

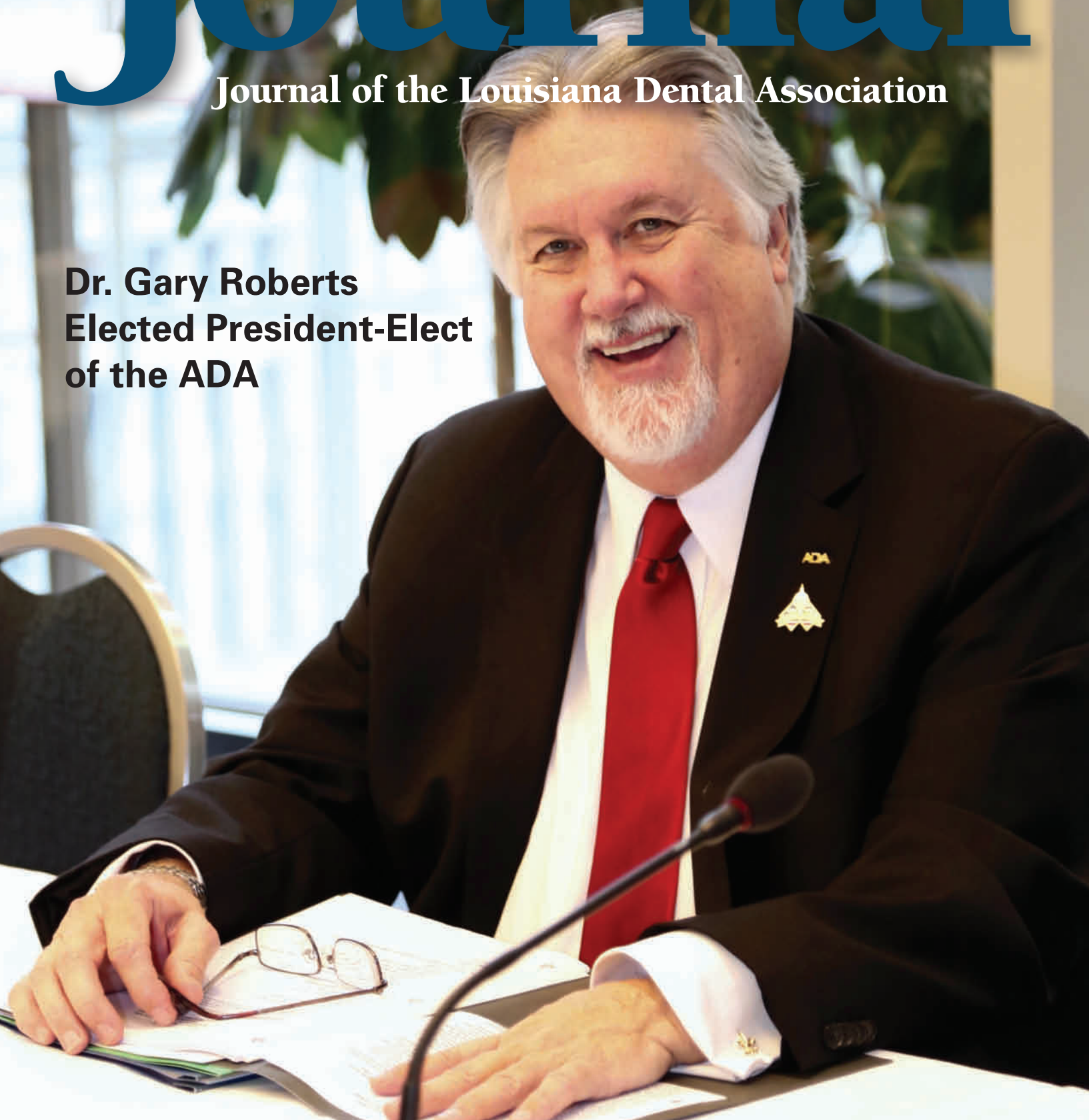
VOL. 74, NO. 4

LDA Journal

WINTER 2015

Journal of the Louisiana Dental Association

**Dr. Gary Roberts
Elected President-Elect
of the ADA**



PARTNERSHIP. INTEGRITY. INNOVATION.

WORKING HARD TO DELIVER THE VERY BEST IN PATIENT EXPERIENCE AND PRACTICE LIFESTYLE.



REVOLUTIONIZE HOW YOUR TEAM AND PATIENTS EXPERIENCE DENTISTRY.



At Patterson Dental, we are proud to connect you with innovative tools and resources so that you can focus on providing expert dental care.



PATTERSON
DENTAL

New Orleans Branch | 107 Mallard St., Suite D | St. Rose, LA 70087
Shreveport Branch | 345 Bert Kouns Ind. Loop | Shreveport, LA 71106

LDA Journal

CONTENTS

VOLUME 74 NUMBER 3 Winter 2015

EDITOR

Dr. David N. Austin
230 Carroll Street, Suite 2
Shreveport, LA 71105
(318) 861-4549
E-mail: daustin1@comcast.net

MANAGING EDITOR

Annette B. Droddy
LDA Headquarters
7833 Office Park Blvd.
Baton Rouge, LA 70809
(800) 388-6642 Toll-free
(225) 926-1986 Local Line
(225) 926-1886 Fax
E-mail: annette@ladental.org
Web site: <http://www.ladental.org>

BUSINESS MANAGER

Dr. William M. Hall, Jr.
3100 Woodlawn Avenue
Shreveport, LA 71104
(318) 865-1469
E-mail: dr802@bellsouth.net

EDITORIAL BOARD

Dr. Gary Caskey
Dr. Gary L. Roberts
Dr. Brian D. Basinger

LDA OFFICERS

Dr. L. King Scott
President
120 Professional Dr
West Monroe, LA 71291
(318) 325-4600

Dr. Nelson P. Daly
Past President
4450 Bluebonnet Rd., Ste. B
Baton Rouge, LA 70809
(225) 927-5248

Dr. Robert E. Barsley
President-Elect
345 S. 4th St.
Ponchatoula, LA 70454
(504) 619-8693

Dr. Daniel A. Weaver
Secretary-Treasurer
715 W. College St.
Lake Charles, LA 70605
(337) 478-3123

Dr. L. Stephen Ortego
Speaker of the House
P.O. Box 766
Ball, LA 71405
(318) 640-1470

LDA STAFF

Ward Blackwell
Executive Director

Annette B. Droddy
Assistant Executive Director

Sharon Elliott
Director of Membership
Development

Tisha White
Director of Accounting

Jeanne Parr
Director of Conference Services

Table of Contents	
Editorial	2
From the President	4
LSU Health New Orleans Dental and Medical Primary Care Clinic	6
From the Executive Director	8
Last Chance Seminar	10
Wealth Management	12
LaMOM 2016	13
Louisiana Dental Services	14
Endorsed Products and Services Spotlight	15
LSU School of Dentistry	18
LDA Foundation Donors	20
NODC/LDAAS	21
Social Media Feature	22
ADA Annual Session	24
LDA's New Director of Accounting	28
New Members	29
Louisiana Dental Hygienists' Association	30
Louisiana State Board of Dentistry	32
Classifieds	33
LSU C.E. Calendar	37
LDA C.E. and Events Calendar	38
Last Page	40

A MEMBER PUBLICATION
OF THE AMERICAN ASSOCIATION
OF DENTAL EDITORS

JOURNAL of the Louisiana Dental Association (USPS284620) is published quarterly at 230 Carroll St., Suite 2, Shreveport, LA 71105, in March, June, September and December, and is the official publication of the Louisiana Dental Association. Opinions and statements expressed, however, are those of the writer and not necessarily those of the Association. Original articles published herein become the property of this publication. Subscription price is \$18 per year for members, \$30 per year for non-members and \$65 per year for foreign subscribers. Periodicals postage paid at Baton Rouge, Louisiana, and additional mailing offices.

The publication of an advertisement in the LDA Journal is not to be construed as an endorsement or approval by the Louisiana Dental Association or any of its component associations of the product or service being offered.

Postmaster: Send address changes to Louisiana Dental Association, 7833 Office Park Blvd., Baton Rouge, LA 70809.

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

Copyright 2016, LDA.



On the cover: At the ADA Annual Session in Washington, D.C., Shreveport dentist Dr. Gary Roberts was elected president-elect of the American Dental Association. Louisiana has not had an ADA president in 100 years. For more info, check out pages 24-26. (Photo by Dr. Mark A. Bauman.)

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



LDA

editorial

Dr. David N. Austin
Editor, LDA Journal

Dr. Gary Roberts, President-Elect of the American Dental Association

There are several reasons why Gary won the election for president-elect of the ADA. One reason, of course, was his massive experience within organized dentistry. But I believe the main reason was his foresight and determination to keep the ADA as the preeminent advocate for dentists and the profession of dentistry. This is no small feat and Gary has unwavering dedication to get the word out.

His election would not have been possible had it not been for the amount of money raised for his campaign - money which was almost exclusively used for the enormous amount of travel across the United States for him to deliver his message. And I am proud to say that Louisiana dentists supported him, as these funds were mainly raised within Louisiana from our constituent, components and individual dentists. Our Twelfth District supported him as well, and each of those three other states also supported our campaign.

As treasurer for his campaign, I want to thank you for your generosity. For without it, Gary would not have been able to tell everyone of his thoughts and ideas.

Just what was it he said that convinced the delegates to vote for him? I believe this four-minute speech before the House of Delegates sealed his victory:

Ladies and Gentlemen,

US News and World Report has named dentistry the number one profession in the nation.

Of course, we all knew that already. What other profession can alleviate pain virtually immediately? Or change a patient's self image in two visits? We are proud of what we do and who we are. The ADA has a long history of caring for the welfare of our patients, and dentists who serve them.

If elected, I will continue our mission:

- 1. By increasing membership market share.*
- 2. By fighting both government and insurance interference.*
- 3. And by helping new dentists manage their often enormous student debt.*

It may sound simplistic, but if we don't focus on these three things, the rest may not matter.

So first... How do we increase membership market share?

Let's look at states like Michigan and Florida who are increasing their market share and learn what works for them. Let's then target the states with lower market shares and incorporate those winning strategies.

Second: How do we fight government and insurance interference? The same way we fought the Red Flag Rule and the 1099 Rule. We advocate for our members! We continue fighting for the repeal of McCarran-Ferguson so that one day we will be able to negotiate with the insurance companies on an equal footing. This will take an unwavering commitment - through education, legislation, and yes, even litigation.

Third: How do we help those burdened with huge student loan debt? First by working with students before and during dental school. With careful planning, we can help them graduate with less debt and less stress. The new ADA Student Loan Refinance program can lower their interest rate as much as 3 ¼%.

We are losing many new dentists because of our antiquated recruitment system. In some cases a new dentist must wait four months before becoming a member. Why not have every dental school graduate automatically become a member for the first 18 months? Smoothly transitioning them into our organization? And once in...vigorously show them the benefits.

Show them the Power of Three. Membership is important because our members adhere to our Code of Ethics. For 150 years, the Code has set us apart from non-members. A CEBJA study shows that 70% of patients would choose an ADA member over a non-member - knowing that we follow the Code. We want all dentists to do the same.

There are many forces pulling at our very fiber, with the goal of reducing the quality of care and turning us into tradesmen, not Doctors. Entities such as Pew and Kellogg must be fought with every ounce of energy we possess. I seek to lead that fight.

The ADA leads the practice of dentistry in America! And American dentistry sets the standard of excellence for the world. I'll work to continue that standard of excellence. And to prepare our profession to meet the great challenges we face. So that in 10 years... in 20 years... US News and World Report will still name dentistry the number one profession in the nation.

I sincerely and humbly ask for your support and your vote.

Seems like 100 years since one of our very own has been elected to lead the American Dental Association. And actually, it has been. I have no doubt he will make us proud.

www.ladental.org

“ ProSites offers a great service that makes it **easy for dentists** to control their website and establish a strong online presence. I encourage LDA dentists to check out my website done by ProSites. **We’ve seen a lot of results and are very happy with it.** ”

Dr. Mike Maginnis | www.drsmanda.com



Get the Results You Want for Your Practice

Your website says a lot about you, but when you're busy with your practice, it's hard to find time to market it. That's why over 6,000 dentists trust ProSites for their online marketing needs. We're dedicated to providing proven website solutions that deliver results.

Talk to an Internet Marketing Advisor today!

Call us at 888-464-2357

endorsed by:





LDA president

Dr. L. King Scott, M.A.G.D.
President, Louisiana Dental Association

Life is a gift, and it offers us the privilege, opportunity, and responsibility to give something back by becoming more.

Our profession is so terrific! Recently Dr. Ghali Ghali and Dr. Melvyn Yeoh from LSU Health Science Center Shreveport spoke at our Northeast Louisiana Dental Association meeting. It was so inspiring to see what our colleagues can accomplish in their daily calling. Every day I am inspired by all my colleagues in their abilities to provide fabulous care. It inspires me to be MY very best. As most of you know, my career has been led by excellence. I try every day to be better than the day before. I learn from every case, every C.E. meeting, every discussion with colleagues, and I hope you do too. We have a responsibility to be better.

Each of us was given a great gift by God in our abilities. It is a privilege to be a great dentist. It allows us an opportunity every day to touch someone not just by the care we provide but by the persons we are. We have a responsibility to give back. Both our dental school and our dental associations are great places to give back.

In dental school, we were granted a position in a class of students where young men and women were transformed into leaders of tomorrow. This is an opportunity that will impact our lives forever. Now is the time to step up and fulfill that pledge, not only financially but also with service.

In our dental associations (ADA, LDA and local component), we have the opportunity to maintain the integrity of our profession while keeping the dentist as the leader of the dental team. The LDA's mission is to promote, advocate and protect the dental professional and I'm proud of the work that our associations have done to protect me and my fellow dentists. I want to give back to them and to the profession that I have loved. For this reason, I became a leader locally and now at the state level!

Recently I watched a terrific spy show—*Kingsman*. It reminded me of the teaching of one of my favorite authors, Ernest Hemingway. Let's review some of his thoughts on life.

Ah, yes... Ernest Hemingway... Beloved author of classics such as "The Old Man and the Sea," "For Whom the Bell Tolls," and "The Sun Also Rises," who also lived an amazing, adventure filled life. It's no wonder there are tons of Hemingway quotes that can provide infinite value.

Finding real hero figures gets harder
"As you get older it is harder to have heroes, but it is sort of necessary."

The older you are, the more you realize that it is hard to come across genuinely good role models. That is a scary realization because life only gets tougher as well, making you rely more on these heroes.

Cherish the heroes you have in your life and **note the qualities** of these great people. Figure out what the commonality between them is and explore the world for more heroes.

Good upbringings are vital
"All things truly wicked start from innocence."

Even if you don't believe that everyone is born innocent, you can't deny the impact of environmental factors and the effects of parents.

Hemingway reminds you to **create a positive environment** that encourages positive personal growth because he believed we're all born innocent. Look into your own past. How did you turn out to be the person you are today? No doubt, your upbringing played a major role.

Make your life noteworthy
"Every man's life ends the same way. It is only the details of how he lived and how he died that distinguish one man from another."

No one lives forever, no matter how badly you may want to. The stories they will tell of you will be about the adventures you went through as you lived and breathed. They will recount your moral characteristics and will praise you for the way you treated others.

Why not **be the best you can be** so these details of your life will live on in truth? Focus on self-improvement so when the time comes, your tales will be as beautiful as it is true.

Give your actions meaning

“Never confuse movement with action.”

Perhaps my favorite Hemingway quote. Learn the difference between simply feigning results and actually performing.

Make sure everything you do is defined and can bring measurable success. Don't settle for less and assume you're making progress just because you're moving around. Give your life meaning with action and don't fake it because you still need to remember how to be yourself. Don't look busy, be busy.

Live for something great

“Fear of death increases in exact proportion to increase in wealth.”

You have to keep in mind you can't take your material possessions with you after you die. **Live for a greater purpose, live for self-improvement.**

You may not believe in an after-life, but you can still leave a positive effect on those who knew you when your time comes. Learn how to stop worrying about losing the unnecessary things such as your wealth because none of it matters in the end.

Actively listen

“When people talk, listen completely. Most people never listen.”

Listen more than you talk. Break it down into percentages if you have to. 75% listening and the rest you can have for talking.

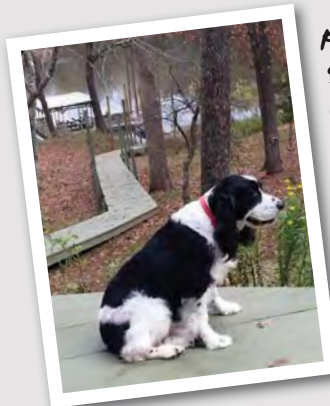
You develop bonds and true friendships through listening. You learn through listening. Very rarely is there a need for you to dominate a conversation, so sit and listen.

Everyone wants to feel special and so I listen. I smile, I nod, I let them know that their words do not fall on deaf ears.

Hemingway thought philosophically. Take action and learn from his experiences.

Sara's Travels

I am so happy that Fall has arrived. My travels were cut short during the heat of the summer, as you remember. I missed Grand Isle and was really upset. I had to spend 6 days at Un-Happy Tails Boarding in West Monroe while my Dad (Dr. King Scott) traveled to Washington, D.C. to help make sure his friend Dr. Gary Roberts got elected as president-elect of the ADA. However, after he got back, I had a great trip to Shreveport for the Northwest component installation and to Alexandria for the Central component installation - which had a continuation trip to New Orleans for my Dad's meeting at the LSUSD with the Dean and Ms. JoAnne Courville. (I hear my Dad used to be real nervous at the dental school, but for some reason he does not seem so nervous these days.) I was sure glad he was not in trouble with Dean Gremillion. We also went by the Louisiana State Board of Dentistry office. I was sure glad he was not in trouble there either as I would hate to have to bite Dr. Ronnie as he seemed nice when he came to see me. I know he visits on the phone with Dr. Aubrey and Dr. Rusty, and I was hoping I was not going to have to



put them in their place. You know English Springer Spaniels have big teeffies behind those big floppy lips.

In January we will go on my favorite trip - to Lake Charles where the Southwest component meets at the Pioneer Club. I am bringing my application for membership to the Pioneer Club as their food is always the best! If their steak is as good as last year, I am going to see if I can hang out with the chefs while Dad is installing folks and I can test the quality of the meal for everyone. If that is not possible, I can help clean the plates after dinner! Dad tells me we have several more trips South. I believe I am going spend the night more in the back of the car than last year as some of those trips home from down South where we drive half of the night or all night are really tough. I always wake up when we stop to get gas and I remember to smile at everyone with my big teeffies, especially if they seem to be coming too close to me and Mom. Anyway, I am having a great time as Dad is continuing his trips around the state. I hope I see you at a dental component meeting in your neck of the woods. Don't forget to let me try out your chef's best attempt at steak or fish-I like both.

feature LDA

Submitted by the LSU Health Science Center

LSU Health New Orleans Dental and Medical Primary Care Clinic Offers Unique Approach to Total Health

The LSU Health New Orleans Schools of Nursing and Dentistry have collaborated to open the LSU Health New Orleans Dental & Medical Primary Care Clinic. The clinic was designed for patients to be checked by both a nurse practitioner and a dentist in the same first visit so that their total health can be assessed. We believe this is one of the few clinics in the country using this approach. The clinic, located on the campus of the LSU Health New Orleans School of Dentistry at 1100 Florida Avenue, offers adults primary care medical and dental services provided by LSU Health New Orleans nurse practitioners and dentists.

The clinic also provides a unique educational opportunity; it is an interprofessional clinic. Interprofessional education is when students from more than one health profession learn about, from and with each other as members of a health care team. This approach increases knowledge about and understanding of complimentary health disciplines, which significantly benefits patients through improved outcomes.

The clinic is funded by a Health Resources and Services Administration grant to the LSU Health New Orleans School of Nursing to bring primary care services to underserved areas.



Dean Henry Gremillion, D.D.S. being interviewed prior to the ribbon cutting.

The LSU Health New Orleans Dental and Medical Primary Care Clinic is open Tuesday-Friday from 8:30 a.m. - 4:30 p.m, and medical services are available those days. As dental services are offered ONLY on Tuesdays and Wednesdays currently, patients visiting the clinic for the first time

are encouraged to make their initial appointment on a Tuesday or Wednesday. The appointment number



is (504) 412-1680, although walk-ins are welcome.

“Interprofessional education (IPE) has become a critical component of the curriculum in all areas of health care,” said Dr. Henry Gremillion, Dean of the LSU Health New Orleans School of Dentistry.

“The LSU Health Primary Dental and Medical Primary Care Clinic provides a most important expansion of IPE into the Interprofessional Collaborative Care arena, which will certainly have a very positive impact on treatment outcomes.”

The LSU Health New Orleans Foundation funded construction of the clinic building, and the clinic is part of the LSU Healthcare Network, the clinic practice of LSU Health New Orleans faculty.



Those participating in the ribbon cutting are Dr. Henry Gremillion, Dean of the LSU Health New Orleans School of Dentistry; Dr. J. Christian Winters, CEO of the LSU Healthcare Network and LSU Health New Orleans Vice Chancellor for Clinical Affairs; and Dr. Demetrius Porche, Dean of the LSU Health New Orleans School of Nursing.

United States Navy Dental Corps

**PRACTICE
WORRY-FREE**

**FULL TIME
and
PART TIME
POSITIONS
AVAILABLE**

**CALL
800-852-7251
or
E-mail your
curriculum
vitae to
nola@navy.mil**



- No Equipment Expenses
- Excellent Compensation
- No Insurance Fees
- No Start-up Costs

Specialty Areas:

- Endodontics
- Operative Dentistry
- Oral and Maxillofacial Radiology
- Oral Facial Pain Clinic
- Oral Pathology
- Oral Surgery
- Orthodontics
- Pediatrics
- Public Health
- Research

IMMEDIATE NEED FOR:

- Periodontics**
- Prosthodontics**
- Maxillofacial Prosthodontics**

The satisfaction of serving in the Navy Dental Corps is unparalleled. And the financial benefits only add to the reward. As an Active Duty Officer, you could receive a **SIGN-ON BONUS** of up to **\$400,000** depending on your specialty. As a Reserve Officer, you could receive up to **\$75,000** in specialty pay or **\$50,000** in dental school loan repayment.

N E E D:

PRACTICE CHECKING AND ACH SERVICES

S O L U T I O N:

LOUISIANA'S TOP BUSINESS CREDIT UNION



SEAN SMITH, DDS
ORTHODONTIST

campusfederal.org | 888.769.8841 | YouTube in f

ENDORSED BY THE **ILDA**
LOUISIANA DENTAL ASSOCIATION

CAMPUS FEDERAL
BE A PART OF ITSM





LDA

executive director

Ward Blackwell, M.J.
Executive Director, LDA

The Year that Was; the Year that Will Be

The transition from old year to new inevitably inspires most of us to reflect on what was and contemplate what could be. For most of us, these are well-ingrained rituals, though the specifics evolve from year-to-year.

For example, when we're young, our New Year's resolution may be to eat all our vegetables. As we mature, our resolutions are more likely to be about NOT eating so much sugar and carbohydrates. (Okay, maybe our resolutions don't evolve THAT much!)

So, it seemed appropriate to use my winter column for the LDA Journal to attempt summarizing the LDA's top three accomplishments for 2015 and our three highest priority goals (at this time) for 2016.

Even though these lists are PURELY my subjective opinion, it's VERY difficult to winnow them both down to just three things each. Accomplishments that were very important but not in my top three included passage of MEWA legislation, a number of quality new endorsements by LDS, and a profusion of support from highly respected companies (Bayou Lab, Campus Federal Credit Union, MCNA and Patterson) via our Events Partner program.

Nonetheless, I believe the following three accomplishments were the most impressive in 2015:

1. LSBD-LDA Task Force – There was cooperation, confrontation, ideas floated and rejected, compromise, politics and even a dash of drama. Ultimately 10 dentists, 5 representing LDA and 5 representing the State Board of Dentistry (LSBD), cared enough about their profession to persevere through all that – via literally dozens of meetings, conference calls and e-mail exchanges – to enact truly meaningful improvements to the LSBD. The already available advertising review program is perhaps the most visible (to date) of those improvements.
2. LaMOM – LDA's first-ever Mission of Mercy project was a resounding success by whatever

metric one chooses: more than 900 volunteers made it possible for nearly 1,500 patients to receive more than \$1 million worth of dental care absolutely free. But the greatest takeaway may simply be the indisputable evidence of what great things the Louisiana dental community can accomplish working together.

3. Dr. Gary Roberts elected ADA President-Elect – This was hardly something the LDA accomplished alone. Folks from all over the country and especially in our district (which includes Arkansas, Kansas and Oklahoma) worked hard on the campaign. The great candidate we had worked harder than anyone. But even if LDA has to share the credit, the magnitude of this accomplishment is defined by its rarity: it's been 100 years since a Louisiana dentist has attained this office. And, the LDA could not have a finer representative at ADA headquarters.

There were also a few goals for 2016 that didn't crack my top three list. Passing the final legislation to enact the LSBD improvements, developing an excellent new strategic plan and improving/expanding communication to members are all very important. But, my top three would have to be:

1. Regular, BRIEF member surveys – the best way to ensure the LDA represents its members well is to hear from as many as possible and often. Surveys are a fairly obvious way to obtain feedback from a broader segment of the membership about various topics. But, few people are inclined to take a survey if it requires more than 5 minutes (myself included). So, we'll try using VERY short

www.ladental.org

(eight questions max) surveys, but often enough to get lots of input.

2. Establish an LDA Members' Health Insurance plan – it's abundantly clear that our members strongly desire an alternative to what's available in the Obamacare era. It will be impossible to provide a better alternative for all members. But, we are working hard to offer an alternative that will benefit as many members as possible as soon as possible.
3. Medicaid expansion – with a new governor, this WILL happen, and it WILL have a substantial impact on dentistry, for better or worse. LDA's objective will be to negotiate for a plan and implementation that are as positive for dentistry as possible.

I'm sure many of you would have different lists than I do. Opinions like that are exactly the sort of thing that helps us know how best to represent you. So, please feel free to share them with me. And, keep an eye out for those surveys!



Registration is open for the New Orleans Dental Conference/LDA Annual Session.

The pricing structure has changed, courses are staggered, and there's new and exciting activities in the Exhibit Hall, including a happy hour and a king cake break. Don't miss out on this exciting opportunity! Register today for April 14-16, 2016!

www.nodc.org

AFTCO

TRANSITION CONSULTANTS
Since 1968

We are pleased to announce...

John L. Hobgood, III, D.D.S.

has acquired the practice of

Dianne Walker-Houston, D.D.S.

New Orleans, Louisiana

*We are pleased to have represented
both parties in this transition.*

Call today for a
FREE PRACTICE APPRAISAL
(\$5,000 value)

1-800-232-3826

Practice sales in excess of \$2,000,000,000

www.AFTCO.net



LDA 2015 last chance seminar

*Jeannie Parr
Director of Conference Services, LDA*

Recipients Thoroughly Enjoyed Meeting Their New “Pal Hal”

If you weren't able to attend LDA's Annual Last Chance Seminar Friday, December 11, 2015, you truly missed out! Everyone who attended raved about their new “pal Hal!”

Dr. Harold L. “Hal” Crossley, the country's preeminent lecturer on dental pharmacology, was our speaker. For some, pharmacology is a “yawn worthy” topic, but with Dr. Crossley the room was filled with laughing, learning, and lots of participation. Over 150 dentists, dental hygienists and staff attended the one-day event to learn about symptoms, contraindications and side effects of the most commonly prescribed medications. Everyone left with a little more knowledge and a very full stomach from the lunch buffet at Lauberge.

Many sponsors also took part in this great event! Our Premier Events Partners were Brown & Brown

Mark your calendar for Last Chance Seminar 2016 – December 9

Association Services Professionals and Patterson Dental, and our Sustaining Events Partner is MCNA Dental.

Our supporters included: Campus Federal, WEAVE, Wolters Kluwer, Implant Direct, Bayou State Crown & Bridge Lab, Solutionreach, Blackburn Dental Laboratory, Louisiana Dental Services (LDS), and a grant from the LDA Foundation.

These wonderful sponsors donated door prizes such as: gift baskets, gift certificates to restaurants, gift certificates for lab services, ice chests, and Visa gift cards. It doesn't get much better than that!

So, not only was this a great opportunity for dentists and dental hygienists to get a “last chance” at C.E. from the LDA for 2015, but it was interesting, informative and entertaining.

Start planning now for the 2016 meeting, Friday, December 9 at the Renaissance Hotel in Baton Rouge.



Drs. Harold Canning, Maria Whitehead, and Kimberly Boddan.



Misti Carr (back), Katy Little, Dr. Emily Cassis, Dr. John Little, Dr. Bill Sinclair, and Donna Sinclair.



The course and the speaker kept the attendees entertained and interested!



Dr. Craig Crawford, Dr. Brian Miller, Missy Farmer, Carrie Blaney, and Dr. Jane Herrington.



Christy Falgout with Skye Povey (WEAVE).



Drs. Tommy Darbonne, Mixon Bankston, and Robert Levy.



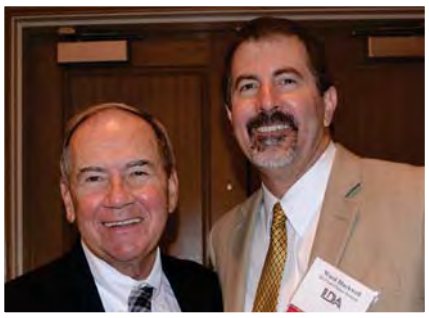
Drs. Tessa Madere and Chris Owens.



Scott Dotson (Lexipol/Wolters Kluwer) with Reagan Outlaw and Dr. Lee Berthelot.



Drs. Joan Fisher-Ranel and Kimberly Bessix.



Speaker Dr. Hal Crossley and LDA Executive Director Ward Blackwell.



Drs. Tommy Darbonne and Curtis Zeringue.



Drs. Chip Simon and Mark Garon.



LDA wealth management

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

Six Smart Financial Decisions that Don't Follow the Crowd

Most people, though they may not admit it, follow the crowd. When it comes to financial decisions, the crowd frequently makes the wrong decision at the wrong time or never actually makes a decision at all. The days of working for a company for 40 plus years and retiring with a pension are nearly extinct. Now most retirement plans rest on the employee to fund their own and the majority do not save enough to retire unless they can live on their Social Security. Let's look at six smart financial decisions that don't follow the crowd:

1. Pay yourself first. This is a great concept told in George S. Clason's 1926 book *The Richest Man in Babylon*. In the book *Arkad*, the wise rich man, advises his friend who desires riches to take out 10% minimum every time he gets paid and save it for the future. Before any bills, wants, and needs are paid you are paying yourself first. Start this discipline and teach your children to do the same. You will learn to live off of the amount after you pay yourself first.

2. Pay your credit card balance each month. Credit card rewards and discounts, such as cash back, hotel or airline miles are incredible. Do you ever wonder how the credit cards can afford to give away so much? Most people do not pay off their credit card balances each month. The interest and fees can add up to well over 20%, making it impossible to ever pay it off and get ahead. But what if you chose to be the small percentage that uses credit cards and pays them off in full every month? You will receive all of the promised benefits without paying any fees or interest.

3. Put your goals on paper. Establish goals and write them down. Next have a strategy to pursue those goals and review it every week. If one of your goals is to retire in 10 years, then figure out exactly how much you need in savings and what return you need to get on those assets to achieve the goal. Now break down what you need to do for the year, the month, and the week. This can be done for all your goals, including personal goals, bucket list goals, or anything that can be put to paper and worked towards.

4. Stay in when the public jumps out. Consider staying in your investments and investing even more when the public is jumping out. With every major financial crisis the majority of individual investors have jumped out. A great example is with the latest volatility in the market. In August and September, CNBC reported large outflows in

equity-based funds.¹ The public jumping out was a clear sign that the market was hitting the bottom. After every crisis the market has rebounded and rewarded those who stayed in with a plan.

5. Be prepared for a catastrophic event. Catastrophes happen that we cannot avoid, but you can insure against them to help protect you and your family. Most individuals understand the importance of home, auto, and health insurance, but do not perceive life or disability insurance on the same level. Disability protection will provide you and your family with income in case you become unable to work due to a disability. Also, own enough life insurance to cover debt and secure the family in coming years.


6. Leave a legacy. Develop a plan for how to pass on your assets and business to the next generation. You can do this by making sure you have updated beneficiary information with your retirement accounts, life insurance policies and annuity contracts. Have wills established and make sure you periodically review them. You may want to work with an estate attorney to make sure you have everything properly planned.

Do not always follow the crowd with your financial decisions. Moving with the herds in life usually yields the same result over and over again. All of these steps take discipline and maybe even a different train of thought.

¹ CNBC, "Investors have been making a mad dash to cash" <http://www.cnbc.com/2015/08/28/investors-have-been-making-a-mad-dash-to-cash.html>

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

Past performance is no guarantee of future results. Securities and Financial Planning offered through LPL Financial, A Registered Investment Advisor. Member FINRA/SIPC. Neither LPL Financial nor any of its representatives provides tax or legal advice.

CFP®, Certified Financial Planner™ and  are certification marks owned by Certified Financial Planner Board of Standards Inc.

LaMOM is your chance to bring HOPE.

We need your support!

Please consider making a donation - \$25, \$50 or \$100 will help us to bring hope to the forgotten people of Louisiana who are not able to go to the dentist.

In 2015, we brought hope to 1,473 patients from around the state at the Baton Rouge LaMOM. Sept. 30-Oct. 1, 2016, we want to bring hope to just as many people at the New Orleans LaMOM.

You can make a contribution now for LaMOM by sending a check to the LDA Foundation and write LaMOM in the memo or call the LDA office at (800) 388-6642 to use your credit card. For more info or to watch a video, visit www.lamissionofmercy.org.



PARAGON

DENTAL PRACTICE TRANSITIONS

Patrick L. McGee, D.D.S.

has acquired the practice of

William P. Bolton, D.D.S.

Monroe, Louisiana

PARAGON is proud to have represented both parties in this Louisiana transaction.



Nationwide
Coverage



Local Market
Expertise



Dual
Representation

Your local PARAGON practice transition consultant is Bob Huston

CALL: 866.898.1867 | **EMAIL:** INFO@PARAGON.US.COM





LDA Louisiana dental services, inc.

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

YOUR Opportunity for Saving Money Increases with Each New Endorsement

Great news coming from the ADA annual session....one of our own, Dr. Gary Roberts, an LDA member from Shreveport, has been elected president-elect of the American Dental Association at the 2015 ADA House of Delegates in Washington, DC. There has not been an ADA president from Louisiana in 100 years....and it's about time! Dr. Roberts and Louisiana Dental Services go way back as he was Northwest component's representative on LDS's original board of directors and served in that capacity for many years. Congratulations, Gary!

Since the last LDA Board meeting in September at which endorsement proposals for iMedicor and Terminus Investments were approved, contracts have been signed with both companies. iMedicor is a company that will provide secure HIPPA compliant e-mail service for sending patient data and x-rays securely across the Internet. Terminus Investments will provide individual members of the LDA with investment management and financial consulting services. Mr. Todd Zirkle and his partner successfully manage the LDA's investments and would like to extend their help to our association's membership. You will hear more about these companies as we jump right into 2016!

Special mention should be made of three of our endorsed companies: Medical Waste Management, Best Card and ClaimX as we keep getting rave reviews from our members about exceptional service, affordable pricing and money saved.

1. Medical Waste Management - If you are still with Stericycle, send a copy of your contract to Mark Grillo (Mark@medwastemgmt.net) or call: (985) 373-6428. Mark will help you figure out when you can end the service and alert you when it is time to do so and provide you with a no-obligation quote.



2. Best Card says they can save the average practice \$1,399 a year on credit card processing fees. Our members say it's more like \$300 a month. Send Jennifer Nieto a copy of last month's statement from your credit card processor and see how much you can save, Jennifer@BestCardTeam.com or call (877) 739-3952.

3. If you haven't signed up for ClaimX, the insurance claim shuttle, you're missing out on a chance to save over \$1,000 a year. It took about 15 minutes to switch our practice to ClaimX. It was quick and painless at no monthly fee and .25 cents a claim. Call (866) 886-5113 or visit www.claimxedi.com (promo code KCI1986).

LDA member benefits (in addition to money-saving opportunities) just keep increasing! Watch your e-mail inbox for the "LDA E-Bites," our electronic newsletter that will provide pricing and sign-up information, or visit the LDA website at www.ladental.org/LDS for a complete listing of LDA/LDS endorsed companies. **To receive special pricing and discounts with any of our vendors, you must identify yourself as an LDA member!**

For a complete list of endorsed companies, visit www.ladental.org/LDS



Create Opportunities to Increase Referrals

Bernie Stoltz, CEO of Fortune Management, Provides Proven Techniques to Positively Impact New Patient Flow

Submitted by CareCredit (an LDA/LDS endorsed company)

There are two types of marketing – internal and external. When done correctly and consistently, both can attract new patients to your practice. But of the two, internal marketing can bring you more of the type of patient you are looking for and they come to your practice with a foundation of trust already established.

Increasing referrals starts with building a practice full of patients who are happy with their clinical outcomes and their experience at your practice. Every patient contact is an opportunity to create a “wow” experience. And the more you “wow,” the more motivated your patients will be to prove they “like” you by sharing their experience with friends and family and posting positive reviews online. A certain percentage of happy patients will proactively refer friends and family, which is great. But even better is to have a consistent and purposeful system within the practice, so all patients know you welcome and encourage referrals.

Get Comfortable

Every team member should feel comfortable asking for referrals. And in fact, they should feel it is part of their job responsibilities. Some may be uncomfortable asking patients for referrals and positive online reviews because they view it as asking patients for a favor. This is backwards thinking. If your team is 100% convinced the care and experience you provide is second to none, then they should view referrals as patients doing their own friends, family and colleagues a favor by connecting them to an incredible practice where they will get exceptional care.

Create Natural Opportunities

Every one of your patients should be aware you would like them to be an advocate and referral source for your practice. But, not every patient in your practice should be asked to refer friends and family. Yes, you read that correctly. If referrals are a system within the practice, a request for referrals should be included in all patient communication where it makes sense, like e-newsletters, new patient literature, and on your web and social sites. You can also place displays throughout your practice to encourage referrals (CareCredit has a great Referral Kit you may want to check out!). But, save proactive and personal requests for the right patients and for the right time.

The “right” patients are those who represent the type of new patients you’d most like to attract because people tend to know and refer people who are like them. These could be patients who belong to the same company, the same community or share similar behavioral characteristics such as a desire to achieve oral health. These patients are your connectors, your advocates. When you ask for referrals, make sure they know you appreciate them and consider them valuable to your practice.

“Mrs. Jones, we love having you as a patient at our practice and appreciate your trust in us. If we haven’t mentioned it before, I want to make sure you know we would love to serve your family and friends as well because they are probably great patients just like you are. May I give you a few referral cards you can give to those you think might want the same level of care we provide you?”

Continued on page 16

Continued from page 15

You can also recognize patient “anniversaries” – the date of the patient’s first appointment at your practice – with a call, card or note of thanks and a referral request.

“Mrs. Jones, did you know today is our anniversary? Yes, it’s been four years since you first came to Dr. Smith and we want to thank you and let you know how much we appreciate you! We would love to have a practice filled with patients just like you, so if you know anyone looking for a dental home, please know any friend of yours is a friend of ours.”

The “right” time and the best opportunities to ask for referrals is when you observe patients leaving your practice healthy and happy. Some of these opportunities happen naturally as patients compliment you, your team and your practice as they are checking out.

“Mrs. Jones, that is such a nice compliment. We work hard to treat you the way you deserve to be treated. And we appreciate patients like you. In fact, we’d love to have more patients like you. May I give you a few referral cards to give to family and friends?”

You can also create these “natural” opportunities by seeking out compliments and proactively asking patients about their experience as they leave the practice. If they are complimentary, affirm their value to your team and ask for the referral. If they are not complimentary, take the feedback as constructive criticism and take the steps necessary to improve the areas they may have found less than satisfactory.

“Mrs. Jones, it was nice seeing you today. May I ask – how did we meet or exceed your expectations today?”

“Well, I do have to say, Jane your hygienist was especially kind and sweet today.”

“You know, a lot of patients say that about Jane. And it makes us happy to hear how happy she made you. As you know, hygiene is very important to your oral health. If you have any friends or family who want to keep their teeth for life and may enjoy Jane as much as you did, we have referral cards you can give to them. Would you like a few?”

Always Say “Thank You” at Least Twice

When patients refer friends, family and colleagues, it is an overt display of trust and advocacy – and you should celebrate it. A personal thank you is a must. When a new patient schedules their first appointment, always ask, “Whom may we thank for referring you to Dr. Smith?” Then immediately pick up the phone and call the referring patient.

“Mrs. Jones, it’s Tonya from Dr. Smith’s office. A friend of yours, Mr. Carter, just set up his first appointment and he told us you referred him! Mrs. Jones, thank you so much for giving us this opportunity to take care of one of your friends. We appreciate it – and we appreciate you!”

Then, send the referring patient a thank you card or note and put a reminder in their file to thank them again the next time you see them. You may even want to host a “friends and family” event once a year where you celebrate all the patients who have referred others to your practice. Referrals are truly the highest compliment patients can give you. And they certainly can motivate your entire team to continue to excel, continue to provide a “wow” experience and continue to attract and retain patients as amazing as they are.

Note: A seasoned motivator, public speaker and acclaimed coach with over 30 years of business leadership, Bernie Stoltz is one of the nation’s most recognized and sought after authorities on practice management. As CEO of Fortune Management, the world’s largest executive coaching organization for doctors, Bernie leads more than 70 coaches in over 50 cities throughout the United States and Canada. Bernie has conducted thousands of training programs across the country to help thousands of people become their personal and professional best.

Disclaimer: This content is subject to change without notice and offered for informational use only. You are urged to consult with your individual business, financial, legal, tax and/or other advisors with respect to any information presented. Synchrony Financial and any of its affiliates, including CareCredit, (collectively, “Synchrony”) makes no representations or warranties regarding this content and accept no liability for any loss or harm arising from the use of the information provided. Your receipt of this material constitutes your acceptance of these terms and conditions.



YES

WE'RE READY
TO LISTEN.

YES

WE HAVE TAILORED
SOLUTIONS.

YES

WE CAN HELP YOU
BUILD YOUR PRACTICE.

At Whitney Bank, we make it a priority to be here for you with personal, face-to-face service that's both thoughtful and consultative. Whether you're buying into or establishing a practice, starting a new location or expanding an existing one, we'll listen to your business goals and work with you to achieve them. So when you sit down with a Whitney banker, you know you'll have a trusted partner by your side every step of the way - and the right financial solutions to make your dreams a reality.



225-381-0497 | whitneybank.com

Member FDIC



LDA lsu school of dentistry

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

Celebrating Our Progress – 10 Years Later



Architectural drawing of new LSUSD Annex Building. The funding for the building was recently approved by FEMA and the construction bid has been awarded.

Over 300 people attended Alumni Day this past fall to celebrate our progress 10 years after Hurricane Katrina flooded New Orleans. For the event, a timeline was created to serve as a reminder of all that had been endured and accomplished since the storm devastated our school and city. In addition to serving as a reminder to students and faculty, it also provides a historic account of all that has occurred for future generations.

Rebuilding the campus and strengthening our educational mission have been my key priorities for the dental school these past years. The unprecedented budget constraints experienced during my tenure have resulted in a decrease of nearly half of our general state funding—approximately \$6 million. However, we were able to identify other avenues to successfully accomplish our goals.

On the main campus, the common areas, which include the cafeteria and campus grounds, have undergone a total transformation following Hurricane

Katrina. Auditoriums were renovated; student wet labs were upgraded; the advanced practice/faculty practice clinic was enlarged; the distance learning classroom was expanded and renovated; and a new patient screening clinic was established.

In recent months the legislature approved a capital outlay to supplement funding for the renovation of the preclinical laboratories and the federal government agreed to support the new annex building, which will replace the clinical and research areas that were flooded during Katrina. A new Interprofessional Education Clinic was also built on campus to provide students with the opportunity to work with and learn from other health care professionals.

Off campus, a general practice residency satellite clinic was established following the closing of the LSU South Campus site in Baton Rouge and a partnership with Our Lady of the Lake (LOL) Hospital in Baton Rouge was established after the



Commissioned art glass in memory of former art director Susannah Stacey Richard, as well as in remembrance of the devastation and subsequent rebuilding of school following Hurricane Katrina.

closing of the Earl K. Long Hospital. In New Orleans, a 17-chair dental clinic at the new University Medical Center is now open for resident rotations.

To enhance recruitment of new students, Pre-Dental 101: A Brush Up on Dentistry and the Summer Enrichment Program were established. The former introduces college students to the opportunities in the profession and the latter was created to increase the diversification of our student body. The Harold Wirth Professionalism Ceremony was also established to remind current students of their ethical responsibilities to their patients and colleagues.

I would be remiss if the new three stained glass windows at the far end of the fourth-floor breezeway were not mentioned. The art, installed this spring in memory of former art director Susannah Stacey Richard, has a dual meaning. It represents both the

decades-long battle Susannah had with cancer, as well as the devastation and subsequent rebuilding of the school following Hurricane Katrina. I hope those who visit the school in the future will take a moment to view and learn more about the piece.

The accomplishments over the past decade have required the support and input of many stakeholders — faculty, staff, students, alumni, legislators, and organizations/corporations. Special thanks to the leadership and members of the Louisiana Dental Association for their tireless and consistent efforts on our behalf. I hope that recognition of how far we have come and appreciation of the opportunities that lie ahead will inspire us all to invest our time and resources to strengthen dental education in the years to come—both in Louisiana and beyond.

Upcoming LSUSD Events

**Saturday, February 27, 2016
10th Annual Clay Pigeon Shoot**

Florida Parishes Skeet & Conservation Association
Amite, Louisiana

**NODC Welcome Reception and LDA President's Party
(honoring Dr. L. King Scott)**

**In conjunction with the LSUSD Alumni Reception
Thursday, April 14, 2016**

The Chicory (2nd floor above Ernst Cafe)
610 S. Peters St.
7:00 p.m. - 10:00 p.m.

Featuring Joe Simon Jazz Band

Reunion celebrations are typically held in conjunction with the NODC/LDAAS Dental Conference (April 14-16). If your graduation year ends in a 1 or 6 and you are interested in helping to plan your reunion, contact Katie Kelley, MBA at (504) 941-8120 or email kkell2@lsuhsc.edu.



The LDA Foundation appreciates the kind donations contributed during the 2015 dues cycle, which is Dec. 2014, through Nov. 2015. We appreciate your dedication to the Foundation and the financial assistance to help support our mission.

Acadiana

Dr. Edwin L. Bercier III
Dr. George L. Billeaud III
Dr. Donald P. Boudreaux, Jr.
Dr. Francis E. Boustany, Jr.
Dr. Carl J. Breaux
Dr. Timothy L. Chauvin
Dr. Mark S. DeRouen
Dr. David E. Doerle
Dr. Timothy S. Fontenot
Dr. Randy T. Gauthreaux
Dr. Donald P. Harris
Dr. Ann K. Laurent
Dr. Thomas G. Mc Kenna
Dr. Raymond J. Schexnayder
Dr. Stephen E. Searcy
Dr. Angela S. Soileau
Dr. Phillip L. Stelly
Dr. Bridgette M. Vidrine
Dr. Preston J. Webre, Jr.

Bayou

Dr. Douglas S. Ber
Dr. Johnny J. Bouzigard
Dr. Edward D. Clement
Dr. Donald J. d'Aquin
Dr. Kenneth Mike Luminais
Dr. Stephen A. Morgan
Dr. Bobbie N. Morris
Dr. Christopher J. Saal
Dr. William P. Walsh
Dr. Curtis J. Zeringue

Central

Dr. Steve Arnold, Jr.
Dr. Erin E. Bear
Dr. Larry R. Burke
Dr. David M. Carlton III
Dr. Steven L. Falkenheiner
Dr. Leonard G. Hedrick
Dr. Casey L. Iverstine

Dr. James V. Iverstine
Dr. Paula E. Karam
Dr. Joseph O. La Prairie, Jr.
Dr. Pamela G. McCalister
Dr. Anna B. Moreau
Dr. Jeffrey J. Seiler
Dr. Valerie H. Washington
Dr. Layne Washington
Dr. Matthew Whitehead

Greater Baton Rouge

Dr. C. Richard Atkins
Dr. David A. Balhoff
Dr. David W. Barnett
Dr. Frederick P. Beringer, Jr.
Dr. Lee M. Berthelot
Dr. Clare M. Berthelot
Dr. Calvin G. Bessonnet III
Dr. J. R. Chustz, Jr.
Dr. Clifford C. Comeaux, Jr.
Dr. Bradley S. Comeaux
Dr. Galen G. Crawford
Dr. Alan M. Day
Dr. Robert L. Delarosa, Jr.
Dr. Therese T. Dinh
Dr. Brian N. Dyess
Dr. Lance E. Fallin
Dr. Shelly F. Fallin
Dr. Patricia P. Fernandez
Dr. James B. Fruge
Dr. Marty B. Garrett
Dr. Blair P. Gremillion
Dr. Patrick Guidry
Dr. Dustin M. Kidder
Dr. Scott C. Kogler
Dr. Kurt A. Lejeune
Dr. Brynn L. Leroux
Dr. Cecilia L. Luong
Dr. Arthur S. Moles
Dr. Bobby V. Nguyen
Dr. Kenny R. Oswald

Dr. Doyle F. Philippe
Dr. John W. Portwood, Jr.
Dr. Cyril J. Richard, Jr.
Dr. Denis E. Simon III
Dr. Lauren Thurmon
Ms. Katherine Tran
Dr. Richard L. Wampold
Dr. Robert D. Westerman

NODA

Dr. Chelsea P. Accardo
Dr. Mark D. Anderson
Dr. Darlene T. Bassett
Dr. Gordon A. Bech
Dr. Charles W. Berthold III
Dr. Edward J. Boos
Dr. Joseph M. Campo
Dr. Roy L. Cantrelle
Dr. Linda T. Cao
Dr. George P. Cerniglia
Dr. Mark S. Chaney
Dr. Robert H. Charbonnet
Dr. Jean N. Coleman
Dr. Myrna L. Collado
Dr. Dimetry B. Cossich
Dr. F. Ralph Dauterive
Dr. William K. DeJong
Dr. Vincent L. DiLeo, Jr.
Dr. Edward L. Donaldson, Jr.
Dr. K. Richard DuBois, Jr.
Dr. William D. Duvic
Dr. John A. Franck, Jr.
Dr. Gary A. Glaviano
Dr. Sarah R. Haydel
Dr. Steven A. Heier
Dr. David J. Hildebrandt
Dr. Charles M. Jouandot
Dr. Janelle U. Lee
Dr. Jeffrey A. Leeson
Dr. Craig M. Marcello
Dr. Kent R. Mauduit

Dr. Charles T. McCabe
Dr. Michael J. Moran
Dr. Barry L. Radell
Dr. Gizelle P. Richard
Dr. Dennis A. Russo
Dr. Carol A. Stuckey
Dr. Hilton M. Title
Dr. Ronnie M. Vinson
Dr. Edward C. Vocke III
Dr. Terence E. Walsh
Dr. Larry A. Wise
Dr. Lisa Wyatt

Northeast

Dr. Janette T. Bagwell
Dr. G. M. Davis
Dr. Henry Steven S. Donald
Dr. Lance (Henry) L. Donald
Dr. Edward H. Eiland, Jr.
Dr. James R. Farrar
Dr. John P. Garrett
Dr. Todd Hilburn
Dr. Jeff Hooton
Dr. Raymond H. John
Dr. Mark M. Meredith
Dr. Mark M. Meredith, Jr.
Dr. Timothy R. Perry
Dr. John C. Shepard
Dr. Robert E. Spatafora
Dr. Justin E. Tarver
Dr. David M. Vieth
Dr. Kevin C. Williams

Northlake

Dr. Mary A. Beilman
Dr. Todd S. Brasuell
Dr. Gabriel F. Daroca III
Dr. Jill M. Donaldson
Dr. Brian M. Duvernay
Dr. Charles B. Foy, Jr.
Dr. Bryan P. Frichter

Dr. Richard D. Olinde
Dr. Dennis R. Preau
Dr. Terrence H. Truxillo
Dr. Thomas H. Wingo, Jr.

Northwest

Dr. David N. Austin
Dr. Doyle W. Baldridge
Dr. David K. Clark
Dr. Ronald L. Crawford
Dr. W. P. Cunningham III
Dr. Richard M. Fox
Dr. Frank N. Gaensehals
Dr. Emile T. Geneux II
Dr. Walter J. James
Dr. James R. Lang, Jr.
Dr. Joseph R. Lott
Dr. Peter H. Nasser
Dr. Robert A. Palmer, Jr.
Dr. James W. Sikes, Jr.
Dr. Michael E. Woolbert

Southwest

Dr. Randolph H. Alexander
Dr. Charles J. Ardoin II
Dr. Nathan H. Bray, Jr.
Dr. Robert C. Cochran
Dr. Emma M. DiCarlo
Dr. Edward J. Hebert
Dr. Richard L. LeBlanc
Dr. James J. Mc Gee
Dr. Thomas H. Price
Dr. Paul D. Vidrine
Dr. Daniel A. Weaver
Dr. Stephanie B. Weaver

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

To make a Foundation contribution, call the LDA office at (800) 388-6642, email info@ladental.org, mail a check to the LDA Foundation, 7833 Office Park Blvd., Baton Rouge, LA 70809 or go online at www.ladental.org.



A Culture of Courage and Resilience: Lessons from survivors of the flood who found ways to thrive

Dr. James Otten
Speaker, 2016 New Orleans Dental Conference/LDA Annual Session

How do you think about courage and resilience in the face of adversity when it comes to your life and your practice? When it comes to these qualities, few places represent them better than the State of Louisiana and especially the City of New Orleans.

In our 28-year annual pilgrimage to New Orleans for “Jazz Fest,” none other stands out more than the year of 2006, the first festival that followed that infamous, now landmark disaster known as “Katrina.” Even now when I say or write “her” name, it rekindles in me scars like that of a betrayed first love, one that left you at the altar suffering for your dignity. But we all know that the best lessons of life often come as the result of the lessons of resilience we learn in the face of our greatest hardships.

I love the spirit of Louisiana and in particular the spirit of New Orleans. The vivid memories of the devastation and heartbreak, literally in the wake of that storm, can still evoke powerful and sorrowful emotions to this very day. However, the reason I’m excited to be a part of this meeting and to come back to New Orleans is because the story *never* ended there. The real story continues in the fascinating rebirth and renewal of the city and state to become even better than before and provide a light and an example for all to follow.

So what is it that kindles those emotions and characteristics in you and what culture do you create in your life and your practice? What moves you to overcome the challenges of third-party interference, the minefield of managing your practice, and the mountainous climb to reach your full potential and provide excellence for your patients?

As a full-time restorative dentist and visiting faculty member at both the Pankey Institute and

Spear Education, I get to both participate in and witness those same journeys that present us with significant challenges and better - with even more opportunities. In fact, without question, the best lessons I ever learned were from the toughest problems I ever faced.

Can you define the life you want for yourself and your family? Can you clearly visualize a practice that moves beyond average, beyond reliance on outside influences and one that allows you to become all you’re destined to be?

The challenges are many and so are the opportunities. One fabulous opportunity is the New Orleans Dental Conference/Louisiana Dental Association Annual Session April 14-16, 2016.

I’m so excited to be part of a great program that will help you realize that potential and develop the resilience and courage to do so. I’m joined by a top flight group of presenters that can help you implement real and meaningful change. In our time together on Friday, I’ll help you navigate the often turbulent waters of the science of TMD and Occlusion for the restorative practice giving you a way to chart a course to better dentistry that will give you the opportunity to give your patients your best stuff and bring you a sense of gratification and prosperity. That afternoon, we’ll discuss how to position your practice to be the go to expert and market your uniqueness.

Out of the floodwaters of 2005 came a new city and state, building on the traditions of uniqueness, individuality and resilience that have always made this a great place. Now it’s your turn to rise above the tide of mediocrity and build the practice and live your dreams by joining me in April. I hope to see you there. “Laissez Les Bon Temps Rouler!”





LDA

feature

Jared Broussard
BlinkJar Media



BlinkJar Media is an Inbound Marketing Agency with a concentration in the medical sector. BlinkJar is based in Baton Rouge, but has professional and medical clients across the nation. For more information, visit <http://www.blinkjarmedia.com/>.

What Social Media Platforms Should Be Used By A Dental Practice?

It's tempting, and a common social media misstep, for dental practices to promote their services on all available social platforms. The thought process is typically somewhere along the lines of, "If it's free, why not? What can it hurt?" On the other end of the spectrum are those dental practices that completely shun social media as if it were a fad. While there are always exceptions, neither of these extremes are where most dental offices should be. Are you attempting to attract every possible age group, income level, and professional status from the stay-at-home mom all the way to CEO? For dental practices, the answer to this question is most likely no; therefore, your social media efforts need to be very specific and concentrated. If they aren't, you're wasting valuable time, energy, and resources promoting to an audience who will never need you.

Let's take a look at four of the top social media players: Facebook, Twitter, Instagram, and LinkedIn, to get a better understanding of which demographic utilizes each. From there, it's a simple matter of matching these demographics to your own buying personas to target the ideal fit.

Facebook: Facebook has by far the widest reach of all platforms and is the most likely to be used universally across all industries. With 1.44 BILLION users, it's a good bet that your audience is there. A 2014 study from G/O Digital shows that the most important factor when engaging with brands via Facebook was their reviews. Forty-one percent used business pages, specifically to review the feedback left by fellow consumers. Keeping a pulse on what is being said about your dental practice should be an important factor for every dentist.

A smart strategy for dentists using Facebook is to offer fun and appealing content, often in the form of videos, giveaways, and promotions, and to harness the power of the platform for reputation management. Dentists that can maintain strong

reviews on Facebook will reap the reward.

Twitter: If your audience is young (under 35), Twitter may be a solid marketing platform for you. About 23 percent of adults actively use Twitter with the bulk of those falling into the 25-34 age bracket. Of all platforms, Twitter is the most to-the-point. News travels quickly here, and the lifespan of your content will be brief. Very brief. If this is where your audience resides, you'll need to adapt.

Many dentists are using Twitter as an informational portal. One smart strategy is to provide daily or weekly tips. These quick and informative tips will encourage others in the community to follow and engage with your dental practice.

Instagram: Instagram is quickly proving itself to be a powerhouse player for companies looking to engage via social media. Recent research by Forrester suggests that the platform delivers up to 58 times the level of consumer engagement as other social sites. So how do you achieve higher levels of engagement for your dental practice? Naturally, we begin by understanding the audience. Instagram users are young, which should be a surprise to no one. Over 90 percent are under the age of 35, with the majority being women located in urban areas.

Many dental practices are sharing "behind the scenes" photos of staff members, which is a pronounced way to connect with the community. Another considerable strategy is to encourage patients to post pictures on Instagram using your location.

LinkedIn: Often overlooked in social media marketing, LinkedIn is a bit of a hidden gem. Of its over 300 million users, 100 million are over the age of 50. These users tend to be professionals who are more affluent, making upwards of \$75,000 per year.

At first glance, one may think LinkedIn is not a fit for a dental practice. Ironically, it could prove to be the best platform if used in the right way. Think about it – dentists are service providers. LinkedIn

allows you to manage your brand and your company profile to your liking. Patients can even use the search bar to find exceptional dentistry near their homes. More accessibility means more business.

One way for a dentist to leverage LinkedIn is to begin publishing consistent blogs on focused topics in the dental industry. With a concentrated content plan for LinkedIn, dentists can become a local thought leader in the industry.

There has never been a cookie-cutter approach to marketing, at least not one that works. It can be easy to lump all social media platforms together, but doing so is short-sighted and does little to actually leverage the power of those that could really work for you. The first step is to understand where your consumers are spending their time and then to engage them in a manner that is fitting to the specific platform. You may be most drawn to Facebook, because of your personal level of familiarity, but if you operate a dental practice that caters to 20-somethings, Instagram is more likely to garner some engagement and boost sales. Understand where your time and dollars stretch the furthest, and make it your priority.

Electronic Health Records (EHR) Incentive Payment Program

Through the Louisiana Medicaid Electronic Health Records (EHR) Incentive Payment Program, eligible medical professionals and hospitals with qualifying Medicaid patient volume can receive incentive payments for adopting, implementing or upgrading and meaningfully using certified EHR technology. To learn more about the program, visit the DHH website at <http://new.dhh.louisiana.gov/index.cfm/page/1159> or the LDA Regulations/Laws/Guidelines link at www.ladental.org. Eligible professionals' deadline to begin participation in program is March 31, 2017.

We focus on PRACTICE CARE so you can focus on PATIENT CARE



Henry Schein can help you implement a wellness program to educate patients and motivate them to comply with oral care

WELLNESS

We do that!

- Wellness presentation to engage the dental team
- Oral systemic information to share with patients
- Decrease cancellations and increase treatment acceptance
- Improve patient health



HENRY SCHEIN
Dental Business Solution

21399 Marion Lane, Ste. D
Mandeville, LA 70471
Phone: 1-985-871-0001 • Fax: 1-985-871-0181



Gary L. Roberts, D.D.S. Chosen President-Elect of American Dental Association

Annette Droddy
Assistant Executive Director, LDA

Shreveport Dentist to Assume ADA Presidency in 2016

This November's ADA Annual Session in Washington, D.C. was considerably more work and more excitement for delegates and alternate delegates from Louisiana (as well as the entire Twelfth District including Louisiana, Kansas, Arkansas and Oklahoma). Our good friend and colleague, Dr. Gary L. Roberts, a general dentist from Shreveport, was elected as the new president-elect of the American Dental Association (ADA). He will assume the role of president of the ADA in October 2016, when he will lead the 158,000-member organization, America's leading advocate for oral health.

With the support and campaigning skills of our district, Dr. Roberts campaigned against two other formidable candidates and represented our State and our association with incredible knowledge and dedication.

Dr. Roberts, an ADA member for 41 years, served as the Twelfth District trustee to the ADA House of Delegates. He served on the ADA Council on Ethics, Bylaws and Judicial Affairs, Council on Government Affairs and was chair of the Committee on Budget and



Drs. Gary Roberts and Nelson Daly right after the results were announced.



Teresa, the new first lady of the ADA, and Dr. Gary Roberts.



Dr. Gary Roberts thanking delegates for their votes.

Finance. He served as a trustee liaison to the Council on Dental Practice, Council on Annual Sessions and the Council on Dental Education and Licensure.

He is a past-president of both the Louisiana Dental Association (LDA) and the Northwest Louisiana Dental Association. He was speaker of the LDA House of Delegates for six years and editor of the Journal of the Louisiana Dental Association for eight years. In addition, he served on numerous committees at the LDA including the Council on Government Affairs, the Louisiana Dental Association

Political Action Committee and served on the Board of Directors of Louisiana Dental Services. In 2007, he received the Louisiana Dental Association's highest honor, the Distinguished Service Award.

Dr. Roberts is a member of numerous other professional dental organizations, including the Academy of General Dentistry and Ark-La-Tex Academy of Dentistry. He is a fellow of the American College of Dentists, International College of Dentists and the Pierre Fauchard Academy.

He earned his dental degree from Baylor College

of Dentistry in 1977. He and his wife, Teresa, live in Shreveport, Louisiana, and have two children, Zachary and Joshua, daughter-in-law, Stephanie, and one grandson, Caleb.

Dr. Roberts is the second Louisiana Dental Association member who will be president of the ADA. Dr. C. Victor Vignes from New Orleans was elected in 1918 as the 56th president of the National Dental Association, now known as the ADA.

Congratulations Dr. Roberts! LDA members are proud of you and your accomplishments!



Dr. Terry Fiddler and Teresa Roberts, followed by Zach and Josh Roberts, anxious to congratulate our new president-elect.



Drs. Terry Fiddler and Gary Roberts.



Dr. Gary Roberts before the ADA House of Delegates.



Drs. Jeff Hooton, Lindsay Smith, Nelson Daly, Tamara Berg, and Krista Jones during Reference Committee Meetings.



Dr. Lance Savoie at Reference Committee Meetings.



Drs. Kristi Soileau and Steve Ortego at the Twelfth District Caucus.



Drs. Charlie Foy and Mike Luminais at the Twelfth District Caucus.



Dr. King Scott, Ward Blackwell, Kari Scott, Dr. Marty Garrett, Dr. Bill Hadlock, and Dr. Charlie Foy.



Drs. Stephanie Weaver, Danny Weaver, Bob Barsley, Sally Daly, Nelson Daly, and Mike Luminais.



Dr. Gary Roberts and LDA Executive Director Ward Blackwell.



Dr. Gary Roberts with grandson Caleb.



Louisiana Delegation: (front row, l to r) Dr. Mike Luminais, Dr. Stephanie Weaver, Dr. Gary Roberts, Dr. Kristi Soileau, and Dr. Marty Garrett, and (back row, l to r) Dr. Bob Barsley, Dr. Mark Chaney, Dr. Nelson Daly, Dr. King Scott, Dr. Danny Weaver, Dr. Lance Savoie, Ward Blackwell, Dr. Charlie Foy, Dr. Bill Hadlock, Dr. Steve Ortego, and Dr. Jeff Hooton.



Campaign managers Drs. Terry Fiddler (Arkansas) and Bill Hadlock (Louisiana) with Dr. Gary Roberts.



LDA leadership, President Dr. King Scott and President-Elect Dr. Bob Barsley, in the ADA House of Delegates.



Drs. Charlie Foy, Jeff Hooton, and David Austin helping to celebrate.



On the ADA House of Delegates floor.



Roberts Family: Josh, Gary, Teresa, Caleb, Stephanie, and Zach.

Dr. Ed Silva, a Fortress Dentist.

I live in Edina, Minnesota. I came to the States as an exchange student from Spain and got my DDS at the University of Minnesota.

I practice general dentistry. I really enjoy the cosmetic cases, the before and after is very satisfying. I've had patients hug me they were so happy.

I recharge by playing soccer. It's a great stress reliever. Our team has been together for 8 years, playing winter and summer. We have league games on Sundays.

I love my children, spending time with them. I have two boys. We bike around the lakes, play soccer and go up to our cabin in Wisconsin to fish and jet ski.

I plan to expand our practice to a network of offices in the metro area. We have two offices now, and plan to add a third. I like the business side of dentistry.

I hope to see my children develop into good people and guide them to achieve their goals. I can see having grandkids.

I admire my patients. Sometimes they have to sit for hours and they rarely complain.

I recommend Fortress professional liability coverage. Great customer service. My agent is always available and helpful. The coverage is very complete and the prices are competitive.



Dentists all over the country trust Fortress for their professional liability insurance.

When you choose Fortress for professional liability coverage, you can be confident your practice is protected. We are owned and operated by dentists and only insure dentists. Aggressive claims defense, valuable risk management and outstanding customer service are why dentists all over the country have chosen Fortress. Our local agents are responsive and knowledgeable too. To get Fortress protection, call Stormy Blair at Brown & Brown Association Services Professionals, 888-503-5547. Tell her Dr. Silva sent you.

Brown & Brown Association Services Professionals is Proudly Endorsed by the LDA

*The language contained in each policy of insurance establishes the specific terms and conditions of insurance, and will supersede any statements contained herein.





LDA Welcomes Tisha White as New Director of Accounting

We have a new “bean counter” at the LDA office and she’s jumped right in with not only paying bills but also helping to prepare budgets for both LDA and LDS for 2016. She didn’t miss a beat (or a bean)! Tisha White is our new director of accounting and replaces Tiffany Waddell, who moved on to pursue other opportunities.

Tisha came to us from Cyrious Software where she served as a documentation/programming coordinator/bookkeeper, as well as an administrative assistant since 2004. She is married and has one son who is in college, a stepdaughter and one granddaughter. When not at work, Tisha is an avid runner.

She lived in Abbeville, La., as a child before her family moved to Denham Springs where she graduated high school. Tisha is an AIPB certified bookkeeper, and we are excited to have her as part of our team.

If you fail to plan, you plan to fail...

Whatever your unique needs, ADS Lovelace & Associates can help you get the most out of your practice

Call today for your complimentary practice valuation



PRACTICES FOR SALE

Baton Rouge • Port Vincent • New Orleans
Marksville Area • Kinder • Shreveport
Monroe • Vermillion Parish
Southeast LA Periodontal



All ADS companies are independently owned & operated.

ADS Lovelace and Associates, Inc. • (225) 927-8015 • LovelaceAndAssociates.com

Welcome to the

LOUISIANA DENTAL ASSOCIATION

New Members of the LDA from September 2015 to November 2015



Acadiana District Dental Association

Dr. Ryan Buller
Dr. Brittaney Burke
Dr. Kathleen Darnall
Dr. Linh Ngo
Dr. Thomas Sammons

Bayou District Dental Association

Dr. Kathlene Zuniga

Central Louisiana Dental Association

Dr. Cote Ryland

Greater Baton Rouge Dental Association

Dr. Maurice Bostick
Dr. Charlene Brown
Dr. Jacob Diebold
Dr. Lauren Hayden
Dr. Jessica Whiteside

Northeast Louisiana Dental Association

Dr. Akram Abdulla
Dr. Fekri Abdulla

New Orleans Dental Association

Dr. Kevin Astugue
Dr. Brent Benoit
Dr. Geoffrey Bird
Dr. Emeric Boudreaux
Dr. Caroline Cobb
Dr. Elizabeth Crapanzano-Perez
Dr. Christy Forsyth
Dr. Erin Hymel
Dr. Zachary Karam
Dr. Andy Le
Dr. Rathana Lim
Dr. Christy Marcello
Dr. Julio Marin
Dr. Ryan May
Dr. Kayla McDaniels
Dr. Rebecca Payne
Dr. Adrienne Reviere
Dr. Douglas Rodrigue
Dr. Christopher Savoy
Dr. Sumei Sharma
Dr. Jefferson Twomley

In Louisiana, there are nearly
72,000 monthly online
searches for dental services.

Mary is one of them.

Will she find
your practice in
her on-line search?

Start attracting more web visitors, leads, and patients
today with Blinkjar Media.

Contact us: 225-300-4759
www.blinkjarmedia.com/LDA



Serving Dentists for Over 15 Years



DENTAL CREDENTIALING SPECIALISTS

Let us handle your dental credentialing
headache at an affordable price!

SERVICES INCLUDE:

- 🦷 Complimentary Zip Code Fee Analysis
- 🦷 Upfront Fee Negotiations
- 🦷 Initial Applications
- 🦷 Yearly Fee Negotiations
- 🦷 Status Reports of Credentialing
- 🦷 Notifications of Document
Renewals/ReCredentialing
- 🦷 Tracking of Eligibility for Fee Increases
- 🦷 Consultation/Training

Call now for a FREE analysis!

1.800.610.6134



**TDA PERKS
PROGRAM**
value for your profession

**DENTAL CREDENTIALING
SPECIALISTS**

www.dentalcredentialingtexas.com



LDA louisiana dental hygienist's assoc.

Shandi Landry Romero, R.D.H., B.S.D.H.
President, L.D.H.A.

Professional Organizations

The benefits are endless when you belong to a professional organization. Without even realizing, networking begins and you become associated with other people of your profession. The American Dental Association (ADA) and the American Dental Hygienists' Association (ADHA) are great examples of professional organizations. ADA and ADHA have a tripartite structure which benefits their members. Upon joining, you become a member of the national, constituent (state), and component (local) associations.

As a member of the association, the tripartite provides and helps the professional. ADHA offers opportunities for continuing education, insurances, credit cards, hotel discounts, leadership experiences, scholarships, etc. The Louisiana Dental Hygienists' Association (LDHA) provides members with networking, scholarships, and community volunteer programs. Every year, LDHA hosts the Annual Session (AS) in order to help members with continuing education units. AS 2016 will be held in Lafayette, March 11 at the Wyndham Garden Inn. AS attendees will be able to receive most of their yearly CEU requirements in one day at a discounted rate for ADHA members! Local components also host CEU classes and great networking, including helping RDH's find job opportunities. For more information, visit ADHA.org and ADA.org. On the state level, LDHA.org and Ladental.org.

As always, keeping with the times is an ever changing occurrence with associations. This year, ADHA has restructured itself for the safety and security of its members and volunteers. New charter agreements and procedures are going to help maintain the integrity of the association. A new member website has also launched for ease of use. Major changes are on the horizon for registered dental hygienists. In collaboration with other

professional organizations, RDH's can better serve patients and dentists alike.

Together LDA and LDHA can be a stronger voice for getting things done and helping Louisiana citizens with oral health care needs. If you are reading this issue of the LDA Journal, you are likely a member of the LDA and recognize the value of organized dentistry. If your hygienist is not a member of LDHA, send them to the website right away and suggest they join. You (and they) won't be sorry!

LDA-VISIT THE... — □ X


visit
www.ladental.org

resources | classifieds | events



“ I only have one regret about selling my practice. I should have called Dr. Earl Douglas sooner.”

Sound Advice.

Trust us for all your dental transition needs.

- Appraisals
- Associate Placement
- Brokering
- Equity Associateships
- Practice Financing

ADSSouth.com



Practice Transitions Made Perfect™

All ADS companies are independently owned and operated.



GEORGIA, LOUISIANA & TENNESSEE
Earl Douglas, DDS, MBA, BVAL
 HAILS FROM CUMBERLAND, MD
 (770) 664-1982
 earl@adssouth.com



N. CAROLINA & VIRGINIA
James J. Howard, DMD
 FORMER PRESIDENT OF HOWARD DENTAL GROUP IN LAVALE, MD
 (910) 523-1430
 jim@adssouth.com



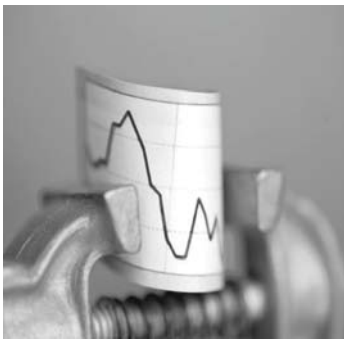
ALABAMA, MISSISSIPPI & W. TENNESSEE
Rebecca Kyatt
 (205) 253-9094
 rebecca@adssouth.com



OFFICE MANAGER
Virginia Douglas
 (770) 664-1982
 virginia@adssouth.com

EXCLUSIVE LDA MEMBER OFFERS

Take the Family Index Stress TestSM



Will Your Family's Finances Survive Another Market Meltdown? Are you willing to take the chance?



Everything You Need to Know About Financial Planning All In One Book

Only \$14~~95~~!

BOTH OFFERS FREE FOR LDA MEMBERS!

Log onto www.olivergroup.com and click on "LDA Members" under the Contact Us tab. Fill out the info and choose to get a free book copy in the mail or have a complimentary Family Index Stress TestSM.



Chad Olivier, CFP®
 Creating Financial Legacies for Medical Professionals Since 1996

(225) 757-9484

No strategy assures success or protects against loss. Securities offered through LPL Financial. Member FINRA/SIPC

CFP®, Certified Financial Planner™ and are certification marks owned by Certified Financial Planner Board of Standards Inc.



LDA Louisiana state board of dentistry

*Dr. Aubrey Baudean
President, Louisiana State Board of Dentistry*

Pleasure to Serve This Board and This Profession

I have had the opportunity to serve almost 20 years as a board member on the Louisiana State Board of Dentistry. My one year term as board president, as well as my service on the board, ended on December 31, 2015. It was a great privilege to serve on the board and as board president. I truly believe that the dental board is the best run and fairest board in the state.

There have been many changes to the Dental Practice Act in the past year. The changes to the Dental Practice Act Rules were done in close consultation with the LDA through a Joint LDA-LSBD Task Force. Although there were many changes, the most sweeping changes involve a rewriting of the entire section of the Dental Practice Act Rules dealing with the disciplinary procedure. The re-write clarified the procedure of the disciplinary process and made it easier for a dentist to understand. The changes were also aimed at making the disciplinary process as fair as possible.

These changes were good changes and the board is now fairer to its licensees than ever before. There will always be negative things said about the board by licensees who have been sanctioned by the board, but please keep in mind that when you hear these things, you are only hearing one side of the story. Due to confidentiality concerns, the board is prohibited from putting out the other side of the story, and a licensee who has been sanctioned is free to say anything about his or her discipline without rebuttal from the board. As a long-term board member who knows the whole story, I give my word to every member of this profession that decisions made by the board are done with fairness and are made by good, decent people who are interested only in appropriately protecting the public.

I would like to thank everybody who made my tenure as board president mostly an enjoyable one. I would list them here, but the list would be too long. However, I would like to especially thank the LDA leadership for coming together with the board to work cooperatively on common problems. This

cooperation has benefitted the entire profession. In closing, I pledge to continue to be active as needed to help the board and the profession to move forward in a positive manner. It has been a pleasure serving this board and this profession.

MCNA Dental Advisory Committee (DAC) Meeting Update - Dec. 9, 2015

Submitted by LDA Executive Director Ward Blackwell

DHH announced a few weeks ago that Medicaid claims would now take an additional two weeks to be processed to increase "fraud detection." The main reason, though, was allowing DHH to withhold a payment from third-party claims administrators (i.e., MCNA and the Bayou Health plans) until the next fiscal year. MCNA again confirmed to all present at the DAC meeting that there would be no change in MCNA's handling of claims in spite of DHH pushing back its payment to MCNA.

The time allowed to request reconsideration of a claim rejected for administrative reasons has been extended from 60 to 90 days (dentist must provide an explanation of new information with the request).

When treating a referral from a general dentist, pediatric dentists have been having to downcode D0150 to D0140. MCNA will henceforth pay specialists for a D0150 (when a comp exam is actually performed) provided there is an explanation regarding the referral, etc. included with the claim. *(Note: generally, any narrative included with a claim kicks it out of the automated system for review by a live person.)*

FOR SALE: 2 Marus chairs with power backrest, automatic return, elbow support, mounted on Matador steel chassis, footrest cover, light green French seamed smooth upholstery. Foot controller built into manual height adjustable base. \$1,000 each. Email keileighmcrosby1@gmail.com for more info.

General Dentists needed (Greater Baton Rouge area): Louisiana Dental Center, a well-established and fast-growing group dental practice, is seeking General Dentists for new offices in the Greater Baton Rouge area. Please contact Terry Ernst at (985) 893-2240 or fax/email your CV to (985) 893-2629 or ternst@ladentalcenter.com.

Busy Baton Rouge Dental Office in search of a part/full time associate and specialist. Please fax your CV to (225) 218-9219 or email it to jackiesuir@yahoo.com.

KODAK/CARESTREAM & SCHICK INTRAORAL X-RAY SENSOR REPAIR: We specialize in repairing Schick CDR & Kodak/Carestream RVG 5100 & 6100 dental X-Ray sensors. Repair & save thousands over replacement cost. We purchase old/broken sensors. For more info, visit www.RepairSensor.com or call (919) 924-8559.

GENDEX & DEXIS INTRAORAL X-RAY SENSOR REPAIR: We specialize in repairing Gendex & Dexis dental X-Ray sensors. Repair & save thousands over replacement cost. We purchase old/broken Sensors. For more info, visit www.RepairSensor.com or call (919) 924-8559.

Baton Rouge, LA: Dr. Jacob Dent, the Owner Dentist for Acadian Modern Dentistry, is looking to add an experienced Associate Dentist to work full time in his state-of-the-art practice in Baton Rouge, LA. The office is fully digitalized and equipped with SIROLaser, Cerec® CAD/CAM, and integrated specialties. Dr. Dent's full time Dentists are given great income potential and benefits including medical, dental, vision, 401K, paid CE and malpractice. Please contact Annie Clark at clarka@pacden.com for more details.

Alexandria, La., Growing Dental Office is Seeking a Professional Dental Hygienist. Hours: Monday, Tuesday, and Thursday, 8 a.m. to 5 p.m. and Wednesday and

Friday, 8 a.m. to 4 p.m. Required license or certification, Louisiana State License. For more info, call (318) 442-8915 or fax a CV/resume to (318) 442-2493.



IMMEDIATE PART-TIME OPENINGS FOR PERIODONTISTS, PROSTHODONTISTS and MAXILLOFACIAL PROSTHODONTISTS. There

are opportunities for dentists to gain extraordinary experience serving part-time in America's Navy Reserve, all while maintaining your civilian practice. The Navy Dental Corps includes professionals in General Dentistry and 13 advanced specialties. Enjoy excellent pay and benefits – including the potential for additional specialty pay up to \$75,000 and hone your skills in a place where patient needs are the only bottom line. **CALL 800-852-7251** or e-mail your curriculum vitae to nola@navy.mil.

NEW ORLEANS FULL/PART TIME DENTIST needed for a busy General Dentistry office. Immediate position available. Fax or email CV to (504) 340-1601 or bkbent@cox.net. Office phone is (504) 340-9207.

Well established Family Dentistry practice in NE Louisiana seeking a motivated general dentist for a fast paced, patient focused practice in a rural setting. Our general dentist is responsible for providing personalized care to all dental patients that visit our family practice. You will have the freedom of 100% clinical autonomy and opportunities for ownership. We have two locations, an in house lab and free standing facilities with road frontage. Patient base is well established and is a mix of fee for service, PPO and Medicaid. Great earning potential.

Required qualifications:

- DDS or DMD from accredited dental school.
- Valid state dental license.
- Competence in all facets of general dentistry.
- Strong focus on clinical excellence.
- Ability to maintain state required insurance coverage.
- Applicant must be personable and have the ability to communicate effectively, with the intention of creating lasting relationships with our patients.

For more info, call (318) 248-4986 or email at office@southern-smiles.com.

DENTAL PRACTICE FOR SALE. LAFAYETTE, LA.

This well respected pediatric practice has been in the same location for 42 years in a highly visible area. The office has 6 chairs (3 ops and a 3 chair open bay). Updated in 2009 with new dental units, recovered chairs, tile and carpet. New computers in 2013. Collections in 2014 exceeded \$750,000. The practice is priced to sell due to the doctor looking to retire. This is a turnkey practice with a large patient base and a highly trained staff that is willing to ensure your success. The office has one contracted orthodontist and can easily expand into Family Dentistry. There is also potential for more services through hospital rehabilitation at the nearby hospital. The 2,965 sq. ft. office is located in a free standing building surrounded by the health care industry and is also available for sale or lease by the doctor/owner. Contact Dr. Gonsoulin at (337) 232-0689 or email: om@goodteeth4life.com.

LAFAYETTE, LA. GENERAL or PEDIATRIC DENTIST

position available. Same location for 42 years. Dentist in this PRIVATE PRACTICE looking to retire. Excellent opportunity for a dentist who seeks OWNERSHIP. Lafayette is ranked 6th best city for relocating families, has a stable economy and an unmatched quality of life. Our highly-trained staff is looking forward to supporting your success. Contact Dr. Gonsoulin at (337) 232-0689 or email: om@goodteeth4life.com.

EAST TEXAS PEDIATRIC PRACTICE SEEKING A FULL-TIME PEDIATRIC DENTAL ASSOCIATE:

Sherry L. Henderson & Associates, LLC is looking for a qualified associate to transition into an active pediatric dental practice with an abundance of new patients. The owner established the practice 16 years ago, and is organizing a very highly specialized "Team." The qualified associate will be working with a great team of specialists and a very experienced staff. The practice is dedicated to performing high quality dental care to the children and adolescents of many surrounding communities. This beautiful pediatric practice is 5,000 sq. ft., with four doctor chairs, four hygiene chairs, a quiet room, and a new patient exam room. The position is for a full-time schedule of 4.5 days per week, with salary based on 40% of production. A candidate fluent in Spanish would be a great added benefit, but not a necessity. Health insurance and benefit plans are negotiable. For more information, please contact our office at (972) 562-1072, e-mail sherry@slhdentalsales.com, or visit our website at www.slhdentalsales.com (photos available). Listing #3435.

Dr. Rebecca Charpentier is searching for an associate doctor to compliment her thriving dental practice!

Charpentier Family Dentistry is located 15 minutes south of Lafayette in New Iberia, LA. Dr. Charpentier will take care of the marketing, new patient generating and

management hassle. Full time/part time doctors who are interested in providing high quality dentistry with great income potential and working conditions can email the office at NewIberiaSmiles@yahoo.com with your contact information.

IMMEDIATE ASSOCIATE OPPORTUNITY for large practice in Picayune, MS. New custom building with all new dental equipment, digital radiographs, paperless, CEREC, the most current technology, computers and televisions in every room. Two hygienists and 6 operatories with extra space to expand further. General and family practice offering all procedures - no ortho. Experience preferred but not required, FT/PT options. josephdaho@gmail.com or (504) 450-0563.

Specialists Needed: Louisiana Dental Center, a well-established and fast-growing group dental practice, is seeking a part-time endodontist, pediatric dentist, and orthodontist for its new office in Zachary, scheduled to open in March 2016. Please contact Terry Ernst at (985) 893-2240 or fax/email your CV to (985) 893-2629 or ternst@ladentalcenter.com.



SHREVEPORT BOSSIER FAMILY DENTAL CARE IS GROWING AND WE ARE OFFERING GREAT ASSOCIATE OPPORTUNITIES! Are you looking to practice dentistry while avoiding the corporate setting? Is it important for you to work in a conveniently located, state-of-the-art practice? Or maybe it's stability that you value the most. Come join our family oriented, locally owned and operated team! Based on your individual goals, as an associate doctor you are offered the chance to grow with the practice and build a rewarding career. You will be welcomed into a supportive, close-knit atmosphere built on leadership and teamwork. Guarantee of a minimum 150k per year with the potential of up to 400k or more gross earnings for full-time employment. See what our associates have to say about Shreveport Bossier Family Dental Care at www.shreveportbossierdental.com/dentist-talk Password: #SBFDC! OR complete an employment application at www.shreveportbossierdental.com/apply-dentist OR contact us at (318) 213-4686 or www.shreveportbossierdental.com.

JUST KIDS DENTAL, a general and specialty practice for children, is looking for a pediatric dentist and endodontist to work full time or part time in our Baton Rouge office. We have a fun, upbeat, state-of-the-art

facility that gives you an opportunity to help a largely underserved population of children receive much needed oral care in a kid friendly environment. Contact: Billy Hall, email or call: bhall@ihallc.com or 225-330-6622. River region private dental office seeking part-time dental associate. Please email resume: Crescentcitydentistry@gmail.com.

Dental Practice for Sale - Lake Charles, LA - General, 4 ops, 2,061 s/f doctor owned space. Five workstations, Pano, and Patient Education software. Staff to stay on. Gross revenue \$335,000. Doctor ready to retire. Contact Henry Schein Professional Practice Transitions representative Ronnie Mullins, (251) 648-7733, ronnie.mullins@henryschein.com. #LA100
Established general practice, 5 ops and gross revenue of \$385,000 with an active patient base located in a business district in a free standing building owned by seller. Contact representative, Ronnie Mullins, ronnie.mullins@henryschein.com, (251) 648-7733 for more information. #LA 101.

Experienced hygienist needed for Baton Rouge prosthodontist's office - 1/2 day on Fridays. Implant experience a must. Email resume to barbara.e@bellsouth.net or fax to (225) 291-6222.
Adec dental chair, ceiling mounted Adec light, and Belmont Acuray x-ray unit. Everything in very good working condition. Dental stools and Alabama cart also available. Great price! Call Dr. Gerard Karam at (504) 430-8105 or email to gkaram@karam.nocoxmail.com.

DENTAL EQUIPMENT FOR SALE IN BATON ROUGE:
4 A-Dec Decade chairs with assistant chairs and doctor stools (2 forest green and 2 muted purple), 4 ceiling mounted lights, 2 wall-mounted x-ray Gendex GX-770 units for sale. Chairs were used in operatories with rear-delivery carts. We are not selling any rear delivery units. All chairs and x-ray units in excellent working condition. Slight wear on upholstery but very useable. Merging practices and do not need extra chairs. MAKE AN OFFER...Contact Dr. Sally Daly or Shannon at 225-767-5343 or shannon@fdlmd.com.

Dental Office Space for Sale in Kenner, LA. General dentistry layout. Three operatories running, two operatories plumbed for future chairs. Approximately 2,000 sq. ft. Reception area seats four front office personnel comfortably. Sale Price \$32K. Email bbg1213@gmail.com for all information.

FOR SALE - DENTAL EQUIPMENT AND OFFICE FURNITURE: Dental chairs, stools, units, ceiling mounted dental lights, and x-ray machines for 4 treatment rooms.

Compressor 4 user. Wet vacuum 7 user (wet vac -3 user for a backup). Autoclave. Reception room furniture, consultation room furniture, business room furniture. N2O machine. Model trimmer, microabrasion cabinet with handpiece. Autoclave. All equipment and furniture is in good shape and attractive. It is located in an office building in Shreveport, Louisiana. Buyer can move the equipment or lease the office space. Asking \$25,000 for all. Call or e-mail. I can send you a complete list and photos of all specific equipment. Paul Heilman, (318) 797-1550. paul@paulheilmandds.com.


LAFAYETTE. Established PRIVATE DENTAL PRACTICE looking for motivated GENERAL or PEDIATRIC DENTISTS to join our team. Well-trained staff and large patient base are the resources needed for your success in this friendly community. Contact Dr. Gonsoulin at (337) 232-0689 or e-mail om@goodteeth4life.com.

Fleur de Lis Mobile Dental is seeking full or part-time dentists to join us in providing quality, ongoing, comprehensive care to nursing home residents throughout Louisiana. Our mobile dental offices are furnished with state-of-the-art equipment to provide a dental home to a truly under-served segment of our population. Our highly-trained staff make working on the

**Reinforce Your
Marketing Investment
for a Fraction
of the Cost!**

OHS THE INFORMATION LINESM

ON-HOLD SYSTEMS

 The average caller waits on hold for 35 seconds. Your captive listener...
What should you be telling them?

TELL THEM WHAT YOU DO...

"Improve your smile with porcelain veneers. Porcelain veneers can be used to close gaps, whiten discolored teeth, and help with alignment. They are strong, long lasting, and natural looking..."

"Make your teeth up to 8 shades whiter in about an hour with Zoom![®] Ask us for more information..."

"Thank you for referring your family, friends, and co-workers..."

ON-HOLD SYSTEMS, BATON ROUGE, LOUISIANA
Call us at 800-359-4647 or visit ohsdirect.com
Leverage Your Marketing With *On-Hold Systems*

unit fun. Excellent compensation starting at \$650 per day with potential for advancement. Don't miss this opportunity to join our new, growing company. We are locally owned and operated. We strive to provide the highest quality care possible to our patients. For more information, contact Dr. Sally Daly at dalybatonrouge@aol.com, fax at 225-767-4009, or call 225-767-5343 or contact Shannon at shannon@fdlmd.com.

Our pleasantly busy, beautiful Westbank dental office is in need of an energetic associate dentist with the highest integrity, great chairside demeanor, and a desire to learn from experienced dentists, as well as contribute to our practice of excellent dentistry. Our office has excellent staff relationships, high new patient flow, organized systems and modern technology. We perform virtually all aspects of dentistry, including impant dentistry (cone beam CT scan diagnosis) and orthodontics for children and adults. If you have a strong work ethic, are willing to learn and grow and to be a positive team player with our supportive staff, we would love to speak with you. This position includes the potential for future partnership. Please call Gina at New Orleans Dental Center, (504) 347-6000.

MEDICAL WASTE DISPOSAL: for Dentists of Louisiana looking for compliant, reliable, and low-cost disposal. Request a free quote in 10 seconds at: <http://www.biomedicalwastesolutions.com/louisiana-la-medical-waste-disposal/> or call 1-877-974-1300.

Classified Advertising Online

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

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

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

LDA Winter C.E.

Walt Disney World® Resort

Sunday, February 7 - Tuesday, February 9, 2016

(Courses will be held each day from 7:30 to 11 a.m.)

Lake Buena Vista, Florida

at Disney's Grand Floridian Resort & Spa

Microsite for Attendees to the LDA Winter CE meeting:
www.mydisneymeetings.com/lda-winter-ce-2016

Mark your calendars and pack your bags because the LDA's heading to Walt Disney World® Resort! The winter C.E. destination meeting (held over Mardi Gras) will offer C.E. and special rates for a Central Florida vacation. Special rates will be good before and after the meeting dates. So, start planning now for a tax write off trip to the Walt Disney World® Resort.

Reception Monday, Feb. 8, 8:30 - 9:30 p.m.

Last year's PRIVATE Dessert Event was a great success so we are hosting it again! Finish the day with a front-row presentation of the premier fireworks spectacular at Epcot® while indulging in ice cream sundaes, floats, and other delectable treats. C.E. registrants are FREE if registered by the deadline. Ticket prices for guests (see registration form when available) include beer, wine, and soda. Note: You must have a Sunday park ticket to Epcot® to enter or some form of hopper or annual pass that would allow entrance to Epcot®.



Upcoming CE Courses During 2016

Registration or course updates: www.LSUHealthNewOrleansCDE.org or call 504-941-8193 Questions? Email info@LSUCDE.org

2016 DATES & CITY	COURSE NAME, SPEAKER(S) & LOCATION	FOR...	FEES			HRS – C or NC, L and/or P
			Regular Fee	Combo Fee	SAVE	
Jan. 15 New Orleans A "Hands-On" Course	Maximized Adhesive Dentistry: Level I, The Foundational Posterior course – w/ Bruce J. LeBlanc, DDS; John M. Barksdale, Jr., DDS; and Mike Robichaux, DDS – at LSU Health New Orleans School of Dentistry – and/or –	Dentist	\$795 ❖	\$715.50	\$79.50	7 C, (2L/5P)
June 24 New Orleans A "Hands-On" Course	Maximized Adhesive Dentistry: Level II, The Anterior course – w/ Bruce J. LeBlanc, DDS; John M. Barksdale, Jr., DDS; and Mike Robichaux, DDS – at LSU Health New Orleans School of Dentistry	Dentist	\$895 ❖❖	\$805.50	\$89.50	7 C, (2L/5P)
	(COMBO DEAL) REGISTER FOR BOTH MAXIMIZED ADHESIVE DENTISTRY COURSES TOGETHER AND SAVE \$169! (Register for both courses by Jan. 1, 2016). Do not register online. Call (504) 941-8193.	Dentist	\$1690	\$1521	\$169	14 C, (4L/10P)
Jan. 29 Lake Charles	LSU Day in Lake Charles: Achieving Superb Results with Every Day, Bread-’n-Butter, Direct and Indirect Procedures w/ Sam Halabo, DDS – at SpringHill Suites by Marriott	Dentist RDH Assistant	\$295 ■ \$175 ■ \$95 ■			7 C, L
Jan. 29 New Orleans	Treating the Medically Complex Dental Patient & Medical Emergencies in the Dental Office – a course for dentists, dental specialists and the entire dental team w/ Michael Glick, DMD and Alfredo Arribas, DDS, MS – at LSU Health New Orleans School of Dentistry – or –	Dentist RDH Assistant	\$325 ■ \$205 ■ \$115 ■			7 C, L
Jan. 29 Video Conference to Your Desktop or Laptop	Treating the Medically Complex Dental Patient & Medical Emergencies in the Dental Office – a course for dentists, dental specialists and the entire dental team – LIVE from New Orleans at LSU Health New Orleans School of Dentistry and streamed to your desktop or laptop w/ Michael Glick, DMD and Alfredo Arribas, DDS, MS. This is limited attendance. 24 Video Conference Spots Available. REGISTER EARLY!	Dentist RDH Assistant	\$325 ■ \$205 ■ \$115 ■			7 C, L
Feb. 19 New Orleans	Custom Trends in Implant Prosthetics – a course for the entire dental team w/ Jonathan Esquivel, DDS – at LSU Health New Orleans School of Dentistry	Dentist Staff (RDH, Assist, Lab Tech)	\$339 ◇ \$179 ◇◇			7 C, (6L/1P)
Feb. 19-21 Lafayette	Expanded Duty Dental Assistant (EDDA) w/ K. Coco, EDDA, L. Hoyer, EDDA, and T. Rogers, EDDA – at National EMS Academy in Lafayette	Assistant	\$650 ★			24 C, (12L/12P)
March 11-12 New Orleans	Soft and Hard Tissue Regeneration – a "hands-on" course w/ Lewis Cummings, DDS, MS – at LSU Health New Orleans School of Dentistry	Dentist	TBA			TBA
March 18 Lafayette	The Nuts & Bolts of Veneers w/ Presenter Todd Snyder, DDS – at National EMS Academy in Lafayette	Dentist RDH Assistant	\$325 ■ \$205 ■ \$115 ■			7 C, L
Mar. 18-20 Baton Rouge	Expanded Duty Dental Assistant (EDDA) w/ A. Klasser, EDDA, L. C. Hernandez, EDDA, CDA & S. Renfrow, EDDA – at National EMS Academy in Baton Rouge	Assistant	\$650 ★			24 C, (12L/12P)
April 2 New Orleans	Digital & Conventional Radiology for the Dental Assistant w/ Dr. Kavasa A. Thunthy – at LSU Health New Orleans School of Dentistry	Assistant	\$300 ★			7 C, (3.5L/3.5P)
April 8-10 New Orleans	Expanded Duty Dental Assistant (EDDA) w/ N. Weiss, RDH, CDA, EFDA, D. Williams, CDA, EDDA, and B. Meyers, EDDA – at LSU Health New Orleans School of Dentistry	Assistant	\$650 ★			24 C, (12L/12P)
May 13-15 Lafayette	Expanded Duty Dental Assistant (EDDA) – at National EMS Academy at Baton Rouge	Assistant	\$650 ★			24 C, (12L/12P)
June Date TBA Baton Rouge	Expanded Duty Dental Assistant (EDDA) w/ A. Klasser, EDDA, L. C. Hernandez, EDDA, CDA & S. Renfrow, EDDA – at National EMS Academy at Baton Rouge	Assistant	\$650 ★			24 C, (12L/12P)
June 17 Shreveport	Successful Single Visit Endodontics for Both Vital and Non-Vital Teeth w/ Presenter TBA – Location TBA	Dentist RDH Assistant	\$325 ■ \$205 ■ \$115 ■			7 C, L
June 24 New Orleans	Maximized Adhesive Dentistry: Level II, The Anterior Course w/ Bruce J. LeBlanc, DDS et al. (See Combo Deal at the top of page)	Dentist	\$895 ❖❖			7 C, (2L/5P)
June 25 New Orleans	Digital & Conventional Radiology for the Dental Assistant w/ Dr. Kavasa A. Thunthy – at LSU Health New Orleans School of Dentistry	Assistant	\$300 ★			7 C, (3.5L/3.5P)
Beginning July 15-16, 2016 Ending July 21-22, 2017	The Third LSU Orofacial Pain Continuum™ (5 Sessions) w/ Drs. Henry Gremillion, Dale Ehrlich, and Gary Klasser with additional faculty in OMS, Clinical and Health Psychology, Physical Medicine, and Neurology – at LSU Health New Orleans School of Dentistry	Dentist	\$7,950 ◆			74 C (65.25L/ 8.75P)

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

- ❖ If you register for this course and the Maximized Adhesive Dentistry: Level II, Anterior course on June 24, 2016 by January 1, 2016, you will save a total of \$169 on both courses.
- ❖❖ If you register for this course and the Maximized Adhesive Dentistry: Level I, Posterior course on January 15, 2016 by January 1, 2016, you will save a total of \$169 on both courses.
- This is the regular tuition. Register 4 weeks before and SAVE – see website for Early Bird savings and deadlines.
- ◇ Register by Feb. 5, 2016 and tuition is \$299
- ◇◇ Register by Feb. 5, 2016 and tuition is \$149
- ★ You may be eligible for tuition reimbursement through Louisiana's Small Business Employee Training program – call CE at (504) 941-8193 to see if your practice qualifies.
- ◆ \$6,950 per attendee (if 2 or more register together at the same time). You SAVE \$1,000! Call Bob Leaman at (504) 941-8404 to register.

Every effort has been made to present this course listing as accurately as possible from information available on November 10, 2015. We reserve the right to make changes to this schedule. Notice of changes will be announced on the website. For the most up-to-date list of CE courses visit www.LSUHealthNewOrleansCDE.org.

LDA

c.e. and lda events calendar

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

email at clint.bruyere.dds@gmail.com.

DATE: January 8, 2016
EVENT: L.H. Bowden Leadership Development Conference, "The 4 Phases of Attitude"
LOCATION: Crowne Plaza, Baton Rouge, La.
SPEAKER: Steve Morgan
PROVIDER: Louisiana Dental Association (AGD PACE Recognized Provider)
DESIGNED FOR: LDA Leadership
CREDIT HOURS: 4 Lecture/Practice Management
REGISTRATION: Registration is free, and attendance is COMPULSORY for component officers as well as for LDA officers, directors, and committee chairs.

DATE: February 7-9, 2016 (Mardi Gras Holiday)
EVENT: LDA Winter C.E. Event
LOCATION: Walt Disney World® – Disney's Grand Floridian Resort & Spa, Lake Buena Vista, Fla.
PROVIDER: Louisiana Dental Association (AGD PACE Recognized Provider)
SPEAKERS: Dean Henry Gremillion, Stormy Blair, and Robert McDermott
DESIGNED FOR: All
REGISTRATION: www.ladental.org or call (800) 388-6642.

DATE: February 12, 2016
TOPIC: "Nutrition"
SPEAKER: Dr. David Meinz
PROVIDER: Ark La Tex Academy of Dentistry (AGD PACE Recognized Provider and ADA CERP approved.)
LOCATION: Wyndham Garden Hotel (formerly the Clarion Hotel), 1419 E. 70th Street, Shreveport, La. 71105
DESIGNED FOR: All
CREDIT HOURS: 7 Clinical Lecture
REGISTRATION: Contact Dr. Ron Hermes at 318-797-9997 or via email at rhermes14@aol.com or Dr. Clint Bruyere at 903-753-0337 or via

DATE: February 26, 2016
TOPIC: "Strategies, Skillsets, and Smiles"
SPEAKER: Lisa Marie Spradley
PROVIDER: Louisiana Academy of General Dentistry (AGD PACE Recognized Provider.)
LOCATION: Baton Rouge
DESIGNED FOR: All
CREDIT HOURS: 4 Practice Management Lecture
FEES & REGISTRATION: Member/Non-Member, \$125; RDH, \$75; and Staff, \$50. Contact LA AGD at (855) 542-5243, fax: 225-767-7226, email lagd@cox.net or visit www.lagd.org.

DATE: March 11, 2016
TOPIC: "Oral Surgery"
SPEAKER: Dr. Glenn Maron
PROVIDER: Ark La Tex Academy of Dentistry (AGD PACE Recognized Provider and ADA CERP approved.)
LOCATION: Wyndham Garden Hotel (formerly the Clarion Hotel), 1419 E. 70th Street, Shreveport, La. 71105
DESIGNED FOR: All
CREDIT HOURS: 7 Clinical Lecture
REGISTRATION: Contact Dr. Ron Hermes at 318-797-9997 or via email at rhermes14@aol.com or Dr. Clint Bruyere at 903-753-0337 or via email at clint.bruyere.dds@gmail.com.

DATE: April 14-16, 2016
EVENT: New Orleans Dental Conference and LDA Annual Session
DESIGNED FOR: All
CREDIT HOURS: Up to 18, both Clinical and Practice Management
REGISTRATION: www.nodc.org or call (504) 834-6449.

Visit www.ladental.org for the statewide C.E. calendar!

DATE: April 29, 2016, 8 a.m.-2 p.m.
TOPIC: "Ignite Your Production, Double Your Profit"
SPEAKER: Dr. Roger Levin
PROVIDER: Bayou District Dental Association (AGD PACE Recognized Provider.)
LOCATION: Houma-Terrebonne Civic Center, 346 Civic Center Blvd, Houma, LA 70360
DESIGNED FOR: All
CREDIT HOURS: 6 Practice Management Lecture
FEES & REGISTRATION: Bayou Member, \$175; Non-Member of Bayou, \$200; RDH, \$75; and Dental Auxiliaries, \$50. Contact the Bayou District Dental Association at (985) 879-1972 (Carla Fanguy).

DATE: July 15-16, 2016
EVENT: LDA Foundation Fishing Rodeo
LOCATION: Sand Dollar Marina, Grand Isle, La.
DESIGNED FOR: All
REGISTRATION: www.ladental.org or call (800) 388-6642.

DATE: July 27-30, 2016
EVENT: LDA Summer Education Conference

LOCATION: Sandestin Golf and Beach Resort, Destin, FL
PROVIDER: Louisiana Dental Association (AGD PACE Recognized Provider)
SPEAKERS: Details on speakers will be posted on www.ladental.org when available.
DESIGNED FOR: All
REGISTRATION: Registration details will be posted on www.ladental.org when available.

DATE: December 9, 2016
EVENT: LDA Last Chance Seminar
LOCATION: Renaissance Hotel, Baton Rouge, LA
PROVIDER: Louisiana Dental Association (AGD PACE Recognized Provider)
DESIGNED FOR: All
REGISTRATION: Registration details will be posted on www.ladental.org when available.



Come and Feast on What We Have to Offer!

April 14-16, 2016 • New Orleans Morial Convention Center • New Orleans, LA



www.nodc.org
(504) 834-6449

Smorgasbord of speakers, including:

- Dr. Gordon Christensen
- Dr. Louis Malcmacher
- Dr. Gerry Chiche
- Dr. George Bambara
- Dr. Marvin Berman
- Dr. Steven Rasner
- Anastasia Turchetta, R.D.H.
- Dr. John Svirsky

There will be lots of new and exciting changes at the NODC/LDAAS. Pre-registration fees will be reduced by as much as 50%. If your goal is to obtain the most economical continuing education, choose from any of the free sessions that will be offered. If your goal is to learn from some of the most popular and sought-after speakers in our industry, relatively nominal fees will apply.

The NODC Welcome Reception and LDA President's Party will be a joint event hosted with the LSU School of Dentistry. And, our Mobile App is back and more useful than ever. There's always lots of fun, food, and friends in New Orleans, so come and feast on what we have to offer!

Please Take My Picture

I remember one Christmas I received a Polaroid camera. Some of you may not know, but Polaroid cameras could not only take a photo, they would instantly cough up a print that in about 5 minutes would magically transform into a photograph. In living color no less. At that time, this was great stuff and exciting technology for a 7th grader.

I found out rather quickly that not everyone wanted their photo taken. One particular cranky old guy threatened my very existence when I tried to take a candid shot. He actually swung his cane at me but fortunately I had become used to my grandfather's cranky moods. This particular mood lasted about the last 30 years of his life.

But today, the landscape has changed. With the advent of the smart phone with its built-in photography studio, everyone is taking photos of well, everything. For instance, my son who lives in Colorado texted an instant photo of various colored underwear asking his mom which one should he wear to a business meeting. I'm guessing business meetings have changed some these days too.

And what's going on with selfies? I mean everywhere you turn someone or group is taking a photo of themselves and posting it online, on the bulletin board, on the refrigerator, on the windshield of my car...wait a minute, that was a parking ticket printed out by a nice police woman on her digital device, complete with her smiling photo. Could this be some form of harassment?

Recently at a wedding reception where I was in attendance, the band began to play. They were so loud that I couldn't tell what songs were being performed and I think I have some permanent hearing loss. However, I could see just fine and among all the folks dancing were several that were dancing by themselves. On closer examination, they were holding a long stick with their cell phone attached taking videos of themselves dancing. Who needs a dance partner when you can dance with your selfie stick? I guess you can post the video online

and show all those potential suitors what they were missing. Or, perhaps better, just show the world you can dance really cool after a few drinks.

Mankind has always communicated with pictures. From ancient drawings on cave walls to sophisticated epic movies like *The Cable Guy*. It's hard to imagine life with no movies or videos. With a cell phone, or as some like to call it, a personal digital device, you can make a video of baby's first steps, a photo of a rash to show your doctor, a spider on your steering wheel, a squirrel chasing a dog, and a cat that was doing absolutely nothing. These, and more, were actually shown to me by patients last week who knew I would be interested in seeing them.

I am convinced that I have some kind of genetic appearance or aura that tells patients, and even perfect strangers, to pull out of their pocket a cell phone and show me some photos of anything that appeals to them. So I smile and say "Gee, that's what was in baby's first diaper huh? Well I'll be..."

So, let me make this commitment here and foremost to you, our loyal and esteemed readers of this award winning publication, I will never, I repeat never, succumb to this selfie exhibition of blatant self-expression that is sweeping the world at this time of our lives. Nor will I stoop to the publication of such.



25¢ Dental Claim Processing*



FREE for 60 Days

Promotion Code KCI1986

- ✓ Not a Teaser Rate
- ✓ Real-time Processing
- ✓ Real-time Eligibility
- ✓ Electronic Attachments via NEA
- ✓ Electronic Claim Validation
- ✓ Electronic Claim Status
- ✓ Electronic Remittance Advice (ERA)
- ✓ Free Software
- ✓ Free Training
- ✓ Free Support
- ✓ Free Installation
- ✓ No Setup Fees, No Contracts, No Commitments
- ✓ Works with Your Practice Management Software



Why are you paying 50¢ or More?

To Sign Up, Call:
866-886-5113 Opt. 1
or visit www.claimxedi.com

* .29¢ for non-members of a State Dental Association
* A low monthly fee is charged. Call for details

Dentists all over the country trust Fortress for their professional liability insurance.

Find out why.

Insurance protection for dentists is all we do. In fact, Fortress is actually run by dentists. The result? Affordable professional liability coverage designed for the unique needs of dentists. Your premium is not inflated by other high risk medical professions. Aggressive claims defense, valuable risk management and excellent customer service are Fortress hallmarks. To get Fortress protection, call Stormy Blair at Brown & Brown Association Services Professionals, 888-503-5547.

dds4dds.com

Proudly Endorsed by the LDA



HIPAA Compliant Solutions



- **Secure HIPAA Compliant Messaging**
 - "DIRECT" Protocol - Federal Standard
 - Micro-Tokenization
- **Meaningful Use- Federal Incentive Program**
 - Certified Meaningful Use Professional
 - \$63,750 per Provider
- **Customizable Practice Management**
 - "ONC" Certified (Office of National Coordinator)
 - Industry Specific Electronic Health Records

Have you looked at Meaningful Use in the past but found it too difficult to understand? iMedicor has Certified Meaningful Use Professionals on staff that manage the process and reporting from start to funding. Perhaps you qualify but your current software isn't "ONC" Certified? iMedicor provides industry specific (dental & medical) cloud based Practice Management/ Meaningful Use solutions that include electronic prescriptions, lab reports, billing and insurance claims all being transported in a secure HIPAA compliant manner through our proprietary messaging software, the iCore Exchange.

Contact us today and allow iMedicor to show you how we can apply for your \$63,750 (per provider) Federal Incentive Funds and ensure your practice is in compliance with the Federal Meaningful Use Standards Requirements.

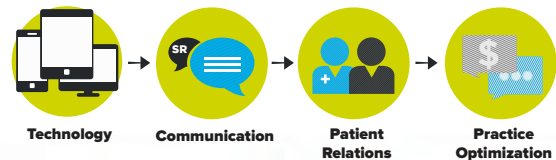


3554 West Orange Country Club Drive, Suite 220 Winter Garden, Florida 34787

For more information contact iMedicor
salesinfo@imedicor.com • www.imedicor.com • 888.810.7706

BRIDGING THE GAP

There is a gap between your practice and your patients. As technology changes the way humans interact with each other, we're **bridging** the gap. We will *revolutionize* your patients relationships by *changing* the way you engage with your patients.



TAKE A LIVE DEMO, GET A STARBUCKS GIFTCARD

866-315-4046

Current customers not eligible. This offer is only valid for new customers completing a demo. Only one gift card per person.



www.solutionreach.com

As you look into the future of your practice, you can rest assured that the LDA-endorsed insurance company is there to help protect you, your family and your practice. Brown & Brown offers competitive prices on top quality benefits, and their insurance portfolio includes:



**Major Medical
Long Term Disability
Long Term Care
Business Overhead Expense
Life
Personal Excess "Umbrella"
Professional Liability
Employment Practices Liability
Workers Compensation
Business Office Package
Flood
Cyber Liability
Homeowners
Personal Auto**



"Local People...National Strength"

To learn more, contact:

BROWN & BROWN OF LOUISIANA, LLC

Association Services Professionals

1-888-503-5547

