

VOL. 71, NO. 4

LDA Journal

WINTER 2012

Journal of the Louisiana Dental Association

2013 LDA
House of Delegates
to be Held in Shreveport





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LDA Journal

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A MEMBER PUBLICATION
OF THE AMERICAN ASSOCIATION
OF DENTAL EDITORS

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Established in 1878, the Louisiana Dental Association (LDA) is the largest professional health organization for dentists in Louisiana. It is a statewide grassroots organization whose purpose is to promote, advocate, and protect the dental professional. The LDA has over 1,800 members.

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On the cover: The LDA is heading to Shreveport for the annual House of Delegates meeting. The ADA Annual Session will be in New Orleans, Oct. 31-Nov. 3, 2013. There will be no New Orleans Dental Conference/LDA Annual Session in its usual format in 2013. The LDA House of Delegates (77 delegate attendees from around the state) will be held Saturday, March 9, 2013, in conjunction with the Friday, March 8, Ark-La-Tex C.E. meeting. LDA members will receive a discount on registration on Dr. John A. Svirsky's lecture on oral pathology. The NODC/LDA Annual Session will go back to its regular

format April 3-5, 2014, in New Orleans. Stay tuned for a brochure for all LDA members and information to be posted on our website at www.ladental.org.

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



LDA

from the editor

Dr. David N. Austin
Editor, LDA Journal

Boy Howdy

I don't know about you, but each new year seems to arrive sooner and sooner - 2012, is now part of history and cannot be altered. However the Louisiana Dental Association has been busy maintaining vigilance on our behalf. This issue of the LDA Journal contains several articles recapping just a few LDA accomplishments.

Ward Blackwell, LDA executive director, explains the LDA's effort in helping streamline Louisiana's dental Medicaid program. Without LDA's help, a real possibility existed that a complicated program that many Louisiana's dentists participate in could have been more problematic. Not only would this impact providers and the number of providers that would participate in the dental Medicaid program, but also could have resulted in fewer eligible recipients receiving dental care. Read the executive director's article on page 10.

Dr. Jeff Hooton, LDA president, recaps the reasons why LDA undertook defeat of the Louisiana State Board of Dentistry mandated proposal (brought before the Senate Health and Welfare Committee) that every dental office contain an AED. It is a great critique showing the facts of AED use and incidence of heart attacks where an AED can help. The Council on Government Affairs reports on the logistics involved and results of the Senate Committee hearing. On a side note, I elected to have an AED available in my office and chose the device endorsed by LDS. Again, in order to meet that possible need, LDS had an endorsed provider to offer LDA members a great deal during the New Orleans Dental Conference and LDA Annual Session in New Orleans. Be sure and read the president's article on page 3, and the Council on Government Affairs article on page 16.

And as of this writing, the ADA and LDA are awaiting IRS regulations implementing a 2.3 percent medical device excise tax that takes effect Jan. 1, 2013. Clarification is not complete, but looks like a tax will be unavoidable. This is of course part of the continuing administrations tax plan that will help fund mandated health care. You can be sure that the ADA and LDA will keep you up to date on these policies that will affect us. Friends, organized dentistry has our backs during this difficult time in government and in the economy!

Next year, 2013, will have many ongoing and unforeseen issues that can and will affect us. You can count on the ADA and the LDA to be on the cutting edge concerning every issue that will travel our way. And remember, the best way to keep up with the latest in information is to monitor your LDA website at www.ladental.org. There's a latest news area on the left that shows any items "hitting the fan" at that time.

Also, because members seem to be getting more and more technologically advanced, we're receiving feedback showing that our members want more information on email, so that's what the LDA is trying to do. We don't want to inundate your mailboxes but we want to keep you abreast of what's going on in this most definitely every-changing world we live in today. So, make sure your email is on file with the LDA and read the emails. It benefits you and your practice! Trust me! If you want to make sure your email is on file with the LDA, email info@ladental.org.

I wish you and your family a happy and fulfilling New Year!

Mark Your Calendars!

EVENT: L.H. Bowden Leadership Development Conference
DATE: January 11, 2013
LOCATION: Embassy Suites, Baton Rouge, LA

EVENT: Alpine Lecture Series Mardi Gras Extravaganza
DATE: February 9-11, 2013
LOCATION: Steamboat Grand, Steamboat Springs, Colorado

EVENT: House of Delegates (in conjunction with Ark La Tex meeting)
DATE: C.E. - March 8, 2013
HOD - March 9, 2013
LOCATION: Hilton and Shreveport Convention Center, Shreveport, LA



LDA

from the president

*Dr. Jeff Hooton
President, Louisiana Dental Association*

The AED

The Automated External Defibrillator (AED) is a lightweight portable battery pack, completely self-contained, that will talk to you and give you detailed instructions should it ever be used during a cardiac arrest event. It is capable of “self-testing” and analyzing an arrhythmia in order to deliver an electrical shock which may be capable of returning a heart to a normal rhythm. Some models can even analyze the quality of performed chest compressions. If you think about it, the AED is a pretty incredible piece of equipment. It can save a life.

Most cardiac arrests begin with either a pulseless ventricular tachycardia (VT) or a ventricular fibrillation (VF). These are the only two conditions in which a defibrillator is effective. If a victim of cardiac arrest goes straight into asystole (flat-line) it is not a shockable condition and the appropriate cardiac stimulant drugs must be administered in order to induce a shockable arrhythmia. Shocking an asystolic condition can cause severe damage. From the onset of a cardiac arrest, irreversible brain damage can occur within 3 to 5 minutes. This is why it is critical to immediately start CPR. CPR is not meant to restart a heart but rather supply the brain and heart with oxygen in order to delay or minimize tissue death. Now, I'm not trying to teach a Basic Life Support class, but I do want you to have this background for what you are about to read.

In a public place, if “bystanders” witness a cardiac arrest and attempt resuscitation including the use of an AED, they are usually released from any liability under the Good Samaritan Law. The exception to the Good Samaritan Law is something called “gross negligence”. There are reported cases of “bystanders” having to defend themselves against these charges of gross negligence. Many had to spend tens of thousands of dollars to prove their innocence. In our offices we, as dentists, are not considered “bystanders.” In the doctor-patient relationship we accept responsibility for all aspects of our patients’ treatment along with the responsibility of treatment performed by our

staff. Whether we like it or not, along with that responsibility comes the potential for liability.*

Many believe that the AED is a standard of care. In the article “What Does the Medical Profession Mean by Standard of Care?” published in the Journal of Clinical Oncology, the authors state, “There is no medical definition for standard of care.” Standard of care is a legal term that is used to prove medical malpractice and is established case by case. It may have regional variations and there may be more than one standard of care for the same circumstance. Professional organizations do not determine standards of care. This is why they offer guidelines, protocols, evidence-based, outcome-based, best practices, etc. Something is not a standard of care until it is proven in the court and it is only specific for that case, although the case could set a precedent. “Therefore,” the authors state, “the term standard of care should be used with caution.”

The American Heart Association’s (AHA) data states there are about 330,000 out of hospital cardiac arrests per year in the U.S. According to the U.S. Food and Drug Administration (FDA), 80% of these happen in the home. If you do a little math, the incidence of cardiac arrests outside of the home and hospital is .002 per year. The Department of Medicine at the University of Washington, in conjunction with the Emergency Medical Service Division of King County, conducted a study of all medical offices (including dialysis centers and emergency care clinics) and dental offices over a 6 year period. Their findings showed that the incidence of cardiac arrests in dental offices was the lowest of all offices/facilities studied. The incidence in dental offices was found to be .0009 per year. Now if you compare the two numbers you can conclude that you are more than twice as likely to experience a cardiac arrest event outside of a dental office than you are in one. You could assume this is because people who seek regular dental care are healthy, take care of themselves, and therefore much less likely to suffer the risk factors associated with cardiac arrests.

According to the FDA, the risk factors for cardiac arrest are the same as for heart attacks, including obesity, diabetes, tobacco, alcohol, lifestyle, genetic predisposition, etc. Generally, 35-44 is the age group most affected, with those over 85 in the second largest at-risk group. Also, the risk is greater for males than females. You might hear some pretty impressive cardiac arrest survival rates associated with AED use (some as high as 75%). However, the FDA reports a national average of 23% (a figure that has remained steady for over a decade), whether an AED was used or not, due to the large number of variables that can take place between cardiac arrest and hospital discharge.

After a three year international study, the AHA published the “2010 American Heart Association Guidelines for Cardiopulmonary Resuscitation and Emergency Cardiovascular Care.” These Guidelines for CPR and ECC “are based on the most current and comprehensive review of resuscitation literature ever published.” These Guidelines define the AHA’s “Chain of Survival” which states that “to give the victim the best chance of survival, three things must occur within the first moments of cardiac arrest: activation of the EMS system, provision of CPR, and operation of a defibrillator. The 1-shock protocol has not been changed. Evidence has accumulated that even short interruptions in CPR are harmful. Thus, rescuers should minimize the interval between stopping compressions and delivering shocks and should resume CPR immediately after shock delivery.” And it goes on, “challenges remain if we are to fulfill the potential offered by the pioneer resuscitation scientists. We know that there is a striking disparity in survival outcomes from cardiac arrest across systems of care, with some systems reporting 5-fold higher survival rates than others. High quality CPR is the cornerstone of a system that can optimize outcomes,” And, “a means of expediting guidelines implementation is needed. Impediments to implementation include delays in instruction, technology upgrades (e.g., reprogramming AED’s) and decision making.”

So, why would the American Heart Association mention reprogramming AED’s? The Institute of Electronics and Electronics Engineers (“I triple E”) is the largest computer science organization in the world. It has its beginnings in the works of Alexander Graham Bell, is headquartered in New York, and boasts 200,000 U.S. members and another 200,000 worldwide. The March 2012 issue of its journal *Spectrum* featured the article, “The Shocking Truth About Defibrillators.” In the article, the author

states, “Last year the FDA noticed a disturbing trend. Between 2005 and 2009, the annual number of problems reported with AED’s increased by 85%. In that five-year period there were more than 26,000 such reports – one malfunction for every 50 devices in the country. More than 720 of the reports followed a death. In the same period, up to 70 kinds of AED’s were recalled, including models from every AED manufacturer in the world.”

In December of 2010, the FDA held a two-day workshop on external defibrillators. During this workshop it was reported that the Emergency Care Research Institute (ECRI) placed the AED on its “Top Ten List of Technology Hazards” because “the failure of a defibrillator to perform effectively when it’s needed during a code obviously can result in a death, because it won’t be able to save a patient’s life who’s in a code.” In another presentation, “Adverse Event Reports for External Defibrillators,” the FDA reported that between 2005 and 2009 there were 26,500 AED malfunctions and 728 deaths following the use of a malfunctioning AED. According to the FDA, as far as malfunctions go, “death is the most common patient problem. These patients are in critical condition and may be non-shockable. Just because there’s an adverse event for death doesn’t mean that the device directly caused the patient’s death. (But) It could have contributed.”

And, “There’s a cascade of miraculous events that need to happen for a life to be saved. It starts with someone being witnessed. If you’re not witnessed, then you’re not going to survive. Hopefully, you’ll get bystander CPR. From there, hopefully, there’s a public access AED. And from there, you hope that the patient is shockable.” I might add, hopefully, the AED doesn’t malfunction. Compare this with the AHA’s Chain of Survival, and you can see that everything must happen timely and perfectly if that victim is to have the best chance of survival. It is a “best case” scenario.

Now let’s look at 728 deaths over 5 years. This averages out to 1 death every 3 days over a 5-year period. If you read the newspaper everyday and every third day there was an article about an automobile accident in which the air bag failed and someone was killed, and you did this for 5 years, I believe you would start to question the reliability of air bags.

Step #1 in the AHA’s “Chain of Survival” is activation of the EMS system. One critical piece of information I believe we should know is the EMS response time to our office. Paramedics test their defibrillators daily and know they work. They are also trained in the use of cardiac stimulant drugs; many of



us are not. How long would it take them to arrive at your office once you place that 911 call? This might be a key factor in deciding whether or not you choose to have an AED.

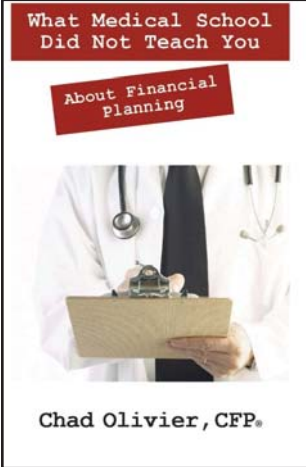
The Louisiana Dental Association is by no means trying to invalidate the AED or downplay its importance. We simply opposed the mandate for ALL dental offices. I hope you can now appreciate the complicated issue that it was.

The American Heart Association is a strong proponent of the AED as it has been proven to save lives. I can safely say the Louisiana State Board of Dentistry feels the same way. The AED might have some problems, it might not be the little miracle machine we have been led to believe it is, but the consensus is that its benefits outweigh the risks. We are all trained in the use of the AED and as professionals we should strive to give the victim of a cardiac arrest the best possible chance of survival.

Make a knowledgeable decision, the choice is still yours.

*Note: RS 40:1236.14 provides a limitation of liability related to the use of AEDs. However, the degree of protection for providers actually afforded by this law has never been specifically tested in court. Visit the Rules and Regulations members' only link on the LDA website for more information.

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LDA

louisiana dental services, inc.

*Dr. C. Richmond Corley, Jr.
President/CEO, Louisiana Dental Services, Inc.*

Over 20 Years and Turning Over the Reigns

Don't look now, but whether you believe it or not, 2012 is all but gone and 2013 is about to come rushing into our everyday activities. It is my pleasure to report that 2012 continues to be a good business year for LDS. This is happening because more and more LDA members are availing themselves of the opportunities offered by the LDA/LDS Endorsed Products and Services Program to save money in their practice and personal lives.

Revenues earned through the third quarter of 2012 are already available and nearly 90% of revenue anticipated by the 2012 budget have been collected with the balance to be earned for the fourth quarter anticipated to put the total revenue for 2012 above the amount projected in the budget.

In exciting news, Office Depot has a brand new savings program for our members, making it easier and more convenient than ever! Office Depot Business Solutions Division has just made it easier to start saving while shopping at retail stores. The company now provides an Office Depot Store Purchasing Card, which is your Retail Store Link to the savings program. Your card is active and ready for you to print to be used in any Office Depot Retail Superstore. To get the program discounts, simply swipe the Store Purchasing Card at the cash register, and then pay by cash, check, debit or credit card. Visit the LDA website at www.ladental.org to download the card or call the LDA office for additional information.

As most of you know by now, I will be stepping down from the president/CEO position for LDS at the end of this year. At the January 11, 2013, LDA Board of Directors' meeting, a replacement will be officially selected. Ward Blackwell, LDA executive director, has been selected by the LDS Board of Directors to become an agent of the LDS Board to serve as LDS CEO effective January 1, 2013. I have been selected by the LDS Board of Directors to act as an agent of the Board for a period of one year, effective with the date of the LDA Board meeting, to work in conjunction with the LDS CEO to develop a more aggressive marketing program for LDS

and to assist, where determined by the LDS president, in the transition to the new day-to-day operation of LDS within the staff structure of the LDA. The LDS Board of Directors will continue as the policy making body of LDS. The LDS president will have active oversight of LDS operations with the assistance of the other LDS Board elected officers.

“Office Depot Business Solutions Division has just made it easier to start saving while shopping at retail stores. The company now provides an Office Depot Store Purchasing Card, which is your Retail Store Link to the savings program. Your card is active and ready for you to print to be used in any Office Depot Retail Superstore.”

This will bring to a close for me a project that I was asked to undertake by the LDA Board of Directors back in 1988 when the LDA Board was considering a contract/endorsement of the wholly owned ongoing for-profit project of the Texas Dental Association, known as Paid Dental of Texas. This involved the LDA's endorsement of a group dental benefit plan for sale to the public (company based employee groups) that was underwritten by major dental benefit plan insurers of the day. This project would earn “non-dues” revenue for the LDA and therefore required the establishment and operation of a wholly owned “for-profit” corporation by the LDA to protect its tax-free status under federal tax law.

I worked with the LDA executive director of that day, along with appropriate legal consultation, to set

about the task of forming the corporation, which was subsequently approved by the LDA Board of Directors and chartered under Louisiana State Law in 1989. I was elected by the LDA Board of Directors at that time to be the first president/CEO of Paid Dental of Louisiana, Inc. (PDL). The first Board of Directors of PDL was patterned after the composition of the LDA Board with one member selected by each corresponding geographical area except that the NODA area had two representatives, as did the LDA Board of Directors. Then, in 1991, Louisiana Dental Services, Inc. was chartered to enable the LDA to expand its for-profit operations to a much wider and more beneficial marketplace for the benefit of the LDA membership. The LDA Board Of Directors determined that the sitting PDP Board of that time could function to serve as the operating Board of the new corporation and that continued until the day LDA got out of the dental benefit plan endorsement business. These two for-profit corporations ran as separate but parallel operations earning non-dues revenue for the LDA for many years.

The dental benefit endorsement for-profit corporation, which had been separated from Texas a number of years back and renamed Professional Dental

Plans, Inc., shut down several years ago because of the drastic change in the dental benefit marketplace underwriting policies. However, Louisiana Dental Services, Inc., as the surviving for-profit operation, has continued to experience solid growth over the years and now plays a substantial role, thanks to you as members of the LDA to provide significant non-dues revenue to the LDA.

It has been a source of great pride over these many years for me to have had the opportunity to work with so many dedicated and talented members of the LDA, as well as LDA staff, to bring LDS to the point of business maturity it enjoys today in the world of wholly owned for-profit subsidiaries. I would say a heartfelt thanks to all of the folks in the same businesses, which have, over the years, helped us accomplish our mission by sharing their knowledge. Likewise, we also owe a profound "thank you" to our current group of endorsed vendors, along with some who are no longer in our program, who have helped to make LDS a success.

In closing, as always we at LDS greatly appreciate what each and every LDA member does to make us successful in what we do for you. May our Heavenly Father bless you this holiday season and in the upcoming year.



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LDA benefits byline

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Cyber Liability: Protecting Your Patients and Your Practice

Cyber criminals are targeting dentists more and more frequently. A dental practice is an ideal breach target for good reason: dental operations have very rich databases and, with the increasing utilization of iPads and laptops, the information contained in these data files is often mobile – not only from room to room within a primary office environment, but also from one practice location to another. As technology enhances the ability to retain and/or transmit data on behalf of a patient, it also presents a greater risk of unauthorized access or theft of confidential personal and financial information. Unfortunately in today's society, burglaries that used to be limited to theft of controlled substances or precious metals now often include theft of Protected Health Information (PHI).



Robert Ellis & Associates

Insurance Services

Consider these common causes of data breach:

- Office burglary
- Laptop/iPad/mobile device lost or stolen
- Inappropriate disposal of paper documents
- Mailing errors
- Social media posting such as Facebook/Tweeting
- Vendors
- Employees/former employees
- Cyber attacks

A breach can be devastating to your practice and a huge financial drain. The tangible costs include forensic investigating, legal fees, postage for mailing notifications, credit monitoring and identity restoration. There may also be reduced revenue due to the loss of patient and community goodwill/trust and the loss of time that is usually devoted to patient care. There may also be increased expenses involved in addressing the requirements imposed in the event of a breach and, if such requirements are not met in a timely fashion, substantial fines imposed by the

federal government.

A written breach avoidance and response plan will reduce the potential for a breach and assure proper action in the event of a breach:

1. Create an Information Inventory that outlines the sensitive information that should be kept, where it should be kept, who has access and how the information is protected.
2. Protect PHI by keeping as little as possible, developing strong safeguards and identifying ways to spot possible unauthorized access.
3. Be sure that office personnel involved with PHI have read, understand and are properly trained in your plan.
4. Include a good vendor management plan. Breach by vendor access is very common.
5. There are a wide variety of regulations addressing personal information confidentiality and requirements in the event of a breach. Be sure your plan includes the federal and state regulatory requirements and the means to comply. Here are some helpful references:
<http://www.ftc.gov/opp/gpra/append1.shtm>
<http://www.ncsl.org/issues-research/telecom/security-breach-notification-laws.aspx>
http://healthit.hhs.gov/portal/server.pt/community/healthit_hhs_gov_regulations_and_guidance/1496

It's widely accepted that being "breach proof" is impossible - even Google has taken a hit. It's more likely that the questions is "when" rather than "if" there will be breach.

Our recommendations are that you take all practical steps to minimize risk, ensure you have a proper response plan in the event of a violation, and maintain adequate financial reserves and/or a cyber liability policy to reduce the monetary burden in the event of a breach. For more information please check out Fortress Insurance Company's e-Learning Center at www.dds4dds.com.

Dr. Brian Gurinsky, a Fortress Dentist.

I live in Denver, Colorado. God's Country. I skied here once in college and that was it, I wanted to live near the mountains.

I started my own practice in 2003. Our practice is focused on implants and soft tissue grafting and we see patients of all ages. They all call me by my first name.

I chose periodontics because I like the challenge of surgery and the ever-changing techniques and materials. We do a wide variety of procedures and each case is unique.

I believe in creating a caring and nurturing environment for my patients. I see one person at a time and everyone gets specialized care. After surgery we send them home with a bag of food and call them that night. We try to do the little things. That sets our practice apart.

I'm involved in the academic side of the profession. I teach surgery and do active clinical research. I'm the leading researcher on a revolutionary new material that may change the way we do gum grafts.

I am a sports and music junkie. Living here is so conducive to staying fit. I enjoy skiing, basketball, tennis, running and triathlons to help me decompress and stay on top of it all.

I recommend Fortress professional liability coverage. My previous insurance company could settle a case without consent. If they settle, it's a permanent mark on your record even if you've done nothing wrong. That was a big sticking point for me and the reason I switched to Fortress.



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LDA

from the executive director

Ward Blackwell, M.J.
Executive Director, LDA

Changes to Dental Medicaid in Louisiana

Since originally learning in June of the Department of Health and Hospitals' (DHH) plan to carve dentistry into Bayou Health, Louisiana's Medicaid managed care program, the LDA has devoted considerable effort to educating officials at (DHH) regarding potential pitfalls and concerns about such a move. Thankfully, DHH Secretary Bruce Greenstein and his key advisors listened earnestly to the LDA. Over several months and numerous meetings, the Department put the interests of Medicaid recipients and providers first, despite the necessity of substantially reworking complex plans in order to do so. Most significantly, DHH dropped the part of its plan that involved incorporating dentistry into the system of five managed care health plans in Bayou Health.

As of the beginning of December, the following is the anticipated scenario for a transition to a privately administered dental Medicaid program (there COULD still be changes to this plan, but they would likely be minor).

DHH has filed a waiver request with the Centers for Medicaid and Medicare Services (CMS) that would allow the State to contract with a single private dental plan to administer Louisiana's dental Medicaid program. DHH officials are quite certain this waiver will be approved, and are committed to obtaining the needed federal approval.

Provisions of the contract will include a capitated reimbursement methodology for the plan, fee-for-service reimbursement for dentists of no less than the Medicaid fee schedule set by DHH, and network adequacy requirements sufficient to allow for a level of access to care deemed sufficient by DHH. The contracted plan will also be required to provide data to DHH so the department can monitor a wide array of performance metrics ranging from timeliness of claims payments to fraud prevention.

DHH just released a Request for Proposal (RFP) that outlines the expectations and required content of any proposals to be submitted by dental plans seeking the contract.

DHH has targeted March 1, 2013, as the date on which administration of the dental Medicaid program will transition to the contracted private plan. That date is not set in stone as yet, though, and it may well depend on how quickly DHH can vet proposals and award a contract.

Though DHH has indicated it is not a MAJOR factor in determining which plan will win the contract, the RFP does require that proposals include an indication of a plan's ability to build an adequate provider network prior to the March 1 "go live" date. Accordingly, plans interested in submitting proposals have been contacting dentists who are currently enrolled as Medicaid providers and asking them to sign non-binding "letters of intent." These letters indicate the willingness of the signer to participate in a plan's Medicaid network should that plan win the contract.

Whether a dentist does or does not sign one or more letters of intent is not especially significant from the dentist's perspective. The dentist is not actually committed to participation in that plan, because the letters are non-binding. And, there is very little likelihood that any dentist not signing a letter of intent would be unable to enroll as a participating provider for that plan after the contract is awarded. The one caveat to that is the unlikely possibility that the plan will quickly achieve network adequacy in a particular area just by contracting with dentists who signed letters of intent and close the network in that area. Given the current number of dentists enrolled as Medicaid providers, this is most unlikely to happen.

Any explanation of the letters of intent that differs substantially from the above is inaccurate. This is especially true if, prior to the contract actually being awarded to a given plan, a dentist is told that he/she will not be able to continue seeing Medicaid patients if he/she does not sign immediately. Any dentist being told this prior to the contract being awarded should report the incident to DHH by calling Cordelia Clay at (225) 342-4182.

Finally, it should be noted that participation in a plan's Medicaid network does not automatically make a dentist a participating provider in the plan's private pay networks.

Please note again that this issue is still evolving. There have been many changes already and more are possible, though additional major changes would appear unlikely. I urge all who are interested to monitor LDA's website, Facebook page and emails for the latest information.

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

The Certainty of Uncertainty: A Time to Band Together

The trite phrase “the winds of change are blowing” certainly comes to mind when I reflect on the future of dental education and our profession. There has never been a time in the history of dentistry when so many positive developments are occurring simultaneously. We have seen an explosion of technological and procedural advances. Additionally, the general public’s awareness of the importance of high quality oral health and its role in overall health is at its zenith. Association of periodontal disease as a definitive risk factor for cardiovascular disease, stroke, and low-birth-weight babies has further validated the importance of oral health. The amalgamation of the science with the art of dentistry has resulted from an enhanced appreciation for evidence-based diagnosis and care.

The sobering truth is that as health care professionals and educators, we face tremendous challenges. This was brought to the forefront during the 54th Annual Deans’ Conference that I recently attended. The title of the program, “The Political Environment for Dental Education,” was certainly timely and provided a plethora of important topics for discussion. We all recognize that the political environment is in a period of significant uncertainty. The recent elections, the U.S. Supreme Court ruling on health care reform and a slow economic recovery are all contributing to a changing environment for health care, health professions education, and government funding for higher education and oral health. All this uncertainty is at a time when the demand for dentistry as a profession is growing. We now have 66 dental schools in the U.S. with others in the pipeline. What the specific impact of these changes and challenges will be on dental schools remains unclear; however, we know that the ever-changing political environment will have a dramatic impact on the national dental education community.

We in Louisiana are facing the additional challenges associated with the continued budget reductions imposed on the LSU Health Sciences

Center, which includes the School of Dentistry and public hospitals. Concern is growing among many different factions in the health professions regarding the immediate and long-term effects on health care and education. Of particular interest is the fact that the New Orleans City Council passed a resolution at its November 15 meeting urging the Louisiana House of Representatives and Senate to mitigate the impact of state budget cuts on the uninsured and the LSU School of Medicine. The resolution stated that without adequate funding, the state’s health care system, especially in New Orleans, will be placed in a perilous situation. Louisiana health care providers are expected to absorb \$860 million in Medicaid cuts in the upcoming fiscal year. Clearly these cuts will have a tremendous impact on our school as well. In 2013, the LSU School of Dentistry, which is the only dental school in the state and educates nearly 75% of Louisiana dentists, will be significantly impacted by the additional budget reductions associated with the loss of Medicaid funding. At greatest risk are our hospital-based residency programs. It is crucial that support for higher education in the health professions be maintained.

We are at a critical juncture. As we diligently work to address key issues in dental education including student debt, school finances, faculty recruitment and retention, changing accreditation standards, access to oral health care, and practice model changes, we must not compromise our educational mission. The future of dentistry is one of individual and profession-wide introspection, co-discovery, and clinical relevance—a future in which dental education at all levels will blossom. We realize more than ever that we can directly and indirectly affect the quality of life for those whom we are honored to serve—our patients.

As we enter a new year, I thank all of you for your ongoing support. We practice in a special profession and have made a tremendous difference in our communities. We have all received special rewards

from helping others by maintaining and facilitating restoration of their oral health. To secure the future of the profession in Louisiana and oral health care for its citizens for generations to come, it is imperative that we work together to enhance dental team education and our rich dental heritage in the State.

Editor's Note: The LDA Council on Government Affairs has again chosen efforts to avoid additional cuts to the LSU School of Dentistry, as well as working to save residency programs, as part of the LDA's legislative priorities for 2013. The LDA emailed out a call-to-action for members to contact LSU Board of Supervisor members to assist in our efforts to keep the residency programs. If you missed the email, don't keep an email on file with the LDA, or just want to get more involved, feel free to email info@ladental.org or call the LDA office at (800) 388-6642 or (225) 926-1986.

Pre-Dental Workshop Scheduled in January

3rd Annual Pre-Dental 101 Workshop

LSUHSC School of Dentistry

Saturday, January 26, 2013

8:00 a.m. registration

Sponsored by the LSU Pre-Dental Society and LSUSD.

Last year the pre-dental conference attracted 193 students from 15 universities, including two from out-of-state. Several were exploring dentistry as a second profession and two student attendees were still in high school. Fifty-seven attendees were pre-dental hygiene students. All came to learn about the curriculum and the LSUSD admissions process. Echoing the feelings of numerous other students, one pre-dental student last year commented that she learned more about dentistry at the one-day workshop than she had learned in three years of college instruction.

Please share this information with high school or college students who may be interested in pursuing a dental career. For more information, visit the LSUSD website at www.lsusd.lsuhs.edu. There is a \$25 fee to attend to help cover the cost of materials and lunch.



! VISIT THE LDA WEBSITE @ WWW.LADENTAL.ORG FOR NEWS AND INFORMATION.

2013 Alumni Events

7th Annual Sporting Clay Tournament

Saturday, February 2, 2013

Hunter's Run Gun Club, Port Allen, LA

8:00 a.m. to 2:00 p.m.

Proceeds benefit the Student Education Fund and the Student Government Association.

Alumni Reception at the Arkansas State Dental Association Conference

Embassy Suites Hotel, Hot Springs, AR

Suite Location TBA

Friday, April 5, 2013

5:30 to 7:00 p.m.

Alumni Reception at the ADA Conference

Friday, November 1, 2013

Harrah's Hotel, New Orleans, LA

Vieux Carre' Ballroom - 2nd Floor

5:00 to 7:00 p.m.

For more information, contact Joanne Courville at (504) 941-8367 or jcourv@lsuhsc.edu. Or visit the school website at www.lsusd.lsuhs.edu.



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LOUISIANA NATIONAL AIR GUARD

The LDA logo is displayed in a large, white, stylized font with a slight shadow effect, positioned in the upper left corner of the advertisement. The background of the entire advertisement is a photograph of a large, multi-story resort building at night, illuminated from within, with snow-covered trees and mountains in the background under a twilight sky.

Alpine Lecture Series

This seminar is an incredible deal for a Colorado ski trip. The incredible lodging rates and very affordable airport transfers make up many times over for the somewhat higher airfare, so reserve your spot today. Attendees can get up to 12 hours of clinical C.E. with Dr. Gary Radz (cosmetic dentistry) and Dr. Robert Barsley (forensic dentistry). Courses are from 6:30-8:30 a.m. and 4:30-6:30 p.m. for three days to allow participants plenty of time to ski. Don't miss out on this amazing opportunity to combine C.E. credit with a relaxing ski vacation. And, it is a tax write off too!

Visit www.ladental.org for a downloadable brochure or complete listing of course and resort info and lift ticket discounts or call (800) 388-6642 to request a brochure.

Mardi Gras Extravaganza
February 9-11, 2013
The Steamboat Grand
Steamboat Springs, CO

We will be heading to Shreveport, LA for the
LDA House of Delegates

Held in Conjunction with an Ark-La-Tex C.E. Meeting
Save the Date: March 8-9, 2013

March 8:

Dr. John Svirsky (oral pathology)
Shreveport Convention Center

LDA President's Party Honoring outgoing
president Dr. Jeff Hooton, from 6:30-8:30 p.m. at the
Petroleum Club.

March 9: LDA House of Delegates,
8 a.m. - until.

Reserve your room at the Hilton Shreveport by calling (318) 698-0537.
Additional info is on the LDA website, www.ladental.org,
and a brochure will be mailed to all LDA members.

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Dr. Maurice B. "Marty" Garrett
Chair, Council on Government Affairs

Legislative Priorities and Updates

Your LDA Council on Government Affairs (CGA) continues to provide invaluable membership benefits to all dentists, providing government relations and lobbying efforts that would be difficult for any of us to achieve individually. We are truly much more successful as an organized group!

October and November were busy months for the LDA lobbying team. In response to the overwhelming vote of the House of Delegates in April, the CGA and our lobbyists were directed to fight the across-the-board AED mandate. The AED Notice of Intent was brought before the Senate Health and Welfare Committee. Over 10 members, in addition to the LDA lobbying team, showed up to testify against mandated AEDs. The LDA's stance, and the Senate committee agreed, is that individual dentists have the education and background and should be able to assess the need for an AED according to their practice type, location and demographics.

After exhaustive research and preparation by LDA leaders Dr. Jeff Hooton, Dr. Richard Atkins and Ward Blackwell, our presentation was extremely organized and informational and the Committee voted unanimously to reject the mandate. LDA President Dr. Jeff Hooton included a wealth of information on research on this topic in his article in this publication.

Also, Dr. Don Donaldson and the LDA staff have spent inordinate amounts of time working with and educating the Department of Health and Hospitals (DHH) administration on why dental should NOT be carved into the Medicaid managed care networks. Our staff has been very busy answering questions and concerns from our members on this very same issue. I assume you have all seen the updates on the website, in emails and in previous publications but DHH reviewed the information provided by the LDA and have agreed that a single plan model is the route to go with dental Medicaid. So, even though there will be changes to the program, dentists will not be forced to deal with numerous insurance companies in order to be able to participate in dental Medicaid. Ward Blackwell has also provided an update on dental Medicaid in his Executive Director Report in this publication.

These very issues bring up the reason that all LDA

members should have updated email addresses on file with the LDA. Legislation is filed and laws are passed quickly, and sometimes quietly, if we don't do our part in letting our government bodies understand how we, as citizens and business owners, feel on a topic. If you have an email on file with us, we will alert you as bills go through the legislative process or as topics come to the forefront of our government affairs efforts.

Both the LDA and the ADA use Capwiz as an easy resource for our members to contact their legislators and congressional delegation. Trust me, if I can use it, you can use it! It is quick and easy and allows us to have a voice! Not just as CGA chair, but as your friend and your peer, I'm telling you it is important that you get the emails and read the emails from the LDA and stay abreast of what's going on in government relations. Sometimes, it can be the difference in thousands of dollars a year to our practices or laws that restrict the way we can run our businesses.

In the next issue of the LDA Journal, we will include an article explaining how Capwiz works. This article will come out just prior to the 2013 Legislative Session. If you want to check what email you have on file or add a different email address, call the LDA at (800) 388-6642 or (225) 926-1986 or email info@ladental.org.

And, lastly, the CGA held our annual, in-person meeting where we develop our legislative priorities. The following is the list developed by the council for 2013:

Primary Priorities:

- Efforts to avoid additional cuts to the LSU School of Dentistry (Saving Residency Programs)
- Support of LA State Medical Society Resolutions (support their bill requiring more transparency in state Medicaid program and support of their balanced billing lawsuit against the LA Department of Insurance)
- Medicaid Funding

Secondary Priorities:

- Donated Dental Services funding
- LA State Board of Dentistry legislation
- Defending against a repeal of community water fluoridation mandate



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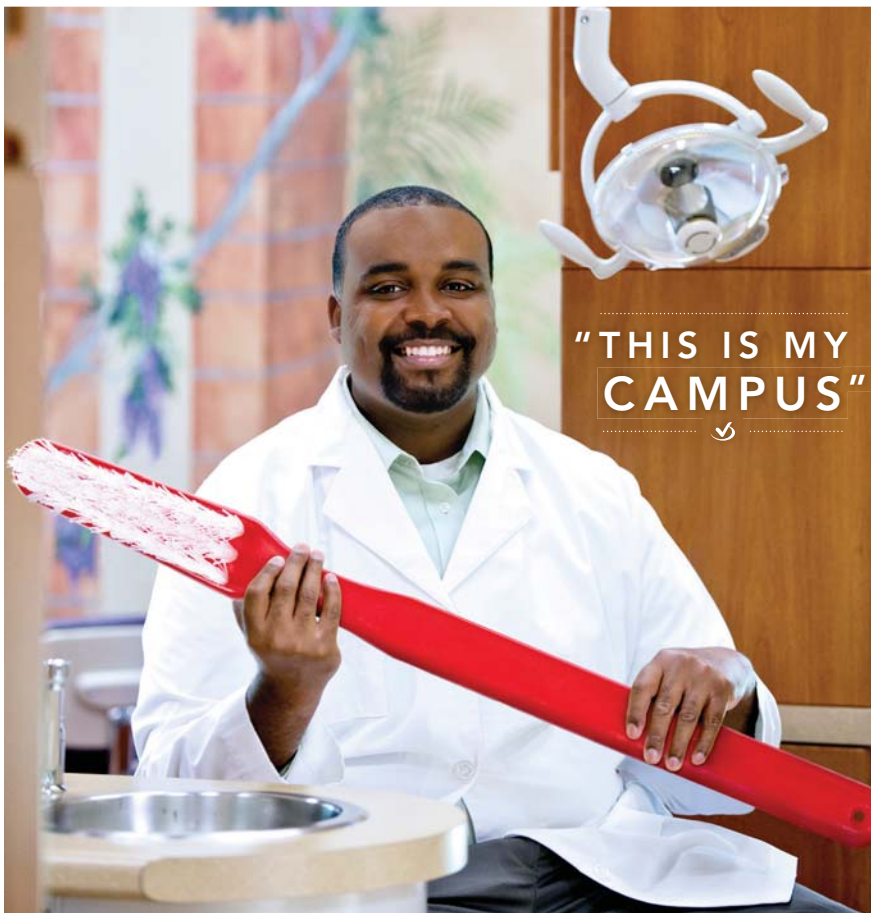
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DATE: Friday, January 11, 2013

LOCATION: Embassy Suites, Baton Rouge, LA

SPEAKERS: Whitney Breaux, social media, and Brent Henley, strategic management

For reservations, call (225) 924-6566 (Group code: DEN)



Give Kids A Smile! Day

Friday, February 1, 2013

To volunteer or find out about an event in your area, contact the LDA at (800) 388-6642. The ADA website at www.ada.org has a planning kit and various other resources available.

Alpine Lecture Series Mardi Gras Extravaganza Ski Trip

DATES: February 9-11, 2013

LOCATION: Steamboat Grand, Steamboat Springs, Colorado

For reservations, call (877) 269-2628 (Refer to Louisiana Dental Association when booking)

LDA House of Delegates and President's Party*

DATES: Friday and Saturday, March 8-9, 2013, Shreveport, LA

*NOTE: The LDA President's Party honoring Dr. Jeff Hooton (March 8) and the LDA House of Delegates (March 9) will be held in conjunction with the Friday, March 8, Ark La Tex C.E. meeting. LDA members will receive a discount on registration.

SPEAKER: Dr. John A. Svirsky (oral pathology)

LDA Foundation Fishing Rodeo

DATES: Friday and Saturday, July 12-13, 2013

LOCATION: Sand Dollar Marina, Grand Isle, LA

Summer Education Conference

DATES: July 24-27, 2013

LOCATION: Tops'I Beach and Racquet Resort, Destin, Florida

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**Go to the LDA website,
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LDA Foundation Continues to Raise Funds to Support Our Members in Times of Need

The LDA Foundation is pleased to continue to help provide grant funds to support our mission. This includes 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.

Last month, Hurricane Sandy devastated portions of the Mid-Atlantic and Northeastern United States; and, many ADA members had total destruction of their offices and homes from the storm. Fortunately, the LDA Foundation was able to grant \$10,000 in emergency aid to the ADA Foundation to be used exclusively for these dentists.

On the anniversary of Hurricane Katrina, South Louisiana faced its seventh hurricane in seven years, Hurricane Isaac. Wind and storm surge of the slow moving storm damaged many LDA member's homes and offices.

The Foundation has granted over \$400,000 in emergency aid to dentists in our State who were devastated by these seven storms. Unfortunately, this has resulted in diminished funds for future grants. The Foundation would ask every dentist in Louisiana to make a contribution. Contributions made on the dues statements and other contributions, as well as the Fishing Rodeo proceeds, are currently the largest fundraisers for the Foundation, so it is imperative that all members participate where they can! You can make a contribution on your dues statement or any time by calling the LDA office or by filling out the online form at www.ladental.org.

The LDA Foundation is a 501(c)(3) tax-exempt corporation registered with the State of Louisiana. All contributions are tax deductible to the extent permitted by law.



The LDA Foundation's goal is to enhance Louisiana's oral health by funding clinical research, education, scholarships and access-to-care programs. Please take advantage of this opportunity to support the charitable Mission of our Foundation with a tax deductible gift. Another opportunity to support the Foundation is through a memorial donation that honors the memory of loved ones who have passed. To contribute, fill out this form and mail it to the LDA office or visit the LDA's website, www.ladental.org.

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The LDA Foundation appreciates the kind donations contributed during the 2012 dues cycle, which is Dec. 2011 through Nov. 2012. We appreciate your dedication to the Foundation and the financial assistance to help support the mission of the LDA Foundation.

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What You CAN Do

A New Year's Resolution to Make a Difference

If you are like me, you own, run, or at least work in a professional dental office of one business model or another. Does that cover them all?

Well, regardless, you have “skin in the game” as they say. It matters to you what the external forces want and will do to the way you practice. “They” truly are not interested in what it will take for you to succeed. “They” have this insentient idea that it doesn’t matter how much you are squeezed by all sides because the belief is that YOU will somehow make it work and keep the treadmill turning.

The reality, as YOU are painfully aware, is that at some point, it will be impossible to make sense of providing expensive, high-risk, high overhead, out patient care at a volume that would burn out even the most altruistic and passionate individual.

This will lead to alternatives to what level of training an individual will need to be able to have the privilege of providing dental health care to unwittingly accepting individuals. Long before the smoke clears, you will be engaged in delivery of dentistry in a totally new way and under totally new rules, constraints, and overhead increased by taxes. Depending on your nature, you may be okay with all the changes yet to come. But regardless, your time as even hoping to provide the vision of your choice of practice for whatever type of patient and form of dentistry you desire is coming to an end. Someone will, in some way, limit your view of success.

If you haven’t read the Spencer Johnson book *Who Moved My Cheese*, you’d better. No matter what, you will need to be flexible, creative, and NOT surprised by the forces of insurance companies, “Progressives,” local governments, regulatory agencies and yeah, coming from me, boards. No matter WHO got in the White House, more rules, recessions, changes, and taxes/tax cut changes were coming.

CONGRESS is where the big games are - the ones that will make the most notable impact. ALL levels of government matter BUT, the biggest difference to be made is in the Senate and U.S. House of Representatives.

Let me suggest to you that it is time you do something about that “skin” you have in the game. Truly, by now, you are finally motivated as a provider, small business owner, or even as a consumer to wish things were going differently. Hopefully, you are now thinking it is time to get involved. As an organized group, (the reason you hopefully joined organized dentistry) YOU, with US, can be very effective and amaze yourself. You can see results by joining your peers in contacting our congressional leaders. And, even better, the ADA makes it easy!

Here are some steps to get started:

1. Go to ADA.org and click on ADVOCACY on the menu bar.
2. On the upper left, browse thru the six different choices. (For now, since some will have you reading for a week, go to next step.)
3. Click on GET INVOLVED. Go ahead! See how easy it is to send a letter to a public official. You can also call their staff (my second favorite to talking to them in person).
4. Go to ADPAC by clicking on that link. Donate \$200. That’s a start.
5. JOIN US! Over the next months, we will be helping you stay in contact with the Action Team Leaders (ATLs) for each of your congressional districts and teaching you how to stay “in the know” and active through CAPWIZ. ATLs are ALWAYS looking for someone to help lead, contact, or do the work of keeping the elected officials informed of our desires and aware of our impact to them, too. In two years, critical federal races will be occurring in this state. Don’t think so? Then you really DO need to get involved.

The work starts now. Look forward to hearing from your ATLs, LDA president, and your executive director about these future opportunities to fight back. We all look forward to working with you to alter the course of the way our patients can be treated by our most noble of professions.

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LD Louisiana dental political action committee

Dr. David Kestel
Chair, Louisiana Dental Political Action Committee (LADPAC)

LADPAC Efforts Continue to Protect Our Patients and Practices

I hope everyone had some great holidays and a terrific 2012. We are entering a new year and once again we need to be proactive in our state legislature. I thank everyone who participated in the LDA "Split the Pot" raffle. Congratulations to raffle winners: First Place, \$500 - Dr. Gray Stephens, Northeast; Second Place, \$250 - Dr. R. Huffstutter, Northeast; and Third Place, \$100 - Dr. David Barker, Northeast.

And I especially want to thank everyone who paid LADPAC dues and served as a contact dentist. These efforts are integral to the success of the LDA's governmental affairs efforts.

This should be another very interesting legislative session. With the outcome of the election for the President and Senate, I think we will be in for some very unsteady and unnerving times. Once again, I cannot emphasize the importance of our presence in the state legislature. We have been very successful in the past

years, and we want our involvement to continue with such great rapport with our governmental leaders.

To make this happen, we need your support and involvement. We need an all-out effort to have as many LDA members join LADPAC. Dues statements have been mailed and you can make your contribution there or

LADPAC

you can join by calling the LDA or filling out the online form at www.ladental.org. We also need your personal contact

with the legislators in your district. Please write, call and e-mail these folks. They really appreciate your personal "touch." Remember, it's not just the cost of unnecessary compliance; it is the misallocation of time when it is unnecessarily diverted in complying with rules and regulations at the federal, state, and local levels.

So, it is incumbent upon us to keep at bay any rules and regulations that inadvertently affect our patients and practices.

Get an Early Start on Paying your 2014 ADA, LDA and Local Component Membership Dues!



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Your 2014 dues will be payable in 6 (July through December) or 12 monthly installments. A final dues statement will be sent early November 2013 indicating final dues owed.

For more information or to sign up, call Membership Director Sharon Elliott at (800) 388-6642 or (225) 926-1986 or email at sharon@ladental.org.

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LDA last chance seminar

Lori Landry
Director of Conference Services, LDA

Last Chance Seminar

With over 120 dentists and hygienists in attendance, the LDA's Last Chance Seminar was another successful program filled with continuing education, networking and fellowship. The event took place at the Embassy Suites Hotel in Baton Rouge on November 9 and was the end of the continuing education "season" from the LDA for the 2012 year.



Clint Barghi and Sheridan Supple represent DENTSPLY Implants, the continuing education sponsor of the seminar.

The day began with registration and a hearty continental breakfast. The speaker for the day was Dr. David Little, accomplished national and international speaker, professor, author and researcher. Dr. Little proved his ability to intrigue and excite attendees on "Implant Dentistry" with a focus on enhancing diagnosis, case acceptance and restorative outcomes using latent technology.

By noon, attendees experienced the wonderful culinary delights that the Embassy has to offer indulging on fried catfish, jambalaya, homemade Cajun gumbo and more Cajun delicacies. After lunch, Dr. Little completed the course, which rewarded attendees with seven hours of continuing education.

The drawing for the LDA Raffle benefitting LADPAC and the LDA's governmental affairs efforts was also held that afternoon. Winners are: First Place, \$500 - Dr. Gray Stephens, Northeast; Second Place, \$250 - Dr. R. Huffstutter, Northeast; and Third Place, \$100 - Dr. David Barker, Northeast. Dr. Kirby Perry



Above: The Embassy served attendees a delicious lunch of Louisiana favorites. Pictured here are (from left) Lauren Cooper, Dr. Kathy Abbott, Dr. Thompson Lanius and Dr. Sydney Dann.



Right: Dr. Kirby Perry won the gift basket prize provided by Stormy Blair of Robert Ellis & Associates, LDA's Events Partner.

also won a gift basket provided by Robert Ellis & Associates.

A special "thank you" is extended to our sponsors who allow the LDA to continue to provide excellent programming at an affordable price to members: Robert Ellis & Associates (Events Partner), DENTSPLY Implants, Campus Federal Credit Union, Henry Schein Dental, Louisiana Dental Association Foundation and Louisiana Dental Services, Inc. (LDS).

Additional photos can be found on the LDA website at www.ladental.org or on the Louisiana Dental Membership Facebook page.



Dr. Fransiscus Xaverius (third from left) is from Baton Rouge but currently lives and practices in Long Island, New York. He had damage due to Hurricane Sandy and came to Louisiana to visit family and friends and attended our seminar. He is pictured here sharing his experience with (from left) Dr. Mitch Theriot, Dr. Shane Zeringue and Dr. Paul Neumann.



Dr. Alex Sharpless, Kaylnn Templet and Gwendolyn Battiste visiting during lunch.

Over 120 dental professionals attended the continuing education, including (from left) Dr. Charles Smith, Rachel Von Gruben and Kaylnn Templet.



(From left) Ellen Erickson, Dr. Walter Vaughan and Courtnie Morden attending Dr. David Little's lecture on implant dentistry.



Dr. Matt Sanderson and Keri Rushing enjoying the LDA's Last Chance Seminar.



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LDA

ada annual session

Annette Droddy
Assistant Executive Director, LDA

Highlights of the ADA Annual Session in San Francisco



Delegates and alternate delegates attending the ADA House are: (back row, from left) Dr. Chip Simon, Dr. Lance Savoie, Dr. Mark Chaney, Dr. Bob Barsley, LDA Executive Director Ward Blackwell, Dr. Curtis Zeringue, Dr. Marty Garrett, Dr. Gary Caskey and Dr. Charlie Foy; and (front row, from left) Dr. Jeff Hooton, Dr. Kristi Soileau, 12th District Trustee Dr. Gary Roberts, Dr. Stephanie Weaver and Dr. Steve Ortego.

In service to organized dentistry and the future of the profession, Louisiana's delegates and alternate delegates headed to San Francisco this October for the ADA House of Delegates.

As in most years, there were several hot topics that required a considerable amount of discussion. One of those resolutions that caused a buzz but did NOT pass called for the recognition of dental anesthesiology as a dental specialty. Delegates had the opportunity to reconsider the resolution, but voted against that as well.

Public health dentistry is one of the specialties currently recognized by the ADA. A resolution brought forward would have limited voting and holding office within organizations that sponsor a dental specialty to board-certified or board-eligible dentists. The House agreed with the Reference Committee and referred this resolution back for further study and discussion.

Another contentious resolution that did NOT pass proposed considerable reductions in the size of the House. Opponents, many from smaller states

or districts, argued that the proposed cuts brought the numbers down inconsistently from state to state. Supporters, many of whom were from the larger states and districts, claimed that sending a large number of delegates to the meeting is extremely costly and that having a smaller House could make the decision-making process much easier.

With the current economic trends, the ADA Board of Trustees and the House consider fiscal responsibility with members' dues money in all decisions. The original budget cut services from the ADA Library considerably starting in 2013. After a considerable amount of debate, delegates decided that the Library should stay status quo at this time, but requested that the appropriate ADA staff develop a transition plan that would be reported to the 2013 House.

A resolution that passed authorizes the ADA to spend up to \$800,000 to retain an outside public relations firm to work on some positioning and message creation related to hot issues such as midlevel providers, fluoridation and other topics that

address reputation management and oral health as part of overall health.

The House did increase dues paid by active life members. All active life members will pay 75 percent of full ADA dues. Those eligible for active life membership are dentists who have been ADA active or retired members in good standing for 30 consecutive years or 40 total years and have reached the age of 65 in the previous calendar year. Those dentists are typically still earning income. (After retiring, they become retired life.)

And, finally, as the last item of business, the House rejected the need for a special assessment and increased ADA dues by \$10 as of Jan. 1, 2013, which was far less than what was originally necessary to meet budget obligations at the start of the House.

Special thanks to our members and friends who represent the LDA in the ADA House of Delegates. Delegates representing Louisiana included: Dr. Bob Barsley, Dr. Chip Simon, Dr. Mark Chaney, Dr. Jeff Hooton, Dr. Lance Savoie and Dr. Curtis Zeringue. Alternate delegates included: Dr. Kristi Soileau, Dr. Marty Garrett, Dr. Gary Caskey, Dr. Stephanie Weaver, Dr. Steve Ortego and Dr. Charlie Foy. Dr.

Gary Roberts was also in attendance as the 12th District member of the ADA Board of Trustees. These dentists take time out of their practices and their busy family lives to represent over 1,800 LDA members.



Dr. Marty Garrett (right) serving as an ADA Sergeant at Arms jokingly tosses Dr. Charlie Foy out the House of Delegates.



Dr. Jeff Hooton (right) and his wife, Belinda, enjoying the LDA Dinner.



Dr. Mark Chaney serving on the Budget and Administrative Matters Reference Committee.



A group of Louisiana dentists and their guests "tailgating" at the San Francisco Marriott Marquis during the LSU versus Texas A&M football game.



Louisiana state board of dentistry

Dr. David L. Melancon
President, Louisiana State Board of Dentistry



My Final Message as LSBOD President

This is my last article for the LDA Journal as president of the board. As I write this article, I cannot help but think of all of the accomplishments of the board that have made the profession better. I would like to thank my fellow board members for their dedication to the board and the profession. I am proud to be a member of this fine organization, as well as humbled and honored to serve as its president. I could not have done this job without the assistance of my wife, Shirley, my partners and staff. To each, I say thank you.

The board made significant improvements to the Dental Practice Act including changes to the sedation rules and clarification to the rules on licensure. Unfortunately, our attempt to require the placement of AED's in all dental offices was defeated after a hearing before the Senate Health and Welfare Committee. Therefore, there is no board requirement that you have an AED in your office. The theory behind the proposed rule was to codify the current and ever evolving standard of care in dentistry and health care professions in general. The Basic Life Support Course required to renew your license clearly provides for the use of an AED when dealing with sudden cardiac arrest. Although an AED is not mandatory at this time, I sincerely hope that every dentist will consider this issue carefully and ultimately decide to purchase an AED.

In a recent trip to a conference, I learned first-hand the great work that our pharmacy boards are doing across the country to combat prescription drug abuse. The speaker referred to prescription drug abuse as an epidemic. At the beginning of the presentation, I thought that this issue had nothing to do with me or my practice, but I can assure you that it applies to every one of us that issues prescriptions. I know what prescriptions I write, and I trust every member of my staff to carry out my prescription requests, but anyone with access to your office can forge a prescription or assist another to obtain prescriptions without your knowledge. The Prescription Monitoring Program (PMP) administered by the Louisiana State Board of Pharmacy has many uses for every practitioner. The self-query can assist the practitioner with determining if there are any abnormalities in your prescribing habits, or verify that your staff is complying with your requests relating to prescriptions called into the pharmacy. Finally, the program could identify an issue with a rogue staff member

that is dispensing medication without your knowledge. A simple review of the report can help you, the practitioner, to identify if prescriptions are going to individuals that are not patients of the practice. In addition, conducting a query on a suspect patient will provide you with information that cannot be obtained elsewhere. Identifying prescription drug abusers and those that are doctor shopping is the duty and obligation of every practitioner.

In an effort to combat this problem, many states are now designing legislation to require that each practitioner conduct a self-query at least twice a year. The lecturer felt that quarterly self-queries were indicated to ensure that you remain compliant and avoid any problems associated with illegal prescribing. Access to the program is through the Louisiana State Board of Pharmacy, who will provide you with a login and password. The cost of the access is included in your license issued by the Pharmacy Board. The telephone number of the Pharmacy Board is 1-225-925-6496. To begin the process, visit www.pharmacy.la.gov and select menu item PMP (Prescription Monitoring Program), and select RxSentry Orientation Course to complete the program. The Database Access Request Form will be provided at the conclusion of the orientation course. The request form should be completed, signed, notarized and returned to the Pharmacy Board to secure access to the program.

Finally, everyone is acutely aware of the downturn in the economy and how that has affected our profession. However, one consequence that you may not be aware of is how the state budget cuts have severely impacted the LSU School of Dentistry. Dean Gremillion and his staff have done a masterful job in continuing to provide an excellent dental education to our students but they cannot continue to do it without proper funding. Therefore, I urge you to do whatever you can to assist the school. Any assistance would be more than welcome.

I have enjoyed sharing my thoughts with you regarding the profession that I love. I hope to continue to help the profession during my term on the board as the Bayou Representative. If you have any issues or topics that you would like the board to address, do not hesitate to call upon me. I hope everyone has a happy and safe holiday season. We are all truly blessed to be in a profession that allows us time with our family and friends.



LDA feature

New Permanent Exhibit Now Open at Sci-Port

Smile Science Demonstrates Anatomy, Orthodontia



(From left) Drs. Jeff Silmon, Chris Cosse, Daniel Crawford, Lauren Wallace, Susan Chidlow and Shannon Backofen are performing the “floss cutting” to open the exhibit.

In partnership with Cosse & Silmon Orthodontics and Pediatric Dental Partners, Sci-Port: Louisiana’s Science Center, announces the newest permanent exhibit and program area, Smile Science. The exhibit is located in the Raspberry-Powers Children’s Gallery and opened to the public on Friday, Oct. 5, after the Oct. 4 “floss-cutting” in the company of fellow employees, family and friends.

LDA and Northwest members, Drs. Jeff Silmon, Chris Cosse, Daniel Crawford, Lauren Wallace, Susan Chidlow and Shannon Backofen were all important partners with Sci-Port in this endeavor.

“This is the culmination of a decade-long dream to provide a unique and fun way to educate children and parents about dental health. We are proud to be a part of this project and feel that it is our job to give back to our community. We hope this will benefit the families of Shreveport and Bossier City for many generations,” said Dr. Cosse of Cosse & Silmon Orthodontics.

Smile Science includes a giant six foot mouth that teaches Sci-Port visitors about oral anatomy in an informal, fun way. Visitors can brush the teeth with an oversized toothbrush and remove and replace the teeth like a puzzle. When the teeth are repositioned into their proper place, a touch sensor enables videos to play that teach visitors about dental hygiene.

The exhibit also encompasses two interactive tabletop features that allow visitors to use a microscope to

examine tooth decay and learn about orthodontics by examining how braces work. Visitors will also have the opportunity to engage in role play, as the dentist, orthodontist or the patient in the replicated office.

“Our goal for Smile Science was to give back to the families in our community while educating them about dental health, and making it fun and interesting for the kids,” said Dr. Silmon of Cosse & Silmon Orthodontics. “Working with Sci-Port has been a wonderful experience, and the exhibit turned out even better than we expected. We look forward to doing more projects like this in the future.”

The Center has developed both school and public programs for a variety of ages, which correlate with the exhibit to demonstrate and teach the science behind dentistry.

“Drs. Crawford, Backofen, Chidlow and I all feel that children’s dental health is very important,” said Pediatric Dental Partner’s Dr. Wallace. “We are thrilled to be a part of this dental health exhibit that is educating the children in our community.”

Sci-Port: Louisiana’s Science Center, in Shreveport, La., is a 92,000 square-foot science and entertainment center featuring 290 hands-on exhibits, 70 interactive programs and demonstrations, a Space Center and Space Dome Planetarium, IMAX Dome Theatre, gift shop and café. Sci-Port is a member of the Association of Science-Technology Centers; a LA Space Consortium member and is recognized by *Parents* magazine as one of the nation’s 10 best science centers.





LDA louisiana dental assistants assoc.

Elizabeth Schmidt, C.D.A., C.D.P.M.A., E.D.D.A.
President, Louisiana Dental Assistants Association

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What makes a productive practice? One of the key ingredients is the members of your dental team. Not only is your team responsible for that remarkable customer service from the first critical phone call placed to your practice, but through the entire patient experience.

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One of my favorite quotes is from John Maxwell (2009) "all players have a place where they add the most value" and this is so true in a dental practice. Move towards the vision you have for your practice through an excellent dental team working with you,

providing exceptional dental care for your patients.

For continuing education information, go to the back of this publication for a listing or visit www.ladental.org for statewide C.E. listings or www.lsucde.org and discover the training and education available for you, as well as your staff.

The EDDA program may also qualify for the Small Business Employee Training Program, allowing the fee to be reimbursed to the practice through the Louisiana Department of Labor. To find out about qualifications and get an application, go to www.laworks.net, or call 1-866-725-4987.

LDA House of Delegates and President's Party

DATES: Friday and Saturday, March 8-9, 2013, Shreveport, LA


The LDA President's Party honoring Dr. Jeff Hooton (March 8) and the LDA House of Delegates (March 9) will be held in conjunction with the Friday, March 8, Ark La Tex C.E. meeting. LDA members will receive a discount on registration.

SPEAKER: Dr. John A. Svirsky (oral pathology)

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Organizing Your Family Finances

In many marriages one spouse tends to handle the finances, including the bills, investments, and budget. This is essentially the chief financial officer (CFO) of the family. While this arrangement works for many families, what happens if the family CFO becomes incapacitated or passes away? Put a plan in place that reviews how the CFO manages the finances, what companies and people they work with, and the location of important information. Organizing your family finances can be a tough challenge, but can create stability and peace of mind for your family. So let's go over an organization plan that keeps your family on track.

Have a place in the house that the CFO keeps important information. Here is a quick list of important financial information to have on file at your house:

- Bills: List of current monthly, quarterly, and annual bills with approximate due dates.
- Loans/Debts: All loans and debts balances and where to find updated balances.
- Bank Accounts: all bank or credit union accounts.
- Investment Accounts: Make sure both spouses understand what investments are in the accounts and the purpose of the portfolio. What are the strategy and the Investment Policy Statement of the portfolio?
- Income Sources: Keep a list of current sources of income. If one of the sources goes away how will it be replaced? Include the phone number to the human resource department for each spouse's job.
- Insurance Policies: Create a comprehensive list of insurance policies, their benefit amounts, beneficiaries, and terms. For disability insurance, list the monthly benefit and terms. This would be the waiting period if it is an own-occupation policy. For life insurance policies, list the current death benefit (how much will be given to the beneficiaries at death), the current beneficiaries, and cash value if it is a permanent policy. The cash value can possibly be used as an income source if the insured is incapacitated. Make sure you do an in-force illustration on how borrowing

from the policy will affect the policy. For homeowner's and auto insurance, list what type of coverage and the limits on all coverage. For health insurance, list the current deductible and terms of the insurance.


- Wills: Include a copy of the will and where the original is located. The will is a document that will tell the courts exactly how you want your assets to be handled. Keep in mind insurances, annuities, and retirement accounts have their own beneficiaries and will not follow the will unless you list the will as your beneficiary.
- Power of Attorney Documents: This will give someone, such as a spouse, the power to conduct business on your behalf.
- List of Professionals: Current list of all your professionals' contact info, such as your CERTIFIED FINANCIAL PLANNER™ practitioner, attorney, and CPA.

If you own your own business, extra documents may need to be included. Consider what the protocol is if you become incapacitated for a time. Who takes over the payroll, bills, and duties that you may handle on a regular basis? You may also want to add copies of your important business documents, so your spouse knows where to locate that information.

Keeping an organized financial household can create peace of mind for you and your family.

The opinions voiced in this material are for general information only and are not intended to provide specific advice or recommendations for any individual. Chad Olivier is author of What Medical School Did Not Teach You about Financial Planning and owner of the firm The Olivier Group, LLC in Baton Rouge, La., which specializes in retirement planning and wealth management for physicians, dentists and other affluent individuals and families. If you have any questions about this article or future topic suggestions, please call (888) 465-2112 or visit us on the web at www.oliviergroup.com.

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Dr. Scott Awarded Mark J. Locantro Memorial Award for 2012 from the AGD



Dr. L. King Scott received the Mark J. Locantro Memorial Award at the Annual Louisiana Academy of General Dentistry meeting in Lafayette, La., on November 16, 2012. This award was presented in recognition of outstanding contributions and distinguished

service to the profession.

Dr. Scott earned the Fellowship Award from the Academy of General Dentistry in 2000, the Mastership in General Dentistry in 2004, and received the Lifetime Learning and Service Recognition Award from the Academy of General Dentistry in 2009. He is also a Fellow in the American College of Dentists.

Drs. Daly and Regan Serve on Medical Disclosure Panel – Obtaining Informed Consent

Act 759 of the 2012 Legislative Session recreated the Louisiana Medical Disclosure Panel, which is charged with developing lists of standardized risks that may be used when doctors obtain informed consent. When informed consent is obtained through the use of these lists and disclosure forms, a rebuttable presumption in law is created in favor of the doctor that informed consent was lawfully obtained. This presumption can become incredibly important to protecting the doctor in the event that litigation arises as to whether the physician obtained informed consent. The Act continues the protections provided by existing law but (1) gives the responsibility for implementing the law through to the newly created panel which is placed within the Department of Health and Hospitals and (2) requires the Department to maintain a searchable database of all current medical disclosure lists that are available to the public through the Department's website.

The Panel held its first meeting on December 5, 2012, and will meet quarterly. Two dentists are currently members of the Panel, Drs. Nelson Daly and Leo Regan.

As a general reminder, state law requires that in order to be covered under the provisions of the law and enjoy the benefits of the rebuttable presumption, the physician or other health care provider who will actually perform the contemplated medical or surgical procedure shall:

1. Disclose the risks and hazards in the form and to the degree required by the panel.
2. Disclose additional risks, if any, particular to a patient because of a complicating medical condition, either told to the physician or other health care provider by the patient or his representative in a medical history of the patient or reasonably discoverable by such physician or other health care provider.
3. Disclose reasonable therapeutic alternatives and risks associated with such alternatives.
4. Relate that he is obtaining a consent to medical treatment pursuant to the lists formulated by the Louisiana Medical Disclosure Panel.
5. Provide an opportunity to ask any questions about the contemplated medical or surgical procedure, risks, or alternatives and acknowledge in writing that he answered such questions, to the patient or other person authorized to give consent to medical treatment, receipt of which shall be acknowledged in writing.

It is important to remember that the law provides that the consent process **MAY NOT BE DELEGATED** and **ADDITIONAL RISKS** due to a patient's underlying medical condition **MUST BE DISCLOSED** on the form. Otherwise the protections are **LOST**.

Dr. Marks Selected to LSU Alumni Association Hall of Distinction



Dr. Ronnie Marks has been selected to the LSU Alumni Association Hall of Distinction. This prestigious honor is reserved for those individuals who have brought credit and distinction to themselves and to the University. Dr. Marks will be inducted at a

banquet scheduled for Friday, April 12, 2013, at the Lod Cook Alumni Center in Baton Rouge.

Southern Association of Orthodontists

Local orthodontist and LDA member Dr. Jagdish M. Chadha received the Lifetime Achievement Award from the Southern Association of Orthodontists (SAO). The Lifetime Achievement Award, established in 2008, is presented to honor orthodontists who have contributed outstanding lifetime service to the specialty of orthodontics. Dr. Chadha's achievements rise above the ordinary and are far

beyond the expectation of service and leadership to the specialty of orthodontics. He has shown dedication and commitment to orthodontics over a significant part of his professional life.

Dr. Richard Ballard received the Faculty Lecture Award presented by the SAO at the annual meeting held recently at the Grove Park Inn in Asheville, NC. In 2008 the SAO Board of Directors approved the Faculty Lecture Award to recognize full-time faculty, who are not Department Chairs, for their outstanding contributions. It offers a platform for orthodontic faculty to present research via a lecture at the SAO annual meeting. Recipients demonstrate excellence in teaching, characterized by innovation, exceptional leadership, and mentoring of residents; make contributions to the profession and professional organizations through research and publications and/or assistance with student research and publication.

A third LDA member, Dr. John B. Whitley, Jr., completed his term as president of the SAO at the annual meeting held in North Carolina.

American Dental Association Updates Dental X-Ray Recommendations

In an effort to decrease radiation exposure to patients, the American Dental Association's (ADA) Council on Scientific Affairs collaborated with the U.S. Food and Drug Administration to update the ADA's recommendations for dental X-ray examinations. The recommendations were released recently.

The ADA's "Dental Radiograph Examinations: Recommendations for Patient Selection and Limiting Radiation Exposure" are intended to be used in conjunction with dentists' professional judgment to determine whether and when dental X-rays are needed. The ADA recommends that dentists weigh the benefits of taking dental X-rays against the possible risk of exposing patients to the radiation from X-rays, the effects of which can accumulate from multiple sources over time.

Changes to the recommendations include:

- Updates to patient shielding recommendations
- Addition of a new section on limiting radiation exposure during radiographic examinations
- Including new topics such as receptor selection, handheld X-ray units, technique charts and radiation risk communication

The ADA's Council on Scientific Affairs (CSA) consulted with dental radiology experts about a year ago to update the recommendations. The CSA then sent the recommendations for peer review and for review by non-dental organizations such as the Conference of Radiation Control Program Directors and the American Association of Physicists in Medicine. The recommendations are intended to serve as a resource for dentists and are not intended to be standards of care, requirements or regulations.

Health Heroes Honored

Drs. Johnnie Hunt, Kate Abbott, Steve Sherman and David Balhoff were honored on Tuesday, Dec. 5, as a Health Centers in Schools Health Hero. After a discovery by Dr. Hunt during Give Kids A Smile Day of a child in desperate need of dental assistance, these four LDA members donated their time, equipment and services to treat this child. She now has a healthy and beautiful smile!

Established in 2009 by Health Centers in Schools, the Health Hero Award honors an outstanding individual, company or organization in the community for commitment to the vision and mission of Health Centers in Schools. The award recognizes exceptional contributions, exceeded expectations and dedication to further the health services and programs that Health Centers in Schools provides for East Baton Rouge Parish Public Schools.



(From left) Chief Executive Officer of East Baton Rouge Health Centers in Schools Sue Catchings, Dr. Johnnie Hunt, Dr. Kate Abbott, and Dr. David Balhoff.



(From left) Chief Executive Officer of East Baton Rouge Health Centers in Schools Sue Catchings, Dr. Steve Sherman, Dr. Johnnie Hunt, and Dr. David Balhoff.



Some join for honor, some join for patriotism, but they all join to experience a whole new life. As a dentist in the Air National Guard, you'll be a member of a team of health professionals that keep our members "fit for duty." Serving part time as a commissioned Air National Guard officer, you'll receive valuable career training, generous benefits, a steady paycheck, and the possibility of an enlistment bonus. Talk to a Louisiana Air National Guard representative today. Call 1-800-TO-GO-ANG or visit GoANG.com/LA.

Aftco is seeking enthusiastic individuals looking for an exciting and rewarding professional career. We are the oldest and largest transition consulting firm in the United States and we need more strong personalities to represent AFTCO in Louisiana. Assist your colleagues in achieving a greater quality of life through practice transition consulting. We have a network of experienced, skilled consultants (dentists and non-dentists) who are available to share their knowledge, experience and insight with you. If interested, please call (800) 232-3826 or email at careers@aftco.net.

Located in the Heart of Louisiana. This nearly \$1.1 million practice is one humming machine: A bread and butter practice with over 2,500 FFS and PPO patients. No discount plans or Medicaid in this practice. Very well managed. If you want to start out making a lot of money, this is your dream practice. The owner would like to stay working a couple of days per week for a few years, as your associate. Contact: Clyde Dollens, D.D.S. at (281) 370-7708. AFTCO Practice Transitions.

Dental Hygienist needed on Wednesdays and/or Saturdays. Jefferson Parish East Bank. Fax resume to (504) 737-1049.

GENERAL DENTIST NEEDED: Full- or part-time for 4-6 months. I'm recovering from shoulder surgery. Practice located in DeQuincy, LA. Great work environment and

salary. May be interested in accepting associate. Call (337) 474-1375 or (337) 496-4292 or email bloomndeals@yahoo.com.

FOR SALE: Air Techniques AT-2000 XR/Automatic Film Processor. Extra Clean. Hardly Used. \$1,200 or make offer. 1 Schein Curing Light, \$100. 1 Schein Maxima 250 Curing Light, \$175. 3 - Parkell La Clean Machine, \$225. Call (225) 927-8988 or (225) 772-4060 or email royalspoon@hotmail.com.

Interviewing general dentists for a position Wednesday through Saturday in the Jefferson area. Please call (504) 939-9801, fax resume to (504) 733-9805 or email tvhern1@yahoo.com.

Exciting opportunities for dentists to provide children with dental care in Louisiana schools. No evenings or weekends. Email resumes to jobs@smileprograms.com.

Dentist Needed: Part-Time/Full-Time to join expanding dental group practice. Excellent pay and rewarding work. Providing mobile dental care to nursing homes in the Baton Rouge area. Call 1-877-551-8252.

LAFAYETTE - GENERAL or PEDIATRIC DENTIST position available due to the semi-retirement of one of our dentists. The remaining solo-pedodontist has been in the same location for 42 years. Individuals with an interest in non-pharmacological management of children's dentistry will find this opportunity rewarding from both educational and financial perspectives. Partnership and future ownership for the right person. Contact Dr. Gonsoulin at (337) 232-0689 or email om@goodteeth4life.com.

Healthy Smiles desires motivated, quality oriented full-time and Saturday-only general dentists to work in our busy Baton Rouge and Marrero Offices. At Healthy Smiles, we focus on providing the entire family superior quality general dentistry in a modern technologically advanced setting with experienced support staff. Because we understand the tremendous value of our associate dentists, we make sure that their compensation package is amongst the best. Our competitive compensation package includes: minimum guaranteed salary of at least \$120,000 with potential to earn up to \$300,000, visa sponsorship, and health and malpractice insurance reimbursement. Residents and new grads are encouraged to apply. Please email CV to jboyce@kosservices.com or call (312) 274-4520 for more information.

COURSE #	DATE, CITY	COURSE NAME, LOCATION & AGD SUBJECT CODE		FEES	HOURS
01-13	January 4-6 Friday-Sunday Lafayette	Expanded Duty Dental Assistant (EDDA) w/Gen Benoit, RDH, MEd, and Theresa Courtois, RDH, MS at Lafayette Community Health Care Clinic	Auxiliary	\$515	24 L/P C
02-13	January 18 Friday Lake Charles	LSU DAY IN LAKE CHARLES: Mastering Anterior & Posterior Composite Restorations w/David M. Bonner, DDS, BA, MAGD at McNeese State University in Lake Charles AGD # 254 & #255	Dentist Hygienist Assist/Other	\$295* \$175* \$95*	07 L C
03-13 	January 25-26 Friday-Saturday New Orleans	TMD Disorders: Current Concepts /Drs. Gremillion, Ehrlich, et al This is 1 of 5 courses required to complete the <i>LSU Orofacial Pain Continuum</i> . ♦1/2 price when attending with DDS/MD/PT	DDS/MD/PT Team Mbr/ Assistant ♦	\$750 \$375♦	14 L C
05-13	February 1 Friday Lafayette	LSU DAY IN LAFAYETTE: "Wave One" Endo Technique Speaker & Location TBA	Dentist Hygienist Assist/Other	\$295* \$175* \$95*	07 L C
04-13-5	February 15 – 19 Friday – Tuesday New Orleans	36th Annual Perio Review Course - Lit Review & Mock Exams w/Drs. Yukna, Rapley, Shaklee, Serio, Greenwell, Fowler, MacNeill, O'Brien and Glick AGD #490	5-day Early Bird	\$2,095 \$1,995	34 L/P C
04-13-3	February 15 – 17 Friday-Sunday New Orleans	Perio Literature Review – 3 day w/Drs. Yukna, Rapley, Shaklee, Serio, Greenwell, Fowler, MacNeill, O'Brien and Glick (at LSUSD) AGD #490	3-day Early Bird	\$1,595 \$1,495	21 L C
04-13-FRI	February 15 Friday New Orleans	Oral Medicine w/Dr. Michael Glick, and Medical Emergencies in the Dental Office w/Dr. Michael O'Brien (at LSUSD) AGD #730 & #754	Dentist Hygienist Assist/Other	\$295* \$175* \$95*	07 L C
06-13	February 22-24 Friday-Sunday Gonzales	Expanded Duty Dental Assistant (EDDA) w/ Elizabeth Schmidt, CDPMA, CDA, EDDA, Dana Williams, CDA, EDDA, Leslie C. Hernandez, CDA, EDDA	Assistant	\$540	24 L/P C
09-13	March 1 – 2 Friday-Saturday New Orleans	How to Administer Botox® and Dermal Fillers for Facial Esthetics w/Dr. Christy Allen Bennett, Dr. Stanley Barten Heckrodt, and Dr. A. Dale Ehrlich - at LSUSD AGD #780	Dentist	\$2,995	16 L/P C
13-13	March 15 – 17 Friday – Sunday New Orleans	Expanded Duty Dental Assistant (EDDA) w/Nancy Weiss, RDH, EFDA, Dana Williams, CDA, EDDA and B. J. Triay, CDA, EDDA - at LSUSD	Assistant	\$540	24 L/P C
14-13	March 16 – Sat. New Orleans	Digital & Conventional Radiology for Dental Assistants w/Drs. Kavas Thunthy and J. Sean Hubar - at LSUSD	Assistant	\$200	7 L/P C
10-13	April 1-2 Fri-Sat New Orleans	Hard & Soft Tissue Regeneration for Optimal Implant Esthetics w/Dr. Lewis C. Cummings	DDS, RDH, Assist/Other	TBA	14 L/P C
16-13	April 12-13 Fri-Sat New Orleans	Oral & Maxillofacial Surgery Pearls at the New Orleans Marriott Hotel, 555 Canal Street	Surgeon	TBA	TBA
08-13	April 19 Friday New Orleans	Update on New Restorative Materials, Composites and Ceramics w/Dr. John Burgess - at LSUSD AGD #250	Dentist Hygienist Assist/Other	\$295* \$175* \$95*	07 L C
18-13	May 17 – 19 Friday-Sunday Lafayette	Expanded Duty Dental Assistant (EDDA) w/Gen Benoit, RDH, MEd, and Theresa Courtois, RDH, MS at Lafayette Community Health Care Clinic	Auxiliary	\$540	24 L/P C
25-13	Jun 7-9, Jul 19-21 Aug 16-18 New Orleans	Local Anesthesia for the Dental Hygienist w/Dr. Michael O'Brien and Dr. Frank Drongowski - at LSUSD	Hygienist	\$1,765	72 L/P C

*Indicates Early Bird Specials - call or check our website to see how you can save by registering early !

Learn about tuition reimbursement through Louisiana's SBET Program - call Jocelyn Wagner, our EDDA/RAD Coordinator, at 504-941-8198.


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LDA

c.e. and lda events calendar

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

DATE: January 11, 2013
COURSE TITLE: L.H. Bowden Leadership Development Conference
LOCATION: Embassy Suites, 4914 Constitution Ave., Baton Rouge, La. – For reservations, call the Embassy Suites at (225) 924-6566 (Group code: DEN)
PROVIDER: LDA (ADA CERP recognized provider)
SPONSORS: Robert Ellis & Associates (LDA Events Partner), and Louisiana Dental Services, Inc. (LDS)
REGISTRATION: Call (800) 388-6642 or (225) 926-1986 or visit www.ladental.org and info will be posted as it is available.
DESIGNED FOR: LDA leadership and component leaders
INSTRUCTORS: Whitney Breaux, social medial consultant; Brent Henley, strategic management
CREDIT HOURS: 4, Non-Clinical, Lecture

DATE: January 17-19, 2013
COURSE TITLE: Southwest Dental Conference
LOCATION: Dallas Convention Center, Dallas, Tx.
SPONSOR: Dallas County Dental Society (The LDA is a regional partner of the Southwest Dental Conference.)
REGISTRATION: Call (972) 386-5741 or visit www.dcds.org

DATE & TIME: January 24, 2013, 7 p.m.
COURSE TITLE: Making Endo Predictable
LOCATION: Pioneer Club of Lake Charles, 127 West Broad St, Lake Charles, La. 70601
SPONSOR: Southwest Louisiana (Calcasieu Parish) Dental Society
REGISTRATION: Contact - Dr. Seema Varghese at (337) 493-5135, 2000 Opelousas St., Lake Charles, La. 70601
DESIGNED FOR: General Dentist, Specialist, Hygienist, Assistant
INSTRUCTOR: Katie Olson Triska, D.D.S., M.S.
CREDIT HOURS: 1, Clinical, Lecture
FEE: For SW Members only; fee included with dues

DATE: January 25, 2013, All Day
COURSE TITLE: Sleep Disorders a Medical Problem with a Dental Solution

LOCATION: Independence Park Theater, 7800 Independence Boulevard, Baton Rouge, La. 70806
SPONSOR: Continuing Dental Education of Baton Rouge (CDEBR)
REGISTRATION: Contact - Dr. Byron Rome at (225) 621-2700 or online at www.cdeofbr.com
INSTRUCTOR: Dr. McLornan
DATE & TIME: February 21, 2013, 7 p.m.

DATE: February 9-11, 2013
PROGRAM TITLE: LDA Alpine Lecture Series Mardi Gras Extravaganza Ski Trip
LOCATION: Steamboat Grand, Steamboat Springs, Co. – For reservations, call the Steamboat Grand at (877) 269-2628 (Refer to Louisiana Dental Association when booking.)
PROVIDER: LDA (ADA CERP recognized provider)
SPONSORS: (as of 8/1/12): Robert Ellis & Associates (LDA Events Partner); Louisiana Dental Services, Inc. (LDS)
REGISTRATION: Call (800) 388-6642 or (225) 926-1986 or visit www.ladental.org and info will be posted as it is available.
DESIGNED FOR: All

CONTINUING EDUCATION PROGRAM:
 Saturday, February 9, 2013 – Dr. Gary Radz on “Creating a Cosmetic Practice Within Your General Practice” – 6:30-8:30 a.m. and 4:30-6:30 p.m. Sunday, February 10, 2013 – Dr. Gary Radz on “Elective Cosmetic Dentistry for Adolescents and Young Adults” – 6:30-8:30 a.m. Sunday, February 10 to Monday, February 11, 2013 – Dr. Robert Barsley on “CSI versus Reality – Forensics and Forensic Dentistry” – February 10, 4:30-6:30 p.m. and February 11, 6:30-8:30 a.m. and 4:30-6:30 p.m.

COURSE TITLE: Bleaching/Bonding
LOCATION: Pioneer Club of Lake Charles, 127 West Broad St, Lake Charles, La. 70601
SPONSOR: Southwest Louisiana (Calcasieu Parish) Dental Society
REGISTRATION: Contact - Dr. Seema Varghese at (337) 493-5135, 2000 Opelousas St., Lake Charles, La. 70601
DESIGNED FOR: General Dentist, Specialist
INSTRUCTOR: Dr. Magda Eldiwany, M.S.
CREDIT HOURS: 1, Clinical, Lecture
FEE: For SW Members only; fee included with dues

DATE: March 8-9, 2013
COURSE TITLE: Oral Pathology Education Course (Friday) and LDA House of Delegates (Saturday)
LOCATION: Shreveport Convention Center, 400 Caddo St, Shreveport, La.
PROVIDERS: Co-provided by the LDA (ADA CERP recognized provider) and Ark-La-Tex (AGD PACE and ADA CERP Recognized Provider)
INSTRUCTOR: Friday - Dr. John A. Svirsky
CREDIT HOURS: 7, Clinical, Lecture

DATE & TIME: March 15, 2013, 8:30 a.m. (Registration 8:00-8:30 a.m.)
COURSE TITLE: Restorative Materials Update 2013
LOCATION: Houma-Terrebonne Civic Center, 346 Civic Center Blvd., Houma, La. 70360
SPONSOR: Bayou District Dental Association
REGISTRATION: Contact – Carla at (985) 879-1972 or Fax (985) 879-4661
DESIGNED FOR: All
INSTRUCTOR: Dr. Jeff J. Brucia
CREDIT HOURS: 6, Clinical, Lecture
FEE: Non-BDDA Members - \$300, BDDA Members - \$250, Hygienist/Dental Auxiliaries - \$150

DATE & TIME: March 21, 2013, 7 p.m.
COURSE TITLE: Interceptive Orthodontics
LOCATION: Pioneer Club of Lake Charles, 127 West Broad St, Lake Charles, La. 70601
SPONSOR: Southwest Louisiana (Calcasieu Parish) Dental Society
REGISTRATION: Contact - Dr. Seema Varghese at (337) 493-5135, 2000 Opelousas St., Lake Charles, La. 70601
DESIGNED FOR: General Dentist, Specialist, Hygienist, Assistant
INSTRUCTOR: Alan Perry, D.D.S., M.S.
CREDIT HOURS: 1, Clinical, Lecture
FEE: For SW Members only; fee included with dues

DATE: March 22, 2013, All Day
COURSE TITLE: Program TBD
LOCATION: The Bluffs, St. Francisville, La.
SPONSOR: Continuing Dental Education of Baton Rouge (CDEBR)
REGISTRATION: Contact - Dr. Byron Rome at (225) 621-2700 or online at www.cdeofbr.com

DATE & TIME: April 18, 2013, 7 p.m.
COURSE TITLE: CAD-CAM Dentistry: A Pathway to Conservative, Esthetic, and Enjoyable Dentistry
LOCATION: Pioneer Club of Lake Charles, 127 West Broad St, Lake Charles, La. 70601
SPONSOR: Southwest Louisiana (Calcasieu Parish) Dental Society

REGISTRATION: Contact - Dr. Seema Varghese at (337) 493-5135, 2000 Opelousas St., Lake Charles, La. 70601
DESIGNED FOR: General Dentist, Specialist, Hygienist, Assistant
INSTRUCTOR: Dr. Steven Vaughn
CREDIT HOURS: 1, Clinical, Lecture
FEE: For SW Members only; fee included with dues

DATE & TIME: April 19, 2013, 8:30 a.m.
COURSE TITLE: Perio
LOCATION: Clarion Hotel, 1419 E. 70th St., Shreveport, La., (318) 797-9900
SPONSOR: Ark-La-Tex Academy of Dentistry (AGD PACE and ADA CERP Recognized Provider)
REGISTRATION: Contact: Dr. Clint Bruyere at (903) 753-0337, www.arklatexacademy.com
DESIGNED FOR: All
INSTRUCTOR: Dr. Sam Low
CREDIT HOURS: 7, Lecture
FEE: Non-Mbr. - \$245; Staff/Lab Tech - \$45

DATE: April 19, 2013, All Day
COURSE TITLE: Dentures/RDP's
LOCATION: TBA
SPONSOR: Continuing Dental Education of Baton Rouge (CDEBR)
REGISTRATION: Contact - Dr. Byron Rome at (225) 621-2700 or online at www.cdeofbr.com
INSTRUCTOR: Dr. Joseph Massad

DATE & TIME: May 16, 2013, 7 p.m.
COURSE TITLE: Applying Evidence in Selection and Use of Local Anesthetics and Antibiotics
LOCATION: Pioneer Club of Lake Charles, 127 West Broad St, Lake Charles, La. 70601
SPONSOR: Southwest Louisiana (Calcasieu Parish) Dental Society
REGISTRATION: Contact - Dr. Seema Varghese at (337) 493-5135, 2000 Opelousas St., Lake Charles, La. 70601
DESIGNED FOR: General Dentist, Specialist, Hygienist, Assistant
INSTRUCTOR: Arthur Jeske, D.D.S.
CREDIT HOURS: 1, Clinical, Lecture
FEE: For SW Members only; fee included with dues

DATE: July 12-13, 2013
EVENT: LDA Foundation Fishing Rodeo
LOCATION: Sand Dollar Marina, Grand Isle, LA

DATE: July 24-27, 2013
COURSE TITLE: LDA Summer Education Conference
LOCATION: Tops'l Beach and Racquet Resort, Destin, Fla.
PROVIDERS: LDA

Additional information and registration details will be posted on website as it is obtained. LDA members will be mailed information directly.

David N. Austin

The Trouble with Smart Phones

One morning last week, I was driving to the office doing my usual texting and combing my hair and playing Words With Friends, when I noticed the green light changed to yellow so I did what most people do, I sped up to get through the intersection. Within seconds there was a beautiful set of flashing blue lights on my rear bumper.

I pulled over and to my astonishment the police officer opened his door and walked over to me and my open window. Actually I was astonished at how short he was. He was actually shorter than the door handle. Now I know I shouldn't feel this way as there are many short people in my own family, but I was trying my best not to burst out laughing.

"Sir," he said looking way up at me, "Do you know why I pulled you over?"

"Why no officer, I don't."

"Well sir," he said standing on his tiptoes, "The reason I pulled you over is because you ran through that red light back there, and I'm not happy."

And this is where I really got in trouble, but I just couldn't help it. "Well if you're not Happy," I said looking down at him, "Which one are you?"

Oh boy, it was downhill from there as he wrote me a citation for running through a red light, not using a signal for pulling over, and not having my hair completely combed.

I think it is a sign of the times that we live in that causes us to give smart aleck answers to ordinary questions. Take my smart phone for instance. It has that feature where you can actually ask it verbally for answers to everyday mundane questions. Recently I decided to impress my wife with a little smart phone savvy. I asked it out loud where the nearest seafood restaurant was located. It quickly came back with an answer that reminded me that I was at least 20 pounds overweight and probably should have a nice salad instead. It even had the audacity to recommend a little treadmill activity when I arrived home.

What made things worse was that the phone was

right. But no one likes somebody being all up in their business, especially when it is just an electronic device.

My first encounter with this smart aleck device was when I first got it. I decided to take it on a test run so I asked it to route me to the nearest electronics store. It immediately came back and asked me why I needed to go there. So I made some lame excuse about wanting to look at the new tvs.

Well, let me tell you that unleashed the hounds. It quickly began a dissertation of how my existing tv was just fine and that I need to get my large behind off the couch and forget about tv watching. It recommended a local theater group that I should participate in and routed me to that location. It also informed me that I would probably just max out my Visa card if I were to buy another tv anyway and also reminded me to send in my Visa payment on Friday and to call my mom.

Sometimes in the middle of the night I can hear it talking to me. You know stuff like did you take the trash out, close the garage, let the dog go outside, and on and on and on.

So the next day I took that smart aleck phone back to the phone store and asked the nice clerk to let me trade it in on a more stupid model.

She said "Hold on a moment. Let me take a look at this. Did you realize that you have the Wife App installed on this device? That is the source of your problem, I'll remove that for you."

Oh brother was I hopping mad as I drove away from the store. Just then I noticed some pretty flashing blue lights in my rear view mirror as I signaled to pull over.

And there he was again, the little guy hopped out of his car and came over to my open window and looked up at me and said, "Know why I'm not happy today?"

This time I just smiled and my phone blurted out from my pocket, "Well just who are you today anyway? If you had taken a multivitamin growing up, you might have grown up....."



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