of resetting the deductible of anyone who did switch to LDAHPT. But, the LDAHPT and LDA boards felt that members had already waited too long for this benefit and decided to press ahead rather than wait till the start of 2020 to launch.

Unfortunately, that also meant that LDAHPT launched in the only year this decade in which most Blue Cross subscribers saw no rate increase, or even a decrease. So, fewer members were inclined to shop rates. But no one could predict at the time what Blue Cross might do in the way of rates for 2020.

Despite all those factors working against the establishment and growth of LDAHPT, it came very close to succeeding. Members who did enroll were satisfied. All claims were paid in a timely manner in accordance with the plan description. LDAHPT was on solid financial footing and was actually growing its reserves, albeit slowly.

In short, the LDA Board, Council on Insurance and staff took on an immense challenge that would have defied the odds had it succeeded, all in an attempt to address the needs of members burdened by rising health insurance rates. We did so in a way that kept the cost to the association manageable. (The costs could easily have been backbreaking had a less prudent strategy been pursued.) And, when a confluence of adversities resulted in a business and legal situation that would not allow LDAHPT to continue, we worked with our partners to ensure that not a single participant in LDAHPT was left without comparable, quality health coverage.

To really stretch the baseball analogy, it feels as though LDAHPT got to the bottom of the ninth down a run, kept fouling off pitches and finally drove a ball to the warning track only to see it caught for the final out.

But you can't score if you don't even bat. And, I'm proud of the LDA for stepping up to the plate for its members, even if we don't get a hit every time.

ADA Interim Policy on Vaping

The ADA has introduced an interim policy on vaping. For more information and the full policy, visit ADA.org/vaping.

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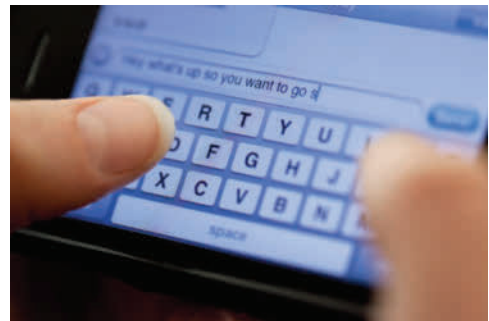
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Text Messaging System for LDA Members



The LDA now offers a text message system for our members for important reminders and alerts. Because of the federal rules related to spam, members must sign up themselves for the text messages. We do not plan to inundate you with text messages, but we would like to send quick reminders, especially during the legislative session, for bills and laws related to dentistry. Sign up is available at all times from the LDA's home page, www.ladental.org. If at any time you want to unsubscribe, you are able to unsubscribe from the system.



LDA

technology tidbit

Tristan Hall, Certified Dental Technician
President, Bayou State Crown & Bridge Lab (LDA Premier Events Partner)

Digital Technology and Intraoral Scanning in the Dental Office

Are you someone who says you will “eventually get into intraoral scanning” or that you’re “waiting for the technology to get better”? If that’s the case, you should probably change your thinking. Eventually is NOW, and the waiting should be over. The technology is HERE! As a lab technician, I was thrust into digital technology in the early and mid-2000’s. Since that time, my lab has been sprinting to stay at the forefront of digital dentistry. As a fully invested digital lab, our employees have firsthand experience in accepting files from nearly all of the major scanners on the market today. I have also personally spent time developing relationships with representatives and companies who sell this technology, allowing me to demonstrate these scanners as they hit the market. I can comfortably say it will not get much better than it is now. In this article I will relate some of my experience with intraoral scanners and give you some of the knowledge you will need both before and after bringing this technology into your practice.

Although using a scanner can improve the fit of a crown, precise preparation of a case is even more important than with use of traditional methods. You need to know this upfront. If you experience a lot of remakes due to fit and margin issues, buying an intraoral scanner will not improve your outcomes. If you do not usually pack cord or use some sort of retracting method, scanning is probably not worth your investment. The scanner picks up significantly more information than a traditional impression, which means you have to be more accurate when preparing your case. This includes the design of your preparation. Sharp edges and knife edge margins cannot be used with cad/cam. All preparations need to be smoothed and rounded. Material-specific preparation guides must be followed. Finally, your lab needs adequate space to restore. Cad/cam technology requires “bur compensation,” ranging from .3 mm to .5

mm. This is in addition to the cement spacer required with traditional methods, usually around .3 mm to .5 mm. Using the higher numbers, 1 mm of space is needed just for the cement spacer and bur compensation. We then need the space for the restorative material. Emax, for example, requires 1.5 mm of thickness to maximize strength. This means 2.5 mm is required for an Emax crown. Although many of you may not be providing that much space currently, failure and breakage rates are much lower when these guidelines are followed.

To summarize, for best results when utilizing digital impressions, it is essential to follow the material specific preparation guides, reduce your preparation to give your lab adequate space, and be sure to pack cord and retract!

A popular question I get on a weekly basis is “Which scanner do you think I should buy?” That’s a tough one for me because it truly depends on you and your office. What’s your budget? How do you want to use your scanner? Most importantly, how does that wand feel in your hand? From my experience, most of the major scanners on the market are pretty accurate, some more than others, but ultimately all are more accurate than a PVS impression. To give you an idea of the accuracy, we ran reports on a number of intraoral scans vs the same number of traditional impressions. When cord was packed, the remake percentage dropped from 3% for traditional to .9% for digital. In fact, the primary reason for remakes on digital impressions was not fit, but shade communication errors. (I have a great method for reducing shade communication errors, but we need to save that for another time, or you can call me for more information.) One great way to test a scanner is for you to send me or your own lab a full arch scan and let us make a night guard on the arch. If the scan is taken properly, this test will demonstrate just how accurate the scanner is.

In deciding where to buy a scanner or any other digital equipment, there are several questions I like



to ask the seller: 1) How and where do you provide training? For intraoral scanners, the answer should always be in your office by a technical rep. Having you and your staff travel for training is inefficient and costly. Even if the cost of the training is included in the purchase price, you will lose production hours. 2) What kind of support will the company provide after purchase? This is probably the most important question you can ask. Such a highly technical system may glitch or crash. If your office has become reliant on such technology, failures could cost thousands in production. Will the company they have a loaner ready for you while they fix yours? How fast will a representative be out to swap or repair your broken unit? Listen closely to the answers to these questions, and be sure you have the answers written into your agreement. 3) If do not personally know anyone who is using the program you are considering, ask for the names of three other offices where the equipment is in use, and call those dentists for feedback. If it is a good product, the company should have no problem with this request. When you purchase new technology, you are essentially entering into a type of marriage. You need to make certain the company you buy from is the right fit for you and your office.

Finally, I want to give you some thoughts on return on investment when considering digital equipment. Digital equipment is unique in that it usually involves a larger

upfront cost with less productive use than traditional equipment. For instance, a \$2000 dollar wax pot that lasts 30 years, would make return on investment practically irrelevant since it would easily pay for itself. Digital equipment, on the other hand, can easily be obsolete before it is paid off. At our lab, we usually look at return on investment points for digital equipment at 18 months. If we can get a return in 18 months or less, then we feel it was worth the investment. That being said, having a longer period for return doesn't mean the equipment is not worth buying. As with any purchase, you should run your numbers, find your savings, and set an appropriate time to get your equipment into the profit zone.

The future of digital dentistry is now. Intraoral scanning technology is great, and it can help your restorative practice become more accurate and add savings to your practice by giving you a competitive edge over others who refuse to change the way they practice. The following quote from Nelson Jackson summarizes the way I feel about technology in our industry: "If we do business today, using yesterday's methods, we won't be in business tomorrow." Please feel free to contact me at (800) 320-0230 if you have any questions in regards to implementing or exploring intraoral scanning.

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LDA

last chance seminar

Jeanne McFall
Director of Conference Services, LDA

Another Year, Another Successful Last Chance Seminar

2019 was definitely a whirlwind for many of us, making the LDA's Last Chance Seminar our most popular seminar of the year. Over 200 dentists and hygienists joined us at the Friday, December 13 event to earn 7 clinical continuing education hours to complete their semiannual credit requirements.

Dr. Gordon Christensen, our speaker, captivated his audience with his dental knowledge and great sense of humor. What a treat for all who attended!

The tentative date for the 2020 Last Chance Seminar held in Baton Rouge is Friday, December 11. Hope to see many of you there.



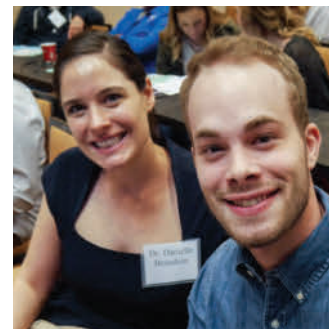
Michelle Sterken and Loan Nguyen.



Door prize winners Dr. Kristi Soileau and Dr. Kasan Stevens with LDA Executive Director Ward Blackwell.



Drs. Lee Berthelot, Clare Berthelot, Nick Rauber, and Kramer Irby.



Dr. Danielle Beaudoin and Dr. Vincent Williams.



Dr. Gordon Christensen entertained attendees with 7 clinical hours of C.E.



Dr. Mike Maginnis and Dr. Stephen Brown.



Door prize winner Dr. Barton Barre with Stormy Blair from Brown & Brown Association Services Professionals.



Dr. Honey Fiasconaro (center) with Sharisse Mouton and Cleandria Hart-Wilson with MCNA.



Dr. Tim Perry, Dr. Jan Bagwell, and LDA Executive Director Ward Blackwell.



Dr. Catherine Hebert, Melinda Wolf, and Dr. Mark Moore.



Drs. Tommy Darbonne, Nicky DeJean, and Curtis Zeringue.

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Dr. J. Jerome Smith
2019 President, Louisiana State Board of Dentistry

Communication Can Help with Patient Confusion or Concerns

As 2019 and my term as president of the Louisiana State Board of Dentistry came to a close, I would like to thank my fellow Board members and the Board staff for all the hard work they have put in over the past year. It has been a slow year overall, and for that I am immensely grateful! This slowness allowed us to concentrate on small changes to rules that should clarify some requirements. You can look for those changes next year.

Following the 2019 legislative session, the Board now has a dedicated member position for a dentist trained in the administration of sedation and anesthesia. The goal of this legislation was to ensure that the Board always had a member qualified to review anesthesia training credentials to approve and issue permits. Governor John Bel Edwards recently appointed Dr. Richard Willis to this new position. Dr. Willis had previously served as a Board member from the LSBD 4th Electoral District, and as soon as he was reappointed, he immediately jumped into approving pending permits. We are very pleased to have him back and he will serve as our board president next year.

Part of my duties as president includes reviewing complaints the Board receives about our licensees. It is not an enjoyable part, as you might imagine. We receive roughly 130 complaints each calendar year. Although there are some serious matters reported to the Board, I have noticed that a good number of these complaints are from dissatisfied patients. Some of these are simple “communication issues,” while others are simply disgruntled patients that are unhappy with an outcome, the way that they perceive their treatment (clinical or otherwise) by the dentist or a staff member and so on. While improved communication won’t solve everything, it can often help a patient see why something he or she expects is unreasonable. It can help when a patient is confused. It can always help if a patient is unhappy and simply wants someone to listen. Today’s demands often



leave us less time than we would like to spend with each patient, so I realize working on these “soft skills” may be difficult, but I do believe that better communication between dentist and patient can only ultimately work in everyone’s favor.

So, if you are notified the Board received a complaint about you, **please don’t panic**. As a Board, our job is to review each complaint that comes in. As individual dentists, we all know that sometimes “things happen.” The Board is committed to fairly reviewing all complaints and allowing its licensees to have their side heard. Please give the Board office or your district member a call if you have any questions.

The Board office has been getting several phone calls regarding C.E. Broker and license renewal. Please remember you will not be able to renew your license until all your 2018-2019 C.E. records have been entered into C.E. Broker and your record there shows you are complete. You must maintain current BLS certification at all times, and this should be entered in the BLS section in your C.E. Broker record. The required opioid management C.E. must be entered into the specific opioid management section as well. There are no exemptions offered for the BLS certification. If you have not prescribed controlled substances during 2018 or 2019, you may qualify for an exemption from the one time opioid requirement for this renewal by completing the exemption affidavit found on our website and mailing it to the Board office; however, you will need to complete this affidavit each time you renew your license in the future unless you complete the 3 hours of opioid management.

I would like to point out that our dentist population is aging: fully one-third of our dentists are age 60 or older, and over 11% are 70 or older. Our 70+ dentists were 9.5% in 2013. Now they’re 11.6%. Our over 60 dentist percentage was 28% in 2013. Now it’s 33%. Those aren’t HUGE increases, but it’s only been 6 years. Nationally, the median age for dentists is 47.9. Ours is

over 50. The percentage of our dentists over the age of 70 has consistently increased over the past 15 years. The average age of dental health care practitioners has increased nationwide, so it's not only in Louisiana. I'm glad to see so many of us still practicing, but one day, these dentists will finally retire, and it's entirely possible that the number of dentists will not be numerous enough to replace them.

At the time of this writing, both the Saints and especially the Tigers are doing extremely well and I hope this continues for the rest of the season. It is a great time to be a football fan in Louisiana, and it really is a great time a part of the profession of dentistry as well. Wishing all of you a Happy 2020!

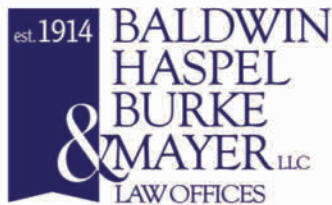
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Dr. Kramer Sherman

Northlake

Dr. Joshua S. Brandner
Dr. Katharine Dunnington

New Orleans Dental Association

Dr. Asher Adamec
Dr. Eugene Antenucci
Dr. Amirah D. Jackson
Dr. Stacey C. Lagraize
Dr. Dale Misiek
Dr. Mishaun Sahebi

Northwest

Dr. Douglas Edwards
Dr. John O'Neill

Southwest

Dr. Paul C. Riley, Jr.





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

Back to Basics: 3 Tips for Improving Financial Well-Being, Reducing Debt and Increasing Net Worth

Yes, we are in a booming economy, but more than half of the country is living paycheck-to-paycheck and would need to borrow money in order to survive an emergency such as home or car repairs, or unexpected medical costs.¹ Whether you're further behind than you'd like to be in terms of accumulating savings or paying down debt, or simply want to further strengthen an already solid financial foundation, these time-tested tips provide the tools and information you need to pursue your financial goals no matter your age, income bracket or current net worth.

Tip #1: Maintain a Budget at Every Stage of Life

Everyone, no matter how much you have accumulated, needs a budget that provides a clear and consistent picture of your cash flow - what's going out vs. what is coming in. A budget helps you optimize savings and spending and pursue your personal and financial goals with confidence. Budgeting does not have to be time consuming and tedious. The following tips can help you easily establish and maintain a budget that works to help you stay on track.

- Find an app or online program to help you aggregate data from different accounts, providing real-time account values.
- Review your finances and spending at least once a month and consider ways to further trim expenses and increase savings.
- Watch for trends in overspending that need to be addressed or reigned in.
- Get your spouse involved with understanding the budget and how it affects the end goals

Tip #2: Pay Yourself First

Paying yourself first is not only something you truly deserve, but a behavior you'll never regret. That's because paying yourself first forces you to think beyond instant gratification and strive for delayed gratification: the fulfillment of your short and long-term life goals - your true priorities in life.

- Make savings a prominent and permanent part of your budget. When money comes in pay to your retirement account, savings account, and investment account like it is a bill that must be paid.
- Challenge yourself to find new ways to save.

- Don't keep it a secret. Teach your children the concept of pay yourself first and help them implement it.

Tip #3: Identify and Prioritize Your Goals

It's tough to prioritize spending if you haven't taken the time to identify and prioritize your financial goals. While goals like saving for retirement, a down payment on a home or a child's college education may immediately come to mind - a comprehensive approach to planning goes well beyond these objectives to include the things that bring true purpose and joy to your life. When determining your goals, consider the following:

- What do you value most in life?
- Where do you see yourself in 5-years? 10-years? 20-years? Will you be retired?
- Who will you spend time with and what will you be doing?
- How will you protect your lifestyle now and well into the future?
- How will your dependents be provided for if you're no longer there to provide for them?
- What is the legacy you will leave and causes you care about?

Now is the time to get started on the path to financial freedom. These fundamental action steps can help you move closer to your goals at any stage of life. It is time to get back to basics.

¹ U.S. Federal Reserve: Federal Reserve Statistical Release - Financial Accounts of the United States Flow of Funds, Balance Sheets, and Integrated Macroeconomic Accounts, Third Quarter 2015.

This material is for general information only and is not intended to provide specific advice or recommendation for any individual. To determine what is appropriate for you, please consult a qualified professional.

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

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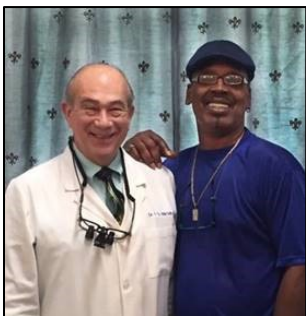
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Dr. Frank Martello, (New Orleans), DLN•LA past-president and volunteer since 1987, with his DDS patient.

In 1986, Dental Lifeline Network • Louisiana partnered with the Louisiana Dental Association in developing a Donated Dental Services (DDS) program to help people with disabilities or who are elderly or medically fragile and have no other access to dental care. The Louisiana DDS program is part of a network in which services are available in all 50 states. DLN volunteers provided over \$26 million in donated treatment nationwide in FY 2018-2019. **Since inception, Louisiana dentists and labs have donated over \$11.2 million worth of comprehensive treatment for 5,360 vulnerable people.**

DLN acknowledges the many generous LDA members who not only volunteer their time and services, they also contribute to DLN thru their LDA dues statement and directly to DLN – thank you!!

Donated Dental Services (DDS) Program Totals

Statistics for the first four months of this fiscal year

	7/1/19-10/31/19
Donated Treatment Value ¹	\$109,180
Donated Lab Value	\$10,927
Average Value of Treatment ²	\$3,189
Patients Served ³	86
Patients on Wait-list	236
Participating Dentists	379
Participating Labs in LA	79
Participating Labs outside LA	4

¹Donated treatment value includes donated lab value.

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

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

Coordinator hours were reduced because of insufficient revenue. More patients could be helped, but additional grant funding is needed to support DDS volunteers' efforts by covering program costs such as the coordinator's salary and benefits, office and administrative expenses and lab reimbursements when volunteer labs cannot afford to donate. Do you have grant funding suggestions? Contact a DLN • LA board member today!

The DDS program restores the oral health and often transforms the lives of the patients we serve like, Shelia, 58 who resides in Ouachita Parish. She lives near her three adult children and seven grandchildren whom she adores spending time with. Medication caused her kidneys to temporarily shut down six years ago, and Shelia has been on kidney dialysis three days a week since then. She also suffers from diabetes, high blood pressure and acid reflux. And, her oral health was in poor condition; many of her teeth were decayed and broken, making chewing difficult and painful. Shelia spent her career as a correctional officer until she retired and became a private care giver. Unable to work due to her health issues, she survives on a small Social Security Disability benefit and food stamps and struggles to make ends meet. Shelia's medical doctor said it was imperative her dental health be addressed due to the high risk of complications from her other health conditions. Thankfully a generous team of DDS volunteers offered to help. Shelia received thousands in donated dental care that restored her oral health and her smile!

Learn more about DLN, Donate or Volunteer at DentalLifeline.org or contact DDS Coordinator Michelle Aiken at 225.926.8062 or maiken@DentalLifeline.org



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In Memoriam:

Dr. Robert Emmett Barsley, J.D.

LDA President: 2016 – 2017

LDA Distinguished Service Award in 2019

Robert Emmett Barsley

DDS, JD, age 67, passed away on Saturday, September 28, 2019, at his home in Ponchatoula, La. Both the LDA and the LSUSD are deeply saddened by the unexpected loss. To the LSUSD, Dr. Barsley was a mentor, educator and friend. He was an integral part of educating quality dental practitioners to care for the citizens of Louisiana. To the LDA, he was a past president (2016-2017) and Distinguished Service Award recipient (2019), as well as a leader who served in numerous roles, including secretary-treasurer, speaker of the LDA House of Delegates, LA Mission of Mercy clinic leadership, and part of our Medicaid Task Force. He will be greatly missed by all who knew him and worked with him, either professionally or as a volunteer.

An internationally renowned and well-published expert consultant and sought-after lecturer in the field of forensics, Dr. Barsley was a Professor and Division Head at the LSU School of Dentistry in New Orleans and served as Director of Hospital and Community Dentistry for the LSUSD Department of Oral Health Services.

A 1977 graduate of LSUSD, Dr. Barsley became a full-time faculty member in 1982, one week after the crash of a PanAm jet at Moisant Field. He worked with faculty and students in a successful effort to aid law enforcement in identifying the more than 150 victims of that tragedy.

Dr. Barsley graduated from Loyola University School of Law in New Orleans in 1987 and was admitted to the Louisiana bar that same year. Since then, he served as a consultant to numerous coroners' offices in southern Louisiana and was on staff at the coroner's office in both Orleans and Jefferson parishes.

As a member of DMORT Region VI (United States Public Health Service), he served an extended tour of duty in the dental section of the hurricanes Katrina and Rita morgues in



St. Gabriel and Carville, Louisiana, where he directed scores of dentists from all over the United States in identifying the hundreds of victims brought to the morgue. This six-month detail, using virtually all forms of forensic science, resulted in most of the bodies being identified and returned to their families for burial.

Dr. Barsley was co-chair of the Odontology Section of the Scientific Working Group on Disaster Victim Identification funded by the National Institute of Justice and the FBI.

In addition, he was a fellow of the American College of Dentists, the International College of Dentists, the Pierre Fauchard Academy, and the Odontology Section of the American Academy of Forensic Sciences for which he served as its 65th president and received the Reidar Sognnaes Award for Excellence in Forensic Dentistry.

In 1998-99, Dr. Barsley served as a Robert Wood Johnson Foundation Congressional Health Policy Fellow in the office of Senator John Breaux. He served as a delegate to the American Dental Association (ADA) House of Delegates and was the former chairman of the ADA Council on Access, Prevention, and Interprofessional Relations.

In 2015, Dr. Barsley was awarded both the LSU School of Dentistry Alumnus of the Year Award and the New Orleans Dental Association Honor Dentist Award.

Locally, Dr. Barsley was a member of the North Oaks Board of Directors, the Strawberry Festival Committee and the Ponchatoula Rotary Club. From 2004-2012, he was the Magistrate for the City of Ponchatoula Mayor's Court. A 1970 Ponchatoula High graduate, Dr. Barsley attended Rhodes in Memphis and LSU before entering LSUSD. In 2015, he served on the John Bel Edwards Healthcare Transition Team.

Dr. Barsley leaves behind his wife of 45 years, Gwen Ballard Barsley, and their daughter, Emily, who is in her first year of residency at the LSU School of Medicine in Shreveport.

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Staples One of 10 Chosen to Participate in Give Kids A Smile Leadership Development Institute



Lisa Staples, MPH, CHES, oral health lead with EatMoveGrow was one of 10 selected to participate in the ADA's Give Kids A Smile Leadership Development Institute training. Since 2011, the Give Kids A Smile Community Leadership Development Institute has offered a unique opportunity for GKAS program coordinators across the U.S. to share best practices, explore outreach enhancements, and learn new approaches to providing dental care to America's underserved children.

Each year, a minimum of 10 travel grants are awarded to a select group of applicants to enable them to attend a three-day training session in St. Louis, where Give Kids A Smile began. The mixture of group discussions and guided dialogue is complemented by the chance to see a well-developed program in action, and the ability to interact with volunteers, organizers, parents, and kids. The GKAS coordinators then go on to serve as regional resources for other GKAS programs in their communities.

"It truly was a phenomenal experience and I thoroughly enjoyed it! I learned a bunch of best practices around executing a GKAS event where they provide full restorative care at St. Louis University. I have many new ideas I want to bring back to our state and implement in our EMG program, as well as ways to improve our own Give Kids A Smile event at the LSU School of Dentistry. Overall, it was a wonderful worthwhile experience that I enjoyed very much."

Basinger Receives Integrity Award



Basinger Family Dentistry and LDA member Dr. Brian Basinger received the Integrity Award at the October 31 Better Business Bureau of Northeast and Central Louisiana and the Ark-La-Tex's 15th annual Torch Awards for Ethics.

Kidder Receives Exceptional Educator Award



Dr. Glenn Kidder was awarded the 2019 Pankey Institute Exceptional Educator Award at the Pankey Institute's 50th Anniversary annual meeting on September 13 in Key Biscayne, FL. Dr. Kidder is a private practice dentist in Baton Rouge, as well as an assistant clinical professor in the

Department of Prosthodontics at the LSUSD, and has served as a visiting faculty member of The Pankey Institute for many years.

Drs. House and Marks Honored at LSUSD Alumni Day

Two dentists were recognized at Alumni Day on September 20. Dr. Isaac House received the Alumnus of the Year Award and Dr. Ronald Marks received the Distinguished Alumnus Award.

Dr. House, a 1984 LSUSD graduate, has practiced dentistry in Haughton, La., for 35 years. Among his many contributions to organized dentistry is service on the Louisiana State Board of Dentistry and the Council of Interstate Testing Agencies.



Dean Henry Gremillion and Dr. Ed Hebert present the Alumnus of the Year Award to Dr. Isaac House.



Dr. Ronald Marks receives the Distinguished Alumnus Award from Dr. Henry Gremillion and Dr. Ed Hebert.

Dr. Ronald Marks, a 1970 graduate of Loyola School of Dentistry, completed his residency in oral and maxillofacial surgery at Charity Hospital. He has practiced in Alexandria, La., for 47 years. He has been involved in organized dentistry at all levels, including international.

Drs. House and Marks were recognized for their remarkable service to LSUSD as well as to the dental community.

Dr. Henry Gremillion Leads Dental Education Association

At the close of the 2019 Annual Session of the American Dental Education Association, in Chicago, LSUSD Dean Henry Gremillion, DDS, MAGD, assumed the chairmanship of the ADEA Board of Directors for 2019-2020.

In his eloquent and inspirational speech delivered at the opening session of the meeting, Dr. Gremillion stated that his theme for the coming year, “Discover Your Pathway,” will emphasize broadened career development tracks for educators. “...as we focus on preparing our graduates to be future-ready, it would be reasonable to ask ourselves if our own career is future-ready. Today’s dental educator must acquire a nuanced understanding of rapidly changing organizational structures and principles of inclusion.”



Dr. Gremillion is the fourth LSUSD faculty member to lead ADEA, following Drs. James Harrison, Eric Hovland, and Sandra Andrieu. The recipient of numerous awards for his outstanding contributions to the dental profession, Dr. Gremillion recently added another honor to

his credentials as a recipient of the 2019 Health Care Heroes award, sponsored by New Orleans CityBusiness. The award honors outstanding men and women in the health care industry.

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Cyber Liability and Data Breach Insurance

Dentists are always encouraging patients to perform those daily tasks needed to take care of their teeth and prevent cavities. But when it comes to doing those things, such as reviewing their insurance needs, to protect themselves and their practices, many times dentists can be as non-compliant as some patients. The information in this column spotlights insurance products that will help you protect yourself, your family and your practice.

It seems I can't speak with a dentist these days without hearing that their office has been the victim of a ransomware attack or has a peer that has been hit. Dental offices are now one of the top targeted professions for hackers.

Think about it! You store a wealth of very important information that can be used for identity theft and blackmail purposes – things like patient names, addresses, dates of birth, social security numbers, insurance cards and health histories. This is virtually a treasure trove of data for hackers!

Cybercriminals know that you and your staff are very busy, and they count on this to get into your system. For example, they trick you into opening an email attachment that appears to be from someone you know but is actually a phishing campaign. One click and that's it! The financial impact caused by the loss of your patients' trust and lost production combined with the cost to restore and secure your data can be disastrous.

Hackers are getting more and more sophisticated. The days of simply relying on firewalls and antivirus software to keep hackers out of your network are over. Take the defensive steps to protect your network and patient data. Work with a qualified cybersecurity company to:



1. Perform an audit of your existing policies and procedures.
2. Provide you with regular vulnerability scans of your network.
3. Educate your staff on the latest threats and learn how to prevent them.

And, just as important as these steps to prevent a cyber attack, you should insure against the financial loss of an attack. You can do this by obtaining a cyber liability and data breach insurance policy designed for the unique needs of your dental practice.

Contact the LDA's exclusive insurance agency for more information and a no-obligation quote with Stormy Blair at Brown & Brown Association Services Professionals, sblair@bb-asp.com, <https://www.bbgulfstates.com/asp/>.



Jessica Smith, RDH, BS
President, LDHA

Efficacy of Lasers in the Non-Surgical Treatment of Aggressive Periodontal Disease

Chronic periodontitis is a prevalent condition, affecting 47.2% of the adult U.S. population aged 30 years or older. Chronic periodontitis results in the loss of tooth-supporting connective tissue and alveolar bone and, if untreated, is a major cause of tooth loss in adults. According to the Centers for Disease Control and Prevention and American Academy of Periodontology case definitions, the prevalence's of moderate and severe periodontitis are estimated as 30.0% and 8.5%, respectively, among US adults.

Photobiomodulation (PBM Therapy) previously known as Low Level Laser Therapy (LLLT) is the application of red and near infra-red light over injuries or lesions to improve wound and soft tissue healing, reduce inflammation and give relief for both acute and chronic pain. The question remains whether using a LLLT (Low Level Laser Therapy), or Photobiomodulation Therapy, as an adjunct to SRP is more effective than SRP and curettage alone in the treatment of Aggressive Periodontitis. This question remains debatable. Three studies showed little difference among LLLT group compared to SRP alone, whereas some studies show improvement in periodontal outcomes and increased clinical attachment level (CAL) when using an LLLT in conjunction with SRP.

The most commonly used lasers are Erbium, Er:YAG, Nd:YAG, Diode, and CO₂. The erbium lasers are hard and soft tissue capable and have the most FDA clearances for a host of dental procedures. They operate as free running lapsed lasers. Carbon Dioxide or Diode lasers run on a continuous wave, meaning energy is constantly activated when using. Studies show that the diode laser accelerate wound healing by promoting the proliferation and migration of fibroblasts.

Erbium lasers show the greatest potential for effective root debridement (SRP). The Er:YAG laser has been shown, in vitro, to remove calculus and to negate endotoxin. There is the potential for root surface damage during the process of in vivo calculus removal since the

Er:YAG is a hard tissue laser and the operator would not be able to visualize what is being lased. Clinical data on attachment level changes when compared to SRP alone are conflicting, with some studies showing a slight benefit while others show no benefit.

The goal of dental laser surgery is to utilize different photo biological effects while reducing endotoxins present and improving clinical attachment levels. Using photo-active disinfection, known as photodynamic therapy in medicine, utilizes a solution of tolonium chloride that, when activated with visible red laser energy releases a single oxygen radical that ruptures cell membranes. By treating this ulcerated tissue and removing the endotoxins we can achieve greater attachment.

Laser therapy is being utilized throughout dental and medical procedures daily. Adding a low level laser therapy in adjunctive to scaling and root planing will enhance wound healing and increase clinical attachment levels. With proper training this therapy could be added to your offices current periodontal therapy program. This will increase office's production and treatment outcomes, and may help increase patient acceptance.

1. Efficacy of adjunctive low-level laser therapy in the treatment of aggressive periodontitis: A systematic review. Available at: <https://www.ncbi.nlm.nih.gov>
2. Evidence-based clinical practice guideline on the nonsurgical treatment of chronic periodontitis by means of scaling and root planing with or without adjuncts. Available at: <https://jada.ada.org>
3. Fundamentals of Lasers in Dentistry: Basic Science, Tissue Interaction, and Instrumentation. Available at: <https://laserdentistry.org>
4. A Low-Level Carbon Dioxide Laser Promotes Fibroblast Proliferation and Migration through Activation of Akt, ERK, and JNK. Available at: <https://journals.plos.org>



LDA lsu school of dentistry

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

The Other Side of Dentistry

Most of the dental community agrees that LSU Health School of Dentistry (LSUSD) students and residents are well prepared clinically when they graduate dental school. Clinical training has been a foundational strength of our school for over 50 years. However, many graduates from our school and elsewhere do not feel they are well prepared for the non-clinical aspects of the dental profession.

We have progressed over the years in addressing this issue – both in the classroom and through extracurricular activities. Establishing new programs and revitalizing existing programs are ongoing, helping students and residents successfully transition to the dental profession following graduation.

A strength of the curriculum is that predoctoral students are required to take a course each year related to professional development. The Professional Development Continuum is dynamic and continues to evolve in an effort to address the changes in the profession. In the first-year course, students learn how to cope with the rigors of dental school and explore topics such as time management, dental ethics and professional behavior. Topics in the second- and third-year courses include oral health literacy, leadership, ethics, patient communication, and treatment of special-needs populations, such as the elderly and developmentally disabled. Finally, during the fourth year, students begin to learn the pure business side of dentistry, i.e. how to run a “fee for service practice,” and explore issues such as business management, marketing and technology. Course directors invite both faculty members and outside guest lecturers to participate in the Professional Development Continuum.

Some of our alumni have served alongside faculty members in leadership roles to revitalize aspects of the continuum. For instance, **Nick Rauber, DDS '07**, who runs a dental practice in Baton Rouge, has been working with faculty for several years to bring in alumni to speak to seniors about practice management.

To address the need for business training for advanced education students, **Steven Spindler, DDS**

'81, Perio '83 serves as director of a 12-session course he created entitled “Practice Management for Dental Specialists.” Class participants include postgraduates in endodontics, periodontics, and prosthodontics, as well as implant fellows. According to Dr. Spindler, office management and marketing concepts are very similar across these three specialties. He also launched the “GeauxPerio” website to provide an online reference for mobile study for residents in the Department of Periodontics.

With regard to activities outside the classroom, students learn valuable skills via student organizations, preparing them to be leaders in the profession and in their communities. LSUSD students are involved in organizations such as the American Student Dental Association, Academy of General Dentistry, Student Professional Education Association, Student National Dental Association, Hispanic Dental Association, and the American Dental Education Association.

A number of alumni have taken the initiative as leaders in some of these student organizations. Among them is LDA President and LSU Health Foundation Board Member **Kristi M. Soileau, DDS '85, AEGD '86, Perio '88**, who helped to launch the LSUSD Chapter of the Student Professionalism and Ethics Association in Dentistry. The group meets monthly with the purpose of promoting and strengthening ethics and professionalism for the entire student body.



Dr. Nick Rauber



Faculty members Drs. A. Dale Ehrlich and Kay Jordan with Joe Lee, 2018-2019 president, and Adrienne Ware, 2018 graduate and past president.



Dr. Kristi Soileau with student officers of the LSUSD Student Professionalism and Ethics Association.

Kay Jordan, DDS '99, who serves as the key faculty advisor in the LSUSD Academy of General Dentistry Student Chapter, has established and strengthened this group. This year, the LSUSD Chapter received the AGD Student Chapter of the Year Award, which honors the student chapter that provides its membership with the best overall set of programs and activities.

LSUSD Alumni Association President **Edward Hebert, DDS '84**, is also taking a leadership role with Dr. Soileau by exploring the value of a program to connect students with alumni for guidance about business matters and opportunities after graduation.

These are but a few of the many alumni who come back to the school to lead and share their expertise and knowledge. We appreciate their time and commitment to help the next generation of dental professionals. I believe that their investment will strengthen the future of our profession.

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The Opportunity: You became a dentist to provide excellent patient care and an

orthodontist to have a career that will serve you for a lifetime. As a PDS®-supported orthodontist, you will have a balanced lifestyle, fantastic income opportunities and you'll work for offices that care about people, patients and their community. You won't have to spend your time navigating practice administration.

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- Competitive Compensation and Benefit Package
- Modern offices equipped with the latest dental technology
- Malpractice Insurance
- Healthcare Benefits (Medical, Prescription Drugs, Dental and Vision)
- 401(k) Savings Plan

The average full-time PDS-supported Dentist earns \$160,000-\$390,000.

Testimonial from Dr. Callaway-Nelson: "Partnering with PDS has given me the opportunity to realize my dream of practice ownership. I am able to do the dentistry that I love." Dr. Callaway-Nelson

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Continued next page...



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Proceeds benefit LADPAC and the LDA's grassroots efforts.

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

Drawing will take place at the New Orleans Dental Conference and LDA Annual Session
May 8, 2020, at the Hilton Riverside Hotel, New Orleans.

Winner need not be present to win.

Benefits

- Competitive Compensation and Benefit Package
- Mentorship to increase clinical speed
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Make Dental Dreams a reality for you. Please contact us to learn more about rewarding associate dentist opportunities with Dental Dreams. We offer full-time, part-time, and Saturday only schedules. Please contact the Recruiting Team at phone: (312) 274-4598; email: recruiting@dentaldreams.com, website: www.dentaldreams.com. For more info, visit: https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=057a139b-6aeb-401d-a4b5-72c6ce0c8831&ccId=162605870_1203&type=MP&lang=en_US

Affordable Smiles is looking for a full-time dentist in Hammond, LA. Full benefits and competitive pay. Offering high end facilities and state-of-the-art equipment. Contact Darrell Bourg at (504) 609-2599 or darrell@affordablesmilesdental.com.

Louisiana Family Dental is expanding and hiring Associate Dentists. A Privately owned company with state-of-the-art facilities and equipment. We offer an environment that encourages sharing of ideas and mentorship. There's no competing with fellow Doctors for patients. Highly trained bilingual support staff. If you are interested in the opportunity to join a growing practice with great income potential, please contact us via email at jolivettedds@louisianafamilydental.com for more information.

BR Dental Care in Baton Rouge, LA is seeking a general dentist ready to take on the needs of a high patient volume practice! Take advantage of this exceptional career opportunity that includes: potential annual earnings of \$200,000+, potential relocation bonus and/or sign on bonus, guaranteed salary during credentialing, implant C.E. course coverage, and business mentorship and potential buy-in opportunities. Benefit package also includes eligibility for full medical benefits, 401k, malpractice coverage and additional compensation for experienced candidates! If interested, please contact Dr. Jeet at DrSolanki@mb2dental.com.

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New Orleans Managing Clinical Director: At Aspen Dental we have a great career opportunity for a **Managing Clinical Director in New Orleans.** With this great opportunity as Managing Clinical Director is also the prospect to pursue Office Ownership. Every aspect of our organization focuses on the Dentists we employ so that way they can focus on what's important, our patients. Each location provides our Dentists with a full support staff from Hygienists, Dental Assistants, Office Managers, office staff and Lab Techs. Some of the great perks of working for Aspen Dental are office ownership, aggressive compensation packages, premium benefits package, relocation assistance, C.E. Programs, a Student Loan Reimbursement Program and sign On Bonuses for select locations. Contact Trey Welch at (972) 878-9089 or by email Trey.Welch@aspental.com.

LOOKING FOR AN ASSOCIATE DENTIST: Centrally located in the Antique District of Denham Springs, Louisiana. Our office is easily accessible from all surrounding areas. ABOUT: We offer comprehensive general dental treatments, as well as cosmetic, implant, and sedation dentistry. We also provide extended hours and Saturday appointments to meet the needs of busy schedules. When patients decide to make Bencaz Family Dentistry their oral care provider, they are making a decision for excellence. We go the extra mile to ensure a comfortable and enjoyable visit.

HIGHLIGHTS: This position will be full time and pay will be commission based on production with a guarantee. Lab bills will be paid by the employer! Benefits include deferred comp, 401k, dental insurance and life insurance. Part of CE courses and health insurance will be paid by Bencaz Family Dentistry and options are offered for vision, short term disability, and additional life insurance. Peer mentorship available if needed. **STAFF:** We currently have 3 dentists, 9 assistants, 8 hygienists, 7 administrative staff members, and one office manager.

INTERGRATION: One of our current associates is relocating to Texas. The new hire would join our team to take over their existing schedule as a full time, long term associate. Contact: bencazdental@gmail.com.

Classified Advertising Online

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

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

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

UPCOMING COURSES

For latest course information, please check our website (www.lsucde.org)

REGISTER TODAY!

Online: www.lsucde.org

Phone: (504) 941-8193

Fax: (504) 941-8403

i If you live 120 miles (or more) from the course location, a **Video Conference option** is available for this course. Video Conference registrations can ONLY be processed by phone.

Date	Course Information	Registration Fees*	Hours
January 17-20, 2020 Limited seating for mock oral board exams, register early!	Perio Review: 2.5 Day Comprehensive Review + 1.5 Day Mock Oral Board Exams Presented by Dr. Bryan Pearson, et al at LSU School of Dentistry	Early Bird / Regular / On-Site Dentist: \$2,095 / \$2,195 / \$2,395 Group Rates also available	A maximum of 31 clinical (20.25 lecture, 10.75 participation)
January 17-19, 2020	Perio Review: 2.5 Day Comprehensive Review Presented by Dr. Bryan Pearson, et al at LSU School of Dentistry	i Early Bird / Regular / On-Site Dentist: \$1,595 / \$1,695 / \$1,895 Group Rates also available	A maximum of 20.25 clinical (lecture)
January 31, 2020	LSU Day Lake Charles: The Oral Cavity Under Acid Attack Presented by Dr. Marc Geissberger at L'Auberge Casino Resort Lake Charles	i Early Bird / Regular / On-Site Dentist: \$295 / \$325 / \$350 Hygienist: \$175 / \$205 / \$230 Dental Assistant: \$95 / \$115 / \$140	A maximum of 7 clinical (lecture)
February 14-16, 2020 Limited seating, register early!	Expanded Duty Dental Assistant - Lafayette Presented by Karen Coco, EDDA; Loretta Hoyer, EDDA, CDT; and Telisa Rogers, EDDA at National EMS Academy & private dental practice	Regular Assistant: \$700	A maximum of 24 clinical (12 lecture, 12 participation)
March 13, 2020	Clinical Treatment Planning & Problem Solving Presented by Dr. Robert A. Lowe at LSU School of Dentistry	i Early Bird / Regular / On-Site Dentist: \$310 / \$340 / \$365 Hygienist: \$185 / \$215 / \$240 Dental Assistant: \$100 / \$120 / \$145	A maximum of 7 clinical (lecture)

*Consult our website for Early Bird, Regular, and On-Site Registration cut-off dates and times.

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HANDS-ON COURSES

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- **Maximized Adhesive Dentistry for Anterior and Posterior Teeth** – March 20, 2020
- **How to Fabricate a New Generation of Hybrid Dentures for Edentulous Patients** – June 12-13, 2020 or November 13-14, 2020
- **How to Master Ceramic Restorations in the Esthetic Zone** – August 6-8, 2020

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C.E. and LDA Events Calendar

For information on any of the following continuing education courses, please contact the course provider. To list your course in the next calendar, 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.

DATE: Ongoing
EVENT: Online Opioid Course
PROVIDER: Louisiana Dental Association, Approved PACE Program Provider
www.ladental.org/onlinece
REGISTRATION: (225) 926-1986

DATE: January 17, 2020
EVENT: L.H. Bowden Leadership Development Conference
PROVIDER: Louisiana Dental Association, Approved PACE Program Provider
LOCATION: Crowne Plaza Hotel, Baton Rouge, La.
REGISTRATION: www.ladental.org/bowden or (225) 926-1986

DATE: January 21, 2020
TIME: 6 p.m.
TOPIC: Assess - Educate - Treat - A Novel Protocol in Prevention
PROVIDER: Shreveport-Bossier Dental Hygienists Association (SDHA)
LOCATION: Rotolo's Pizzeria in Shreveport, La.
REGISTRATION: Allysonleigh818@gmail.com or on Facebook www.facebook.com/groups/123019001229/.

DATE: January 31, 2020
SPEAKER: Dr. James Kohner
PROVIDER: CDEOFBR
REGISTRATION: cdeofbr.wufoo.com/forms/z8zi32v1w6joxi/

DATE: February 7, 2020
TIME: Registration 8:00 - 8:30 a.m.; Lecture 8:30 a.m. - 4:30 p.m.
TOPIC: Changing Standards of Care 2020
SPEAKER: Dr. Mitchell Gardiner
COURSE TYPE: Lecture
PROVIDER: Arklatex Academy of Dentistry
LOCATION: Wyndham Garden Hotel, Shreveport, La.
REGISTRATION: Must be received by January 31, 2020; contact: Dr. Clint Bruyere at (903) 753-0337

DATE: February 18, 2020
TIME: 6 p.m.
TOPIC: Oral Cancer
SPEAKER: D. David Kim, DMD, MD, FACS
PROVIDER: Shreveport-Bossier Dental Hygienists Association (SDHA)
LOCATION: Rotolo's Pizzeria in Shreveport, La.
REGISTRATION: Allysonleigh818@gmail.com or on Facebook www.facebook.com/groups/123019001229/.

DATE: February 23-25, 2020 (Sunday - Tuesday)
EVENT: Winter C.E. with Character
TOPIC/ SPEAKERS: "Recent Advances in Endodontics Diagnosis, Treatment Planning and Treatment" / "Advances in Endodontic Microsurgery and Treatment of Traumatic Dental Injuries" - Dr. Jerry Cymerman; "Innovative Periodontics: "How to" from Techniques to Products" - Dr. Samuel Low
PROVIDER: Louisiana Dental Association, Approved PACE Program Provider
LOCATION: Lake Buena Vista, Florida Walt Disney World®, Disney's Yacht & Beach Club Resort
REGISTRATION: www.ladental.org/character or (225) 926-1986

DATE: March 13, 2020
TIME: Registration 8 - 8:30 a.m.; Lecture 8:30 a.m. - 4:30 p.m.
TOPIC: Avoid Liabilities: Know the Medications Your Patients are Taking (Including Marijuana & Alcohol)
SPEAKER: Dr. Harold Crossley
COURSE TYPE: Lecture
PROVIDER: Arklatex Academy of Dentistry
LOCATION: Wyndham Garden Hotel, Shreveport, La.
REGISTRATION: Must be received by March 6, 2020; contact: Dr. Clint Bruyere at (903) 753-0337

DATE: March 17, 2020
TIME: 6 p.m.
PROVIDER: Shreveport-Bossier Dental Hygienists Association (SDHA)
LOCATION: Rotolo's Pizzeria in Shreveport, La.
REGISTRATION: Allysonleigh818@gmail.com or on Facebook /www.facebook.com/groups/123019001229/.

DATE: March 20, 2020
LOCATION: Carter Plantation Golf Course
PROVIDER: CDEOFBR and Louisiana Dental Association
REGISTRATION: cdeofbr.wufoo.com/forms/z8zi32v1w6joxi/. LDA members contact jeanne@ladental.org or (225) 926-1986.

DATE: March 27-28, 2020
EVENT: Oral and Maxillofacial Surgery Pearls IX
TIME: Registration 7:00 a.m. - 5:00 p.m.
COURSE TYPE: 13 hrs of CDE/CME credit hrs
PROVIDER: The Jack Kent Oral and Maxillofacial Surgery Foundation
LOCATION: New Orleans Marriott
REGISTRATION: Michele Holmes, (504) 941-8123 or mjaco2@lsuhsc.edu.

DATE: April 24, 2020
SPEAKER: Dr. Henry Gremillion
PROVIDER: CDEOFBR
REGISTRATION: cdeofbr.wufoo.com/forms/z8zi32v1w6joxi/

DATE: April 21, 2020
TIME: 6 p.m.
PROVIDER: Shreveport-Bossier Dental Hygienists Association (SDHA)
LOCATION: Rotolo's Pizzeria in Shreveport, La.
REGISTRATION: Allysonleigh818@gmail.com or on Facebook www.facebook.com/groups/123019001229/.

DATE: May 7-9, 2020 (Thursday - Saturday)
EVENT: New Orleans Dental Conference/LDA Annual Session
LOCATION: Hilton Riverside Hotel, New Orleans, La.
REGISTRATION: www.nodc.org or (504) 834-6449

DATE: May 19, 2020
TIME: 6 p.m.
TOPIC: Effective Whitening Strategies for the Next Decade An Update on Dental Ceramics
PROVIDER: Shreveport-Bossier Dental Hygienists Association (SDHA)
LOCATION: Rotolo's Pizzeria in Shreveport, La.
REGISTRATION: Allysonleigh818@gmail.com or on Facebook www.facebook.com/groups/123019001229/.

DATE: June 24-27, 2020
EVENT: LDA Summer Education Conference
TIME: 8 a.m. - 12 p.m., each day
COURSES: Foods that Fight Cancer, Oral Health Risks and Cultural Habits
PROVIDER: Louisiana Dental Association, Approved PACE Program Provider
LOCATION: Hilton Pensacola Beach, FL

REGISTRATION: www.ladental.org/summerconference or (225) 926-1986
DATE: July 16-18, 2020
EVENT: LDA Foundation Fishing Rodeo
LOCATION: Sand Dollar Marina, Grand Isle, La.
REGISTRATION: www.ladental.org/fishingrodeo or (225)926-1986

DATE: August 7, 2020
EVENT: Kick-Off C.E.
PROVIDER: Louisiana Dental Association & Northeast Louisiana Dental Association
LOCATION: Hilton Garden Inn, West Monroe, La.
REGISTRATION: www.ladental.org/kickoff or (225) 926-1986

DATE: September 12, 2020
EVENT: The 2020 12th Annual Implant Seminar
LOCATION: L'Auberge Casino Hotel, Baton Rouge, La.
PROVIDER: Louisiana Society of Oral & Maxillofacial Surgeons
REGISTRATION: paulettebinion@gmail.com

DATE: February 14-16, 2021
EVENT: LDA C.E. & SKI
COURSE: 12 clinical CE
PROVIDER: Louisiana Dental Association, Approved PACE Program Provider
LOCATION: The Steamboat Grand, Steamboat Springs, CO
REGISTRATION: www.ladental.org/ski or (225) 926-1986

DATE: June 23-26, 2021
EVENT: LDA Summer Education Conference
COURSE: 16 clinical CE
PROVIDER: Louisiana Dental Association, Approved PACE Program Provider
LOCATION: Hilton Pensacola Beach, FL
REGISTRATION: www.ladental.org/summerconference or (225) 926-1986

David N. Austin

Cranberries

(Reprinted from Dr. Austin, Winter 1990, LDA Journal)

“Why do we have cranberry sauce on Thanksgiving,” my 5-year-old son asked as I was struggling with the electric can opener. “Well, I guess it’s just sort of traditional. We’ve always had cranberry sauce with our Thanksgiving turkey,” I said, finally getting the can opener to work.

“Did the Pilgrims have cranberry sauce, Daddy?”

“They probably didn’t because you see it was too hard for them to open these darn cans.”

Thanksgiving starts my favorite part of the year. The tradition that surrounds this, together with Christmas and the New Year, has always been exciting since my earliest memory of Thanksgiving. That memory goes back to the mid to late fifties and an old farmhouse in Mangham, Louisiana, where my grandparents lived. As the table was being set, there I would be standing on my tiptoes counting the pies and yes, there it would be on a little saucer looking like a red can laying on its side—cranberry sauce! Then I knew it was official. Christmas was not too far away.

Not long ago, I had an elderly patient sitting in my chair when he asked, “What’s wrong, Doctor? You seem to be moving a little slower than normal today.”

“Well, I’m having a hard time getting motor-vated today. You know what I mean, it being a Monday and all.”

“Hell Sonny, (I love it when they call me Sonny or Young Man, although it doesn’t happen often any more) when you get to be my age, you’ll learn to appreciate every Monday that comes along.”

He was right, of course. That one incident started the wheels moving. I realized that the cranberry sauce had disappeared from my Mondays a long time ago. Today, Mondays are now just one of seven great days I enjoy every week.

I look around and see some of my friends and colleagues occasionally become a little cold or bitter toward their profession because it has not allowed them the financial reward or freedom that some expected. Nor has it perhaps been as stressless a business as some have thought it should be.

Actually, dentistry is among the most stressful of occupations and I think, among the most rewarding. I am rewarded each time a patient leaves and returns smiling. Pass the cranberry sauce please.

I can actually remember a time when I was a young teenager and being angry at my parents for not allowing me to be born into wealth. We were strictly a middle-class family, even though I was always comfortable, it was rare to have the latest in fashion and hardly ever was there a new model car. But there was a lot of love, and I have grown to cherish that since those teenager years.

When you feel sorry for yourself, it’s hard to notice those less fortunate. As you know, today there are many people who don’t have proper clothing, food, or perhaps a decent roof (if any) above them. It may surprise you to know that they live closer to you than you think. Please pass the cranberry sauce.

This time of year, I always pause and reflect on life and mine in general. Dentistry has been good to me as I approach my 13th (and now in 2019, over 40th) year of private practice. Oh, I can’t say that it has made me rich and famous, although it is comfortable living. It has enabled me to forge some solid and lasting friendships through many of the patients that make up our dental family, and I feel that we provide a good and necessary service to them. I can

also count a few colleagues within this profession that make up some of my closest friends.

No, you will not find my name among the Forbes list of 100 most wealthy Americans. Nor is my appointment book as full as I would like it to be. Stress, though, I have plenty of and usually on a daily basis. And yes, I have done my share of chasing windmills and failed. But as I sit here in front of the Christmas tree, arm around my wife and sipping hot chocolate that my daughter made, I realize something really nice. I am indeed rich and these are the good ole days. My wish for you this holiday season and the coming year is to stop and smell the cranberries. I’ll bet you are better than you realize.

And, oh yes, here, have some cranberry sauce.





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