

JOURNAL

LDA

JOURNAL OF THE LOUISIANA DENTAL ASSOCIATION

May 9-11, 2019

Hyatt Regency Hotel, New Orleans, LA

www.nodc.org

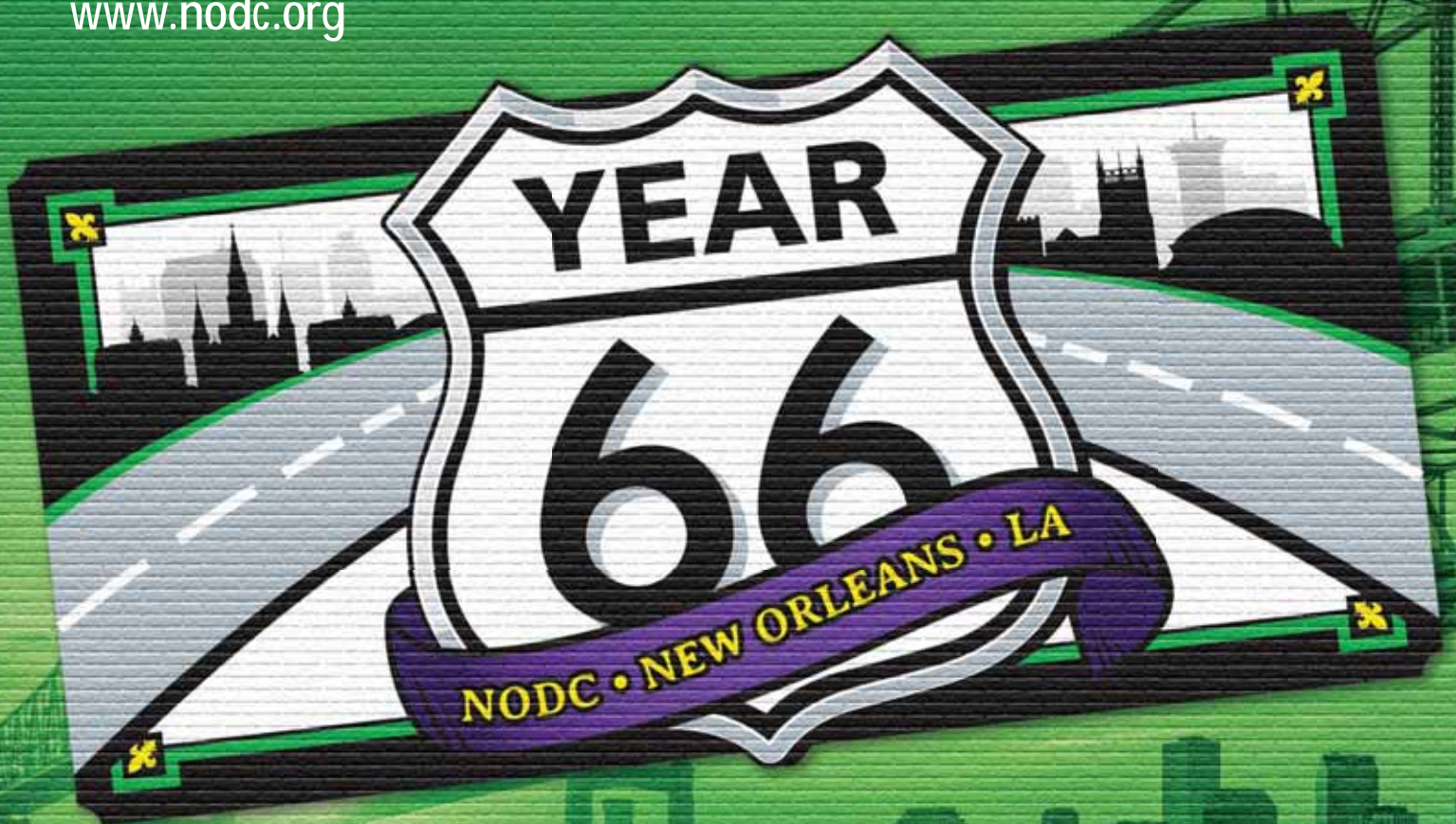


Exhibit Hall Gumbo

Turn visits to exhibitors into raffle entries for great prizes, including:

- Apple Watch • Michael Kors Purse • Kendra Scott Jewelry
- Fitbit Blaze • Matching Diamond Halo Earrings & Necklace
- **GRAND PRIZE: \$1,066 CASH**

MORE PRIZES WILL BE ADDED

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

JOURNAL

Volume 77, Number 4, Fall 2018

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: 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. Daniel A. Weaver
President
715 W. College St.
Lake Charles, LA 70605
(337) 478-3123

Dr. David Hildebrandt
Past President
1430 Old Spanish Trl., Ste. 10
Slidell, LA 70458
(985) 643-0304

Dr. Kristi Soileau
President-Elect
3634 Coliseum St.
New Orleans, LA 70115
(504) 899-2255

Dr. Steve Morgan
Secretary-Treasurer
219 Grinage St.
Houma, LA 70360
(985) 868-5699

Dr. L. King Scott
Speaker of the House of Delegates
120 Professional Dr.
West Monroe, LA 71291
(318) 325-4600

LDA STAFF

Ward Blackwell
Executive Director
Annette B. Droddy
Assistant Executive Director

Sharon Elliott
Director of Membership
Development

Tisha White
Director of Accounting

Jeanne McFall
Director of Conference Services
Candice Castro
Executive Assistant

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 2018, LDA.

CONTENTS

Editorial	2
Member Spotlight	2
President	4
LDA Events Calendar	5
Louisiana Dental Services (LDS)	6
Satisfaction Guaranteed: Office Depot	7
Feature: <i>Phishing is a Curable Disease</i>	8
Radiographics Info	10
Council on Insurance	12
Medicaid Task Force	14
Feature: <i>Protecting Your Practice from Employee Embezzlement</i>	16
Split the Pot Raffle	17
Executive Director	18
Louisiana State Board of Dentistry	20
Wealth Management	22
LDA Foundation	23
Last Chance Seminar	24
NODC/LDA Annual Session	26
Technology Tidbit	27
LSU School of Dentistry	30
ADA Annual Session	32
Classifieds	33
LSU C.E. Calendar	36
Fall C.E. 2018	37
LDA C.E. and Events Calendar	37
Last Page	40



On the cover: Our state meeting, the New Orleans Dental Conference/LDA Annual Session, will be held May 9-11, 2019, at the Hyatt Regency New Orleans. Visit our website, www.nodc.org, for a complete listing of speakers and course descriptions. Online registration opened January 1, 2019. And, NEW this year is also **Exhibit Hall GUMBO**. Dentists can turn visits with Exhibitors (no purchase necessary) into raffle entries for great prizes, including a grand prize of \$1,066 cash (in honor of our 66th annual conference)! There will be raffle prizes for staff as well.

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



LDA editorial

*Dr. David N. Austin
Editor, LDA Journal*

What Makes Attending an LDA C.E. Event a Great Benefit to You as an LDA Member

If you are like me, your inbox and mail box are both inundated with C.E. opportunities. Even my Facebook account is full of dental C.E. ads. Where do I go? How much should I spend? Do I need to go to Las Vegas or Atlanta for really good, quality C.E.? The answer is, NO, you absolutely do not.

Knowing exactly which C.E. to spend money on can be stressful and time consuming. But when all is said and done, your state association is offering everything you need and here's why.

Our LDA staff work diligently for sponsors and partners to off-set the cost of the continuing education. Our Baton Rouge central office staff monitor trends in continuing education and Ward Blackwell, our executive director, attends LSBSD meetings so we know when rules change. For instance, now that the state board lowered the number of hours but made it all clinical C.E., the LDA has adjusted our schedule so that the majority of C.E. offered will be clinical.

The LDA has lower registration fees for LDA members. We provide SEVEN opportunities for you to obtain C.E. Some of these opportunities are local and some are in exotic locations, such as the beach, on a cruise, on a ski trip, or, our most popular one, at Disney!

Our Council on Dental Education (made up of dentists from each of the 9 components) work with our Director of Conference Services Jeanne McFall to select speakers who their peers WANT to learn from and hear speak.

Additionally, you can get just about ALL your yearly C.E. if you attend our state meeting, the New Orleans Dental Conference/LDA Annual Session. In 2019, each person attending can get up to 18.5 credits. We have brought in speakers from all over the United States who are good, popular, and informative speakers. We have Dr. Robert Lowe; we have Dr. Jeffrey Okeson; we have Dr. Harold Crossley; we have Dr. Uche Odiatu; we have Joy Millis, CSP; we have our own Dr. John Barksdale; and we have many others to delight, entertain, and educate you. We have hands-on workshops, and we have C.E. on the Exhibit Hall floor.

We even have an online course you can take if you still need 3 clinical hours or if you haven't taken your opioid awareness C.E. course. Our Last Chance Seminar each December has become one of the most popular C.E. meetings in the state! And you don't have to be a procrastinator like me to attend because it is always fun and informative. So, take a moment and check out www.ladental.org and click on C.E. and Events. You'll be glad you did.

If you decide nothing we're offering at that time suits your needs, we also have a statewide C.E. calendar at that same link

and any Louisiana group can send us their C.E. and we will post it so that you do have other opportunities for C.E. should you need it.


And, don't forget, even many of our components host their own C.E. events or offer credits here and there at monthly meetings! You really don't need to look much further than your LDA membership for affordable C.E. opportunities.

Our LDA is providing you with world renowned speakers at incredible prices (and even as tax write-off vacations for your staff and/or family). Personally for me, this is one of the main perks for being an LDA member. So, why not support our association who is supporting us? It's savings on top of savings if you support YOUR association.

Together, These Partners Have Practiced Over 100 Years



Dr. Kirk Soileau (left) has practiced almost 39 years with Dr. Jerry Veillon, who has been in practice almost 62 years. What a partnership!



Stay
on schedule
and **free-up**
staff **time.**

ProSites Premier
A Complete Website Solution

- » Branded, semi-custom website with HTTPS security
 - » Patient portal for paperless registration
 - » HIPAA-compliant online forms
- » Call tracking and recording for proven ROI

Get a
FREE demo
today!

Call **(844) 332-4305**

— or visit —

www.ProSites.com/LDA

 **PROSITES**
Website Design and Marketing

Endorsed by:


LOUISIANA DENTAL ASSOCIATION



LDA president

*Dr. Daniel Weaver
President, Louisiana Dental Association*

The #update

So, this is my fourth LDA *Journal* article. In a very feeble attempt to keep you entertained (really for my entertainment), I decided to add cringeworthy comedic hashtags to this commentary...#badidea, #zerochanceoffunny. As everyone already knows, the hashtag originated on Twitter as a means to index words and phrases to make posts searchable by other users...#condescending, #mansplaining. They quickly became a means of comedic expression...#notalways, #failedhere.

As you are reading this, we have installed the incoming officers for the majority of the components. Any LDA past president will tell you, this process is one of the most enjoyable responsibilities of the office...#freefood, #captiveaudience. Visiting with old friends is always enjoyable...#theyareoldnotme. The new officers are full of youth, and their excitement is infectious...#insertyourownjokehere. However, traveling to all the installation banquets does come with challenges...#gainedfivepounds, #twospeedingtickets, #numberscouldincrease. But, in all seriousness, the quality of officers throughout the state is exemplary, and I am proud to say the components of the state are in the hands of qualified, enthusiastic individuals.

If you didn't read about it in an LDA email newsletter, the LDA has sold its current office building and is in the process of building a brand new office on Bankers Avenue (near College Drive and Corporate Boulevard) in Baton Rouge...#upgrade, #newcrib. Oh, the questions! Why are you spending member dues on this? #bigspenders, #makingitrain. How much is this going to cost? #budgethawks. The answer is that your LDA leadership has managed to...#waitforit...

1. Sell our existing building at way over its market value... #alotofbenjamins
2. Avoid impending, costly maintenance and repairs to current building...#roofcavingin
3. Remain in our current building rent-free during construction...#freeloading
4. Build a slightly larger, better flowing, brand-new building...#movingonup

5. Purchase new furnishings along with upgraded technology...#blingbling
6. Factor in a significant contingency percentage, which is built into the budget...#changeorders

All this at ZERO cost to our members!!!

#weaverforpresident, #notermlimits, #stealingcredit

All of this was possible because the neighbors at our current property were eager to expand and were willing to pay a premium price for our property. Therefore, your Board of Directors made the very wise decision to sell our existing property and secure a new building which will serve our members for decades to come...#mensastuff.

As my time as LDA president comes to a close over the next couple of months, I believe that this physical move of the LDA office along with the implementation of the LDA Health Plan Trust will be the most important developments during my tenure. In truth, I had little to do with either...#humblebrag. The credit for our health plan goes, in large part, to Dr. Lane Eddleman, along with Dr. Emily Little and Dr. Keith Kyler. Lane has been involved since day one. The importance of his work is surpassed only by its ability to bore me...#thetopicnotlane, #actuarialunderwriting.

The kudos for the building move go largely to the LDA Board of Directors and their forward-looking vision. Also, the Executive Committee of Drs. David Hildebrandt, Kristi Soileau, Steve Morgan, and Ron Hermes ensured that we received maximum profit from the sale. Of course, our Executive Director Ward Blackwell spent countless hours on these matters as well...#hegetspaid. His meticulousness, sound and steady demeanor, intellect, and ability to multitask and compartmentalize are paramount to the success that the LDA has enjoyed under his 20+ years of leadership. Ward, along with Annette Droddy, Sharon Elliott, Tisha White, Jeanne McFall and Candice Castro, have been a joy to work with. They are the most organized, friendly, on-task group that I've had the fortune to work with...#rockstars.

It has truly been a privilege to serve, alongside this esteemed LDA Board of Directors, for the betterment of the profession I love. Above all, it has been an honor to serve you! #nojoke

LDA UPCOMING Events

Cruising for C.E., March 2-7, 2019, Cruising out of NOLA to Cozumel & Progreso, Dr. Kitrina Cordell is providing 8 Clinical C.E. Hours
www.ladental.org/cruise

HOD C.E. & Golf hosted by CDEBR & LDA, April 5, 2019,
The Bluffs in St. Francisville, LA
www.ladental.org/HOD

New Orleans Dental Conference/LDA Annual Session, May 9-11, 2019,
Hyatt Regency, New Orleans, LA
www.nodc.org



Summer Education Conference, June 19-22, 2019,
Sandestin Golf & Beach Resort, FL
www.ladental.org/summerconference

LDA Foundation Fishing Rodeo, July 18-20, 2019,
Sand Dollar Marina, Grand Isle, LA
www.ladental.org/fishingrodeo



Kick-Off C.E. hosted by Acadiana Dental Association & LDA,
August 9, 2019, Petroleum Club, Lafayette, LA
www.ladental.org/kickoff

Winter C.E. with Character, February 23-25, 2020,
Walt Disney World® Resort, *Disney's Yacht & Beach Club* Resort
www.ladental.org/character

2
0
1
9
-
2
0
2
0



LDA Louisiana dental services, inc.

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



Superior Value. For Members Only.

An idea that was first floated around in the early 1990s is approaching 30 years of service to the Louisiana Dental Association...I'm talking about Louisiana Dental Services, the for-profit subsidiary of the LDA. Since our association is a non-profit, it can only raise revenue through dues collections, and when the words "dues" and "collections" are bandied about, folks run for the hills. Thus, the need for LDS, which has gotten to the point that it regularly supplies nearly \$100,000 in revenue to our association. This is thanks in large part to the efforts of our Executive Director, Ward Blackwell, who also serves as LDS CEO, and his hard working staff.

All of the endorsed companies are regularly contacted and encouraged to advertise in the *LDA Journal* and on the association's website, www.ladental.org. LDS purchases the inside back cover and utilizes that space so endorsed companies can advertise. We have a link on the website that lists all the companies and how to contact them.

The products and services are exclusively priced for LDA members only...a membership benefit that can't be

beat. Coming soon to a component meeting near you is a five-minute video that details five services that every member must have to open the doors of a practice:

- ✓ Professional Liability/Malpractice Insurance
- ✓ Office Supplies
- ✓ Electronic Insurance Claim Filing
- ✓ Credit Card Payment Processing
- ✓ Medical Waste Disposal

Your membership in the LDA will allow you to use the following five companies to save, on average, \$6,516 yearly.

Fortress Insurance Company:

malpractice insurance	\$ 300
ClaimX: 25¢ per insurance claim.....	\$ 450
Office Depot: 5 to 10% off most supplies.....	\$ 800
Best Card: credit card processing	\$2,466
Medical Waste Management: waste disposal	\$2,500
	\$6,516

And, if you haven't seen any of the promotional materials yet, make sure you check out the new Office Depot program for members. Incredible savings for you. Check out the next page for more information.



LDS Board of Directors in attendance at our November meeting, (from left) Dr. Ryan Walker, Dr. Patrick McGee, Dr. Ryan Terry, Dr. Bill Hadlock, Dr. William Puckett, Dr. Peyton Cunningham, Dr. Mike Maginnis, Dr. Joe Fitzpatrick, Dr. Maria Burmaster, Dr. Caseyargas, and Dr. Brandt Schmidt.



Office
DEPOT



Save on everything in the store.

Just use your Store Purchasing Card, one of the many perks of our Office Depot Business Savings Program. Here's how it works:

1.

Pull up your saved card image on your mobile phone at checkout.

2.

Show the card image to the cashier so they can scan the barcode.

3.

Save on **over 6,000 items** at every Office Depot & OfficeMax.

**Get your Store Purchasing Card sent to your phone right now.
Just text "LADentalCard" to 555-888.**

And don't forget to join our Office Depot Business Savings Program to get complete access to online savings, connect to fantastic digital services, and enjoy more exciting business benefits. To join, visit http://bit.ly/LADental_OD.



LDA feature

Robert McDermott
President & CEO / iCoreConnect (iCoreExchange is LDA/LDS Endorsed)

Phishing is a Curable Disease

“Ransomware reigns supreme in 2018, as phishing attacks continue to trick employees... A criminal only needs one victim to click on their malicious link or download to gain access to an organization.” TechRepublic^[1]

Malware. We’re calling it the most significant disease that can infect your practice. First let’s start with some simple definitions:

- **Malware** is quite literally any software that’s operating on your system with malicious intent.
- **Ransomware** is malware that criminals use to hold your data or system hostage until you pay a ransom. And if you pay, they may or may not release it.
- **“Phishing”** comes in different forms. It is most commonly seen when criminals use email to get their malware into your system. This could be as simple as an attached Word document, a malicious link, or even someone posing as IT staff.

So why go to all the trouble? As you might imagine, it all comes down to money. The data sitting at your dental practice turns out to be very valuable to those who operate in a shadow economy. In fact, far more valuable than stolen credit card data.

For example, consider a retail store that runs hundreds of credit cards per day... when their data is stolen, it is commanding around \$8 to \$12 per record. **But for every health record stolen from your dental practice, criminals can get about \$50 on the shadow market.**

^[2] So the data in your hands is worth roughly quadruple straight credit card data.

These numbers have led the Health and Human Services Dept. (HHS) to issue extremely strong warnings:



“Healthcare, in general, is and has been the number one critical infrastructure sector to be targeted by cybercriminals... This virtually ensures any new attack will target healthcare organizations first and foremost.” HHS Report, April 12, 2018

So, let’s drill down to better understand how a typical ransomware attack might happen. While there are multiple ways, phishing is by far the most common... because it’s the easiest.

You only need one person in your practice or Dental Service Organization (DSO), to be tricked by an email that’s pretending to be something it’s not.

Again, this could be as simple as opening an attachment (even something as non-threatening as a PDF) or clicking on a link inside an email that either installs the malware or leads the user to a real-looking site that captures a username and password.

Once a single phishing attempt is successful with just one person in your organization, the malware goes into your system and begins its nefarious work. Sometimes it sits dormant for a while. But sooner or later, it begins collecting information. And sometimes, it begins destroying your backup files.

Regardless, there are usually two options for what happens next:

- The malware sends your data back to the cybercriminal. This includes the actual Protected Health Information (PHI). It may also include additional data that will help the criminals take further control of your system. This could go on perpetually.
- The other popular option is that the malware will lock you out of your entire system and post a

ransom message. This can often deny access to any computer in your practice. This is when you have officially entered the category of “ransomware.”

Most typically, you’re asked to pay in Bitcoin so the funds are not trackable. Bitcoin is an electronic payment system that doesn’t go through a bank or other payment gateway. We’ve seen ransom requests range from hundreds to hundreds-of-thousands of dollars. And we’re also seeing escalating ransoms. If you pay \$10,000, they may up the ransom by another \$20,000. And of course, this doesn’t even account for the HIPAA violations you’ll have to deal with later.

So, no matter how you slice it, you don’t want to encounter malware in your practice.

How do you know if you are under a ransomware attack? The HHS list of indicators include^[4]:

- Users realizing that a link that was clicked on, a file attachment opened, or a website visited may have been malicious in nature
- An increase in activity in the central processing unit (CPU) of a computer and disk activity for no apparent reason (due to the ransomware searching for, encrypting and removing data files)
- An inability to access certain files as the ransomware encrypts, deletes and re-names and/or re-locates data; and
- Detection of suspicious network communications between the ransomware and the attackers’ command and control server(s) (this would most likely be detected by IT personnel via an intrusion detection or similar solution).

More importantly, how do you prevent an attack from happening? HCCIC offers the following advice:^[5]

- Back up data regularly and use off-site servers for backup and storage
- Secure your backups – ensure backups are not connected permanently to the computers and networks they are backing up. Backups are critical in ransomware recovery and response; if infected, a backup may be the best way to recover critical data.
- Restrict access behind firewalls and the number of users who can log in to remote desktop applications
- Train your staff to assist in detecting malicious software and how to report such detections
- Conduct an annual vulnerability assessment
- Use strong/unique username and passwords with two-factor authentication (2FA)

- Limit users who can log in using remote desktop
- Implement an account lockout policy to help thwart brute force attacks (set a maximum number of attempts before locking out the account)

These steps, along with the HIPAA-complaint practice management and email exchange systems will help prevent you from becoming the next victim to malware, ransomware or phishing.

iCoreConnect’s HIPAA-compliant email, iCoreExchange is actually unable to be phished. Additionally, iCoreExchange is encrypted at the highest levels and all data is stored remotely.

Robert McDermott is Chief Executive Officer and President of iCoreConnect. He leads the company’s innovative team of software developers, sales and technology veterans. iCoreConnect creates communication and practice management software that allows professionals to share information at the highest levels of security, backed up with real customer service.

^[1] <https://www.techrepublic.com/article/ransomware-reigns-supreme-in-2018-as-phishing-attacks-continue-to-trick-employees/>

^[2] <https://www.dentistryiq.com/articles/2018/04/prevent-medical-identity-theft-empower-dental-health-care-workers.html>

^[3] <https://www.aha.org/system/files/2018-04/corrected-HCCIC-2018-002W-SamSam-Ransomware-Campaign.pdf>

^[4] <https://www.hhs.gov/sites/default/files/RansomwareFactSheet.pdf>

^[5] <https://www.aha.org/system/files/2018-04/corrected-HCCIC-2018-002W-SamSam-Ransomware-Campaign.pdf>

AFTCO
TRANSITION CONSULTANTS
Since 1968

50 years strong
1968-2018

When success matters . . . you can depend on AFTCO, the oldest and largest dental practice transition consulting firm in the United States. AFTCO offers more than 150 practice transition programs custom designed to provide every dentist with a more secure future and a well-earned Quality of Life. Let our 50 years of experience provide you with the direction you need to make the most of your future.

www.AFTCO.net | 800.232.3826

State Board Approved Radiographic Certification Tapes

Course Length: approximately 3 hours

15-day CD/DVD rental includes one workbook and certificate

\$50 - LDA members

\$85 - non-LDA members

\$20 - (for members) each additional workbook

\$30 - (for non-members) each additional workbook

\$300 deposit (for non-members) for course (refunded upon return of CD/DVD)

MEDCOM's "Radiographic Techniques and Safety: Introduction to the X-ray and Safety Precautions" is available through the LDA and approved by the Louisiana State Board of Dentistry. It can be used for in-office education of dental assistants, counts for C.E. credit and saves you time and money compared to classroom instruction.

To order, visit the LDA website at www.ladental.org or call (800) 388-6642 or (225) 926-1986.

MARCH 15TH & 16TH **BATON ROUGE**

Love Heals

FREE CLINIC

DENTAL | VISION | MEDICAL

You are needed to volunteer!

- Dental department will be staffed with dentists, hygienists, dental assistants and dental office staff
- 35 dental units, supplies and instruments provided by the clinic
- Services offered: exams and x-rays, fillings, cleanings and extractions
- Expecting to serve 600+ dental patients
- All providers will be covered by Love Heals Free Clinic's malpractice insurance

Learn more or volunteer at:

BatonRougeFreeClinic.org



Clinic Hours:

Friday & Saturday: 7 am - 7 pm

Clinic Location:

The Airport Multiplex Building
4400 Airpark Blvd, Baton Rouge

Contact us:

225-347-0760

batonrougefreeclinic@gmail.com

ag **Dental**
CPAs & Advisors
beyond accounting.

Contact us for a consultation to learn more about what AG Dental CPAs & Advisors can do for you and your practice.

(225) 767-1020

www.AGDentalCPAs.com
(A Division of Apple Guerin Company)

You Benefit From Our Expertise at Every Stage of Your Dental Career.

At AG Dental CPAs and Advisors, we are a firm of experienced Certified Public Accountants and Business Advisors with a passion for service. Our team specializes in providing personal attention, accurate data, and proven strategies for success. Our intense focus on the unique needs of dentists and dental practices makes AG Dental CPAs and Advisors a financial partner you can trust.

- Practice Management
- Startup Services/Consulting
- Bookkeeping
- Tax Preparation
- Tax Minimization Techniques
- Retirement Planning



6421 Perkins Rd • Bldg A, Suite 1B • Baton Rouge, LA 70808



LDA

council on insurance

*Dr. Lane Eddleman
Chair, LDA Health Plan Trust and Chair, LDA Council on Insurance*

The LONG Journey to an LDA Member Health Plan

Hofstadter's Law: It will always take longer than you think, even when you take into account Hofstadter's Law.

A so-called "law" like this one makes light of the frustration we've all experienced when it takes longer than expected for something to be completed. If the person or persons have limited experience with a project, or lack more than the most basic knowledge in the field, the unforeseen delays tend to compound exponentially. This is often true even if the person or persons have a guide to follow – as anyone who's ever assembled a toy on Christmas Eve knows.

There exists no more classic example of this phenomenon than the LDA Health Plan Trust (LDAHPT). **But, the countless delays seem to finally be over, and LDAHPT is again accepting applications from members for coverage under several choices of health benefit plans with effective dates as early as March 1, 2019.**

It has indeed been a long and winding road.

Spurred on by the duress of our members as Obamacare drove health insurance premiums sky-high for many of them, the LDA leadership set out more than three years ago to create a new LDA member health benefit plan.

We knew what some of the obstacles would be. We knew how to deal with some of them. We also knew there was a LOT we didn't know.

The optimal solution at the time appeared to be a self-insured MEWA. We learned that at least 3 state dental associations (IN, MI and OH) had successfully converted their fully insured health plans into MEWAs. A fourth state dental association, Tennessee, began work to start their MEWA not long after.

LDA brought in consultants and industry professionals to do the heavy lifting of forming a MEWA that would benefit a significant number of members. Among the biggest challenges we faced were:

- Resources – Unlike IN, MI, OH and TN, LDA does not have millions in reserves nor any in-house insurance industry expertise.
- IN, MI and OH had existing plans that simply converted to a MEWA, with all the members in the old plan simply moving to the new. LDAHPT will have to re-recruit members.
- As the ACA drove premiums up, health plans, especially BCBS, eventually brought out plans with fewer benefits and much more restrictive networks to reduce premium. These new lean, cheap plans may have appeal to some members.
- Though LDAHPT's lead consultant (who at one time also worked with the OH and TN dental associations) appeared to be clearly our best option for providing the MANY things needed to start a MEWA, how well they delivered on that promise sharply decreased over time as the company struggled and key people left. Eventually, LDAHPT was left with no choice but to sever ties, which created delays and added expense.

Ultimately LDAHPT, despite having a lot working against it, has done just about anything that could reasonably be expected to try to bring to market a self-insured LDA member health benefit plan. It's overdue. The rules are more complicated than we expected them to be (as we've gotten better legal advice). And as we've always said, it's not going to be an ideal solution for every member (though we hope it will help more members in years to come).

But it is DEFINITELY worth your time to take a few minutes to get information and a quote on the LDAHPT plan from our endorsed agency Brown & Brown. **In spite of the wait and a few hoops through which some of you may have to jump, it could be just what you and/or some of your team need.**

ADS Lovelace and Associates

Your Experienced Practice Transition Professionals

PRACTICES FOR SALE

Beaumont, TX • Kinder, LA • Lafayette
 Lake Charles • Monroe • New Orleans
 Oral Surgery - South MS
 Periodontal - South LA • Shreveport

ASSOCIATE POSITIONS AVAILABLE

Alexandria • Amite • Baton Rouge
 Lake Charles (2) • Litcher • Maringouin
 Monroe • New Orleans • Oakdale

Congratulations!



Dr. Steven Latiolais for transitioning his Moss Bluff, LA practice to Dr. Jeffery Henningan

ADS LOVELACE AND ASSOCIATES, INC.
 (225) 927-8015
 LovelaceAndAssociates.com

Endorsed by **ILDA** **ADS DENTAL TRANSITIONS™**
 VALUATIONS | SALES | CONSULTING
 All ADS companies are independently owned & operated.

CREATING FINANCIAL LEGACIES FOR MEDICAL PROFESSIONALS SINCE 1996

Author of What Medical School Did Not Teach You About Financial Planning



CHAD OLIVIER, CFP®
 CERTIFIED FINANCIAL PLANNER™
 Private Wealth Advisor



**EXCLUSIVE BOOK OFFER
 FOR LDA MEMBERS**

www.oliviergroup.com/p/LDA

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 medicaid task force

*Dr. Edward L. "Don" Donaldson
Chairman, LDA Medicaid Task Force and Treasurer, DAP-PAC*

Medicaid Update

It has been some time since I have written and sent anything out on the Dental Medicaid program. This is a current report as I see it as of December 17, 2018.

After the first fee reduction in the early years of the Jindal administration amounting to cuts of 15 to 16%, not a lot has happened. Fortunately, because we kept working, meeting, pushing and because of our legislative efforts and work with the Louisiana Department of Health (LDH), we were exempted from other cuts.

I can't go into great detail at this time, but right at this moment, we are working on several issues that may offer some help to you, our loyal providers who are serving the children of our great State.

I had a very interesting meeting with Senator John Alario, Senator Fred Mills and Jen Steele, the Medicaid Director at LDH. There is quite a bit being done on hospital availability for dental care for Medicaid kids.

Here are a few other items you might be interested in knowing. The money paid for anesthesia folks has been so little that the anesthesiologists don't want to do it. It looks like that will change for the better.

I have focused on increases for Class II restorations on permanent teeth, anterior composites, permanent stainless steel crowns and permanent anterior buildups. I am cautiously optimistic of some change.

MCNA has been responsive to some of our requests but not so much to others. Right now the biggest battle taking place is over the way they changed the adult prophylaxis from age 12 to age 13. This is a \$13 difference. We are requesting that they reinstate the 12 year age, but I am requesting it be reimbursed back to the start. This represents a significant amount of money and it's in the hands of LDH. I do not know at this time how this will turn out.

We are definitely using all of the political influence we have to assist in our efforts.

Campaign contributions continue to be critical and I would ask each of you to contribute to the Dental Access and Prevention Political Action Committee (DAPPAC). Medicaid providers, I ask you to continue giving ½ - 1% of Medicaid collections to the cause.

I need help from everyone to make things happen and I will send a letter to providers in the next month or so. **Checks**

should be written to DAP-PAC and mailed to me (Dr. Don Donaldson) at 4061 Behrman Highway, New Orleans, LA 70114. Feel free to include a note with the contribution about any issues or suggestions you want me to address and I will do my best. Feel free to call me at 985-707-4753.

Thanks so much for your continued support!

LDA Notes from LSBSD Meeting December 1, 2018

Impaired Dentists Committee: LSBSD is considering enforcing emergency license suspension if a dentist or hygienist is suspected of having substance abuse and has not contacted the Healthcare Professionals' Foundation of Louisiana (HPFL) in five days of receiving the notice from the Board. This is similar to how the Louisiana State Board of Medical Examiners handles this issue.

Anesthesia Committee: Requiring AEDs in dental offices was once again brought up. The issue was referred to the Legislative Committee as it was suggested that if the Legislative Committee moves forward, legislation would possibly be brought forward by the LSBSD if they are able to find a legislator to sponsor it during the 2019 Legislative Session.

C.E. Committee: Licensees had questioned the board members as to whether a "live" webinar is considered live C.E. or online C.E. The board decided that a webinar can be considered "live" if the participant attends the webinar in a location at which attendance can be verified, AND if there is interaction with the speaker.

Additionally, the Board passed a resolution to add the American Academy of Dental Hygiene (AADH) to the list of organizations from whom continuing education is automatically accepted.

New Business: LSUSD Senior Jeffrey Kerst presented on ASDA's support for the elimination of live patients from initial licensure exams.



THINKING OF SELLING OR TRANSITIONING YOUR PRACTICE?

Let us advise you on the structure,
documentation and tax treatment
that is best for you.

Contact attorneys
**JOHN A. ROUCHELL AND
LANCE J. ARNOLD**
for further information.

504.569.2900 | bhbmlaw.com
New Orleans, Louisiana

Congratulations



LDA Assistant Executive Director
Annette Droddy for
15 Years of Service

Helping Your Practice Grow One Idea At A Time.

Louisiana's Top Business Credit Union



CAMPUS  **FEDERAL**®

campusfederal.org | 888.769.8841  





LDA feature

Jude Guerin, CPA
Partner with AG Dental CPAs & Advisors (LDA Events Partner)

Protecting Your Practice from Employee Embezzlement

Employee embezzlement is not a rare occurrence in today's society. More specifically, the healthcare industry, including dentistry, consistently ranks in the top three industries in terms of employee embezzlement cases. The average employee embezzlement amount exceeds \$100,000. This is a frightening reality for dentists. Often between treating patients, managing their staff and staying updated on the newest technologies, dentists have limited time for tracking the practice's finances. Below are suggested tips to help reduce the chances of being a victim to employee embezzlement.

Bank statements

- a. Have statements mailed to doctor's residence or emailed directly to doctor(s) for timely, monthly review.
- b. Have outside party or dentist complete a monthly bank reconciliation.
- c. Questionable or unfamiliar charges should be addressed promptly.

Credit cards

- d. Maintain an inventory list of appropriate cards to be paid by practice.
- e. Monthly statements should be mailed to doctor's residences or emailed directly to doctor(s) for timely, monthly review
- f. Payments on credit card balances should be made once a month. No mid-month payments.
- g. All payment amounts should tie to corresponding bill amounts or have explanation for variance.
- h. Credit card bills should be authorized/signed off for payment by doctor before payment is made.
- i. Quarterly, random check on charges to cards not made by doctors (if applicable). Compare matching bill or invoice to charge amount
- j. Questionable or unfamiliar charges should be addressed promptly

Payroll

- k. Bi-weekly hours sent to doctor for reasonableness review
- l. Select an employee per payroll to review daily work log. Ensure total daily hours match bi-weekly hour's log.
- m. Bonus calculation should be approved by Doctor, if applicable

- n. Maintain current pay-rate listing for employees. On a quarterly basis, compare employee pay rate from payroll report to pay-rate listing. Ensure pay rates match.

Hiring

- o. Have credit and background check run on all new hires by outside party.

Segregation of Duties

- p. Split duties of person recording payments or receivables with person making deposits
- q. Reconcile bank deposits with payments received in practice billing system

Cash

- r. Assign single employee responsibility of petty cash fund. Maintain log of activity. Limit amount in fund. Disbursements require a receipt.

Check Signing

- s. Only doctor(s) sign checks. No stamp usage or pre-signing checks. Ensure check numbering is sequential.

Account Write-offs

- t. Doctor approval on all account write-offs above \$200.

Patient Receipts

- u. Ensure patients receive receipts for payments. Post sign for patients to call X number if no receipt provided.

The above items may not be applicable to all practices but incorporating any number will help curb employee's opportunities to steal money from the practice. In addition, employees will recognize the dentist's efforts and realize their actions related to finances are being watched. Many times this recognition of dentist oversight is more effective than the actual steps. Often employee embezzlement is a crime of opportunity; therefore, dentists should dedicate time to implementing the above actions and save themselves hard-earned money.

Jude Guerin, CPA, is a partner with AG Dental CPAs & Advisors, an LDA events partner and member of the Academy of Dental CPAs. AG Dental CPAs & Advisors provides traditional accounting services, as well as dental consulting, for over 130 dentists in the Southeast United States. If you would like more information, visit www.agdentalcpas.com or call (225) 767-1020.

Buy Tickets for LDA's "Split the Pot" Raffle!

Only \$25 a chance!



1st Place - \$1,000

2nd Place - \$500

3rd Place - \$200



Proceeds benefit LADPAC and the
LDA's grassroots efforts.

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

*Drawing will take place at the New Orleans
Dental Conference and LDA Annual Session
May 10, 2019, at the
Hyatt Regency Hotel, New Orleans.*

Winner need not be present to win.



PARAGON is proud to be a part of another successful dental transition in your area.

Megan H. Currier, D.D.S.

has acquired the practice of

Charles K. Sherman, D.D.S.

Hammond, Louisiana

Your local PARAGON dental transition consultant

Bob Huston

To start your relationship with PARAGON
Call: 866.898.1867 Email: info@paragon.us.com paragon.us.com

PARAGON
DENTAL PRACTICE TRANSITIONS



LDA

executive director

Ward Blackwell, M.J.
Executive Director, LDA

Fighting Fires: Prevention First, Resources Second, Magic... ?

It could be argued that the primary purpose of the LDA is either to solve problems for dentists or prevent those problems from arising in the first place.

Getting ahead of problems before they become significant issues, i.e. “fire prevention,” involves vigilance, accessing/consuming data from numerous vital sources, and the analysis of trends to decipher implications.

Consider if you will just the myriad state government information sources (in addition to the legislature) that are regularly monitored by the LDA:

- State Board of Dentistry (meetings and publications).
- Louisiana Register (official publication for State rules, Notices, etc.).
- LA Health Care Commission.
- Patient Compensation Fund.
- Prescription Monitoring Program (PMP).
- Legislative Committees (meeting between sessions).
- Sales Tax Modernization and Streamlining Task Force.
- Medical Disclosure Panel.
- Oral Health Coalition.
- HIV, AIDS Commission.
- Medicaid Quality Committee.
- MCNA Dental Advisory Committee.
- Medicaid Managed Care Claims Reporting Advisory Group.
- DEQ Mercury Risk Reduction Initiative.
- Workers Compensation Advisory Council.

By staying abreast of developments in these arenas, LDA has repeatedly headed off issues before they could become problematic for Louisiana dentists. For example, though there have been several bills passed over the last few years creating and modifying the PMP, the bills were all introduced with provisions that excluded dentists from virtually all reporting and look up requirements

except under rare circumstances, thanks largely to the LDA’s involvement in the PMP Advisory Council.

That’s but one example. And obviously, that’s a lot of stuff to keep tabs on. But that’s only the government sources. LDA also monitors/tracks information from many private sources such as other associations, think tanks, news media, etc.

It takes a considerable amount of time and resources to keep on top of all that. But even with all that monitoring, it’s flat out impossible to get in front of every issue before it becomes a problem. A lightning strike is eventually going to start a fire *somewhere*.

Finding solutions once a problem has arisen can be extremely difficult and/or require the commitment of considerable resources (occasionally, resources beyond what the LDA can muster). Almost always, it takes a considerable investment of time and effort, and usually there’s someone throwing up barriers to our success, whether because they actively desire us to fail (e.g., dental benefit plans) or because they simply believe that there is an upside to the barrier for *someone* that outweighs the downside for LDA (think government).

It’s in those situations that I really envy Harry Potter.

No, I don’t have any desire to battle evil wizards, talk to snakes, associate with house elves, shape shift into an animal form or ride a flying broom. (Well, that last one might actually be pretty cool!) But, I would LOVE to be able to fix things with a simple wave of a magic wand. And, not just broken objects like spectacles. (“Oculus reparo!”) I mean fixing real, serious, complex human problems.

But the next best thing to a magic wand is having resources, whether they be time, money, expertise, relationships, political capital, positive public opinion, etc. And the best thing to have after that is the ability to get the most out of the resources you have.

For some perspective on this, plug the search term “Louisiana Association” into Guidestar.org. The search defaults to present results in order of “relevance.”

And in the first 3 pages, you'll see most every trade or professional association in Louisiana that you've heard of (except those few that call themselves a "society" rather than an "association"). After about 3 pages (25 listings/page), you see only associations that are essentially "irrelevant." They don't do much, have little money or are defunct.

The search also displays gross receipts and assets for each association. Most of those with \$0 in gross receipts or assets are inactive. (That is confirmed when you click through and see they haven't filed a tax return in several years.) Of the remaining "relevant" associations in those first three pages – where the LDA is also listed – the majority have gross receipts well in excess of \$1 million/year.

Those "relevant" associations achieve a lot with their advocacy, which is why many are well-known. LDA brings in less than \$1 million/year. Yet, LDA's success in advocacy ranks as good as or better than most of those other associations with much higher incomes.

The LDA staff and leadership take pride in getting a good "bang for the buck." But, we also recognize that having more bucks can get you an even bigger bang. Put another way, while we can achieve an awful lot through efficiency, at some point enhancing our advocacy success requires having more money to spend.

By far, the preferred way to increase revenue is from sources other than member dues. And in recent years, the fastest growing sources of LDA non-dues revenue have been continuing education and sponsorships.

Those two tend to go hand in hand. More sponsorship allows LDA to bring in better clinicians and charge lower registration fees, which in turn increases attendance. Increased attendance tends to generate more sponsorships.

What is unique about the LDA's approach to sponsorship is the Event Partner program. The Event Partner companies make a pretty significant annual commitment to the LDA: \$10K for Premier Event Partners, \$7.5K for Sustaining Event Partners. They also commit to be present and support pretty much every LDA event throughout the year. They often provide door prizes, assist with logistics or even host receptions. Stormy Blair with Brown & Brown can always be counted on to take lots of great pictures that help us fill the pages of the *LDA Journal*.

The support of LDA's Event Partners goes beyond that of typical sponsors. They truly are partners in many respects – not the least of which being the very real connection between the support LDA receives from them and our success representing the interests of our members.

In the past, I have used this column to exhort LDA members to get involved, to send messages to legislators and to contribute to LADPAC. All of those are key to LDA's advocacy, and I would continue to encourage all of those things.

But I recognize that – for whatever reason – many members just aren't moved by that. So, what I would ask now is even simpler.

You need to get C.E. anyway. So, please register for at least one LDA event this year. When you're there, take a few minutes to talk to some of the Event Partners present (they are listed below), and thank them for their support. This small amount of effort will help the LDA do even more for you, will give you some quality C.E., and quite possibly lead you to learn about an extremely valuable product or service you need!

THANK YOU TO OUR 2019 PARTNERS!

Premier Partners

Since 2015



Since 2007



Since 2018



Since 2015



Since 2015



Since 2017



Sustaining Partners

Since 2017





LDA Louisiana state board of dentistry

Dr. Marija LaSalle
2018 President, Louisiana State Board of Dentistry

LSBD 2018 Update

December 22 is the one year anniversary of our move into the Claiborne building in Baton Rouge, the obstacles that the dental board faced with such a monumental move was achieved! Our first four board meetings in Baton Rouge were challenging for the staff and licensees with minimal audience attendance. We just had our final 2018 board meeting in New Orleans due to the amount of New Orleans licensees that we had scheduled for informals, and we had a number of professional representatives in attendance.

In the past year we completed our three-year inspection cycle early and started a new inspection cycle this September. As stated in a previous *LDA Journal* article, please be on the lookout for our inspection video featuring Mr. Brian Samuel. This video is to assist dental offices preparation for the inspection visit.

The above numbers reflect an average of 10 complaints/reconsiderations per month. This translates to an average of each board member reviewing 2.5 complaints per month. This is the major duty of each board member, yet by far is not the only charge. I have



had the privilege in the past year to work with dedicated committee chairs. Let me recognize a few. I formed an adhoc committee to review our disciplinary process that was chaired by Dr. Ike House. This committee completed its task and has since been dissolved. Dr. House is also the chairman of the C.E. Committee, of which reduced the C.E. requirements as the board eliminated non-clinical credits and established disciplinary guidelines for those who do not meet the requirements. Dr. House's committee had a long agenda at their December meeting, and I can foresee it will remain active.

The anesthesia committee was extremely active this past year chaired by Dr. Rick Willis. The committee was very fortunate in having three specialists as members; two oral surgeons, Dr. Rick Willis and Dr. Ronnie Marks, and pediatric dentist, Dr. Claudia Cavalino. This committee was very time consuming for its members as they looked at all aspects of various items before them yet made it easy for the rest of the board as they brought forth unanimous recommendations out of committee.

District	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
1. Acadiana			2	1	1	1			1	1			7
2. Bayou		2	2										4
3. Central		1	1	2			2	1	1				8
4. Northeast					1	3	1	2	1	1	1		10
5. New Orleans	1	5	7	3	3	1	4	3	4	1		1	33
6. Northlake	3		1				2		1				7
7. Northwest		1	1	2	1	2		1	5		1		14
8. Baton Rouge		1	3	3	4	4	5	3	4	1	2		30
9. Southwest			3				1		1				5
Hygienists	1		1				1						3
Total	5	10	21	11	10	11	16	11*	18	4	5*	1	123

*1 out of state

Our licensing credential chair was Ms. Patty Hanson, RDH. Her attention to each case was greatly appreciated.

I cannot do enough to sing the praises of the office management chairman, Dr. Ronnie Marks, who dedicated many on site visits to the new office, as well as reviewing office manual updates, which are still under way. The randomization of DOC assignments to board members and monitoring of the DOC process has been a challenge. Dr. Marks, as well as the following board members, attended Dentists' Day at the Legislature: Dr. Donald Bennett, Dr. Cavalino, Dr. Jay Dumas, Dr. Tom Price and Ms. Patty

Hanson. I hosted a speaker that morning on the relationship of the board and the State Legislature. Several board members attended all day seminars hosted by the Attorney General's office for state boards: Dr. Glenn Appleton, Dr. Don Bennett, Dr. Ronnie Marks, Dr. Rich Willis and Ms. Patty Hanson.

On the national level, Ms. Patty Hanson has served as the dental hygiene representative on the board of American Dental Boards, and Dr. Ike House is our CITA representative. He is also serving as secretary of the Board. In addition, we have several past and current board members whom are graders for the CITA exams in 2019.

Thank you all for your extra time and work on behalf of the board and the dentists of Louisiana.

2019 LDA Summer Education Conference

Wed. - Sat., June 19 - 22, 2019

C.E. 8 a.m. to noon each day
(up to 16 hours of C.E.)

Sandestin Golf
and Beach Resort, Florida

www.ladental.org/summerconference



Practice Care is Our Priority

At Henry Schein Dental, our mission is to improve the lives of those we touch by focusing on practice care, so dental professionals can focus on patient care.

Practice care is a combination of efficient solutions and integrated technologies designed to help you operate a productive practice, attain your business goals, and assist in the delivery of quality patient care.

HENRY SCHEIN®
DENTAL

Rely on Us™

21399 Marion Lane, Ste. D, Mandeville, LA 70471
985-871-0001
www.henryscheindental.com



LDA wealth management

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

Income: How Much do You Really Need in Retirement?

You probably have a good idea of how much income you currently need to support your family's lifestyle. But how does that number equate for retirement?

Let's look at four pressing issues involved in developing a sensible retirement income estimate:

- 1. How do you envision your retirement days?** Retirement opens up an array of possibilities from pursuing your hobbies and catching up with family to traveling or starting a new business. Many retirees still work part-time, pursue volunteer work, or help out with community service. It's important to consider how you want to spend your retirement days and plan now to enjoy yourself tomorrow.
- 2. What will be your major expenses in retirement?** By retirement time, one of your main goals should be to minimize your major expenses. Your house should be paid off. Loans and credit cards should be instruments of the past. Then, the only major expenses that remain are items such as healthcare costs and vacations.
- 3. How will inflation affect your retirement?** The same dollar today will not buy the same goods in the future. You have to take into account that goods and services will get more expensive as time passes. The long-term average inflation from 1913-2015 is 3.18% according to inflationdata.com.
- 4. What asset amount is needed to reach your desired retirement income?** When looking at your assets for retirement purposes, keep in mind to consider only your investable assets. For instance, the appreciation on your house will not produce any income unless rented out or sold. A conservative estimate of assets in retirement will be an asset amount that can produce a 4% or lower distribution rate to fill in the income gap, the difference that investments can fill after all income sources, such as social security, have been taken into account.

Now, let's give an overall example:

Dr. Smith is 50 years old and plans to retire in 10 years. His house will be paid off before retirement, his kids will have finished college, and no other major expenses will be incurred.

He has calculated that he will need \$60,000 in today's dollars for retirement.

Let's start off by calculating what \$60,000 will be at 3.18% inflation rate 10 years from now. This amount is \$82,055.


Currently, he has \$1 million in investable assets and adds \$60,000 per year to his retirement with an average return of 6% per year; this equals \$2,629,146.

At a 4% withdrawal rate, he will be taking out \$105,166 per year. If you take out 20% for taxes, Dr. Smith will have an income of \$84,129, hitting his income goal in retirement. In a real case situation, you would also need to consider the amount of your Social Security benefit.

For many Americans retirement is proving to be more exciting than ever and it is important to prepare for a retirement that can keep up with you. Reviewing your income needs can allow you to retire with financial confidence, knowing that you can work towards financial security. With the right planning, you can look forward to your retirement years.

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. The example represented in this article is not indicative of all individual situations. Each individual has unique circumstances. 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.

Securities and Financial Planning offered through LPL Financial, A Registered Investment Advisor. Member FINRA/SIPC.

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

Visit the LDA
website at
www.ladental.org



The LDA Foundation appreciates the kind donations contributed during the 2018 dues cycle, which is Dec. 2017, through Nov. 2018. We appreciate your dedication to the Foundation and the financial assistance to help support our mission.

Acadiana

Dr. Francis Boustany, Jr.
Dr. Carl Breaux
Dr. David Doerle
Dr. Timothy Fontenot
Dr. Darah Fugetta
Dr. Randy Gauthreaux
Dr. Anita Gouri
Dr. Kenneth Guilbeau
Dr. Jill LeBlanc
Dr. Angela Soileau
Dr. Phillip Stelly
Dr. Preston Webre, Jr.

Bayou

Dr. Garland Aycock, Jr.
Dr. S. Douglas Ber
Dr. Donald d'Aquin
Dr. Frank Distefano, Jr.
Dr. Kenneth Luminais
Dr. Stephen Morgan, Jr.
Dr. Gabrielle Prejean
Dr. Christopher Saal
Dr. William Walsh
Dr. Curtis Zeringue

Central

Dr. Richard Bacon
Dr. Larry Burke
Dr. David Carlton III
Dr. Paul Hargis
Dr. James Iverstine
Dr. Paula Karam
Dr. Valerie Washington
Dr. Phillip Washington

Greater Baton Rouge

Dr. C. Richard Atkins
Dr. Ernest Beier, Jr.
Dr. Lee Berthelot
Dr. Clare Berthelot
Dr. Calvin Bessonnet III
Dr. Robert Carter
Dr. Alan Day
Dr. Therese Dinh
Dr. Brian Dyess
Dr. Marty Garrett
Dr. Dustin Kidder
Dr. Scott Kogler
Dr. Warren Locke
Dr. Arthur Moles
Dr. Cyril Richard, Jr.
Dr. Clint Sandefer
Dr. Kenneth St. Romain, Jr.
Dr. Lauren Thurmon
Dr. Robert Westerman
Dr. Kenneth Wilkinson, Sr.

NODA

Dr. Darlene Bassett
Dr. Charles Berthold III
Dr. Maria Burmaster
Dr. Joseph Campo
Dr. Mark Chaney
Dr. Robert Charbonnet
Dr. John Colomb III
Dr. William DeJong
Dr. Edward Donaldson, Jr.
Dr. William Duvic
Dr. Emily Eggart
Dr. Gary Glaviano

Dr. Philip Haik, Jr.
Dr. Steven Heier
Dr. Valerie Hemphill
Dr. David Hildebrandt
Dr. Billie Jeansonne
Dr. Kay Jordan
Dr. Craig Marcello
Dr. Kent Mauduit
Dr. Charles McCabe
Dr. Samuel Miano, Jr.
Dr. Vinh Nguyen
Dr. Barry Radell
Dr. Gizelle Richard
Dr. Steven Spindler
Dr. Hilton Title
Dr. Francesca Velasco
Dr. Edward Vocke III

Northeast

Dr. G. Michael Davis
Dr. Lane Eddleman
Dr. Edward Eiland, Jr.
Dr. Jeff Hooton
Dr. Walter Jakiela
Dr. Mark Meredith, Jr.
Dr. Carl Turpin
Dr. David Vieth

Northlake

Dr. Glen Corcoran
Dr. Gabriel Daroca III
Dr. Jill Donaldson
Dr. Charles Foy, Jr.

Northwest

Dr. David Austin
Dr. Jared Boyd
Dr. McKenzie Boyd
Dr. Caroline Cobb
Dr. Timothy Tate
Dr. Michael Woolbert

Southwest

Dr. C.J. Ardoin II
Dr. Robert Cochran
Dr. Edward Hebert
Dr. Richard LeBlanc
Dr. Thomas Price
Dr. Paul Vidrine

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

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



LDA last chance seminar

Jeanne Parr McFall
Director of Conference Services, LDA

Another Successful and Informative Last Chance Seminar

After the 2017 Last Chance Seminar brought us snow, we were prepared for just about anything this year, but with no snow on the radar for Louisiana, all went smoothly for the December 7 event. With almost 200 dentists and dental staff from around the state in attendance, the Last Chance seminar boosts as yet again, the LDA's largest C.E. event of the year.

The LDA's Last Chance Seminar continues to be such a well-attended event because we not only offer 7 clinical hours of continuing education each December, but we also have speakers well worth your drive! This year, LDA member Dr. Dov Glazer spoke on the hottest topic of the year, opioid abuse and awareness. His 3.5 hour lecture gave those who attended an opportunity to get their state-mandated credits out the way before license renewals. Dr. Jeff Brucia flew in from California to give a full-day lecture that simplified restorative materials and techniques for all dental professionals.

The association wouldn't be able to offer our members such an affordable C.E. event without our generous event partners and sponsors. We are so thankful for their support throughout the year!

If you still need to take the opioid awareness course in 2019, LDA is offering the online option on our website at www.ladental.org/onlinece.



THANK YOU TO OUR SPONSORS!

Premier Events Partners



Sustaining Events Partners



Platinum Sponsors

Campus Federal Credit Union
Central Louisiana AHEC

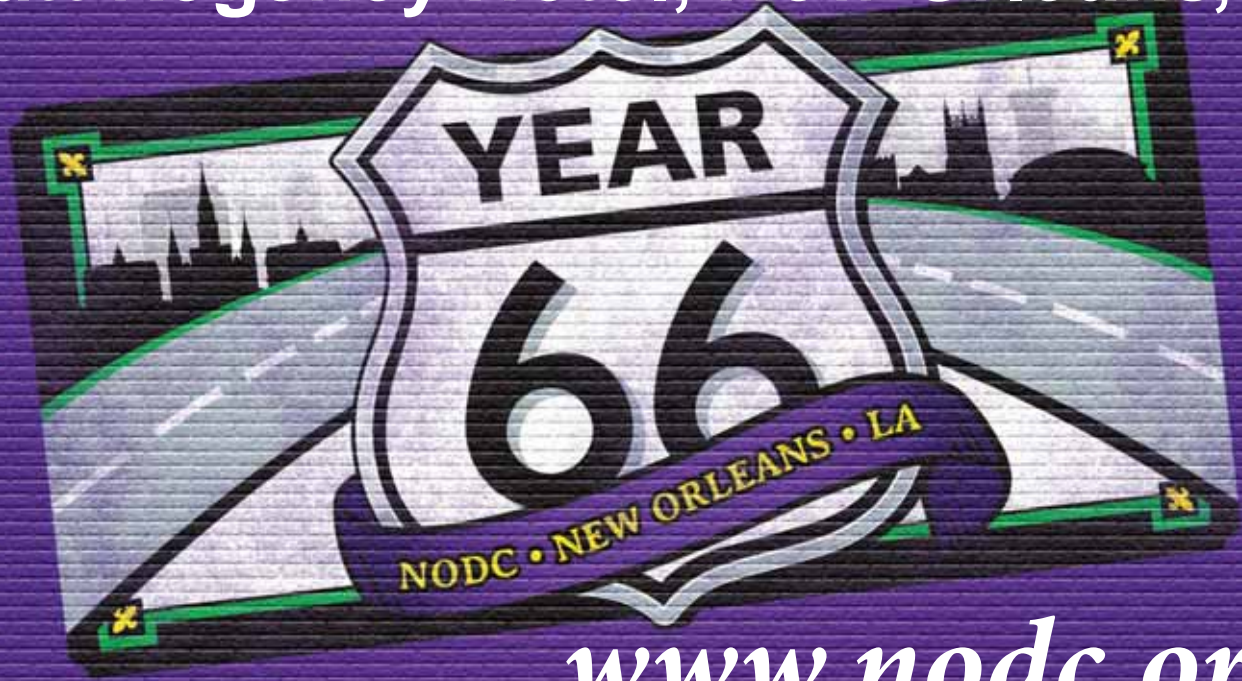
Supporters

LDA Foundation
Louisiana Dental Services, Inc. (LDS)

Fun and Networking While Earning Our C.E.



May 9-11, 2019
Hyatt Regency Hotel, New Orleans, LA



www.nodc.org

*History is in the making for our 66th year!
KNOCK OUT your mandatory C.E. requirements in one economical convention!*



Dr. Charles Blair



Dr. Harold Crossley



Nancy Dewhirst, RDH



Dr. Brian Novy



*This is just a taste of what the New Orleans Dental Conference/
LDA Annual Session has to offer. Visit our website for a complete
listing of speakers and course descriptions.
Online registration will open January 1, 2019.*

*NEW this year is also Exhibit Hall GUMBO.
Dentists can turn visits with Exhibitors (no purchase necessary)
into raffle entries for great prizes, including a grand prize of
\$1,066 cash (in honor of our 66th annual conference)!
There will be raffle prizes for staff as well.*

Here's the Top 5 Reasons Dental Offices Don't Need an Effective Recare System

We love a good bit of sarcasm which is what caused us to start thinking about why dentists might not want or need an effective automated recare system for their practice. Below are the top 5 reasons we developed of why practices may not have an interest in having an effective automated patient communication system:

Reason #1 – We don't mind when patients fall through the cracks. Whether it's limitations in your system or overwhelmed front desk staff, you're most likely not reaching 100% of patients. Consistent communication with patients is key to building trust and loyalty. This doesn't mean just a simple text 3-days before their appointment. It means providing communications via email and text, and the occasional direct mail postcard to spice things up or wish a happy birthday.

Reason #2 – I smile at empty chairs. Last-minute cancellations can wreak havoc on the busiest of schedules. One-minute hygienists are hoping to fit in a 15-minute lunch, and the next they're re-counting the toothbrush supply for the fifth time. While cancellations are par for the course, an automated system can greatly reduce the negative impact to your practice. Pro tip: Look for a solution that has a group text feature so you can quickly notify patients of unexpected openings and fill any last-minute holes in your schedule.

Reason #3 – We love lost revenue. Bottom line, an effective automated recare system helps dental practices increase revenue (see what we did there?). When a dental practice has the right automated system, they can reduce no-shows and reactivate patients, resulting in more active patients and more revenue. But hey, if lost revenue is something you enjoy, we won't judge (ok, maybe just a little).

Reason #4 – My staff really enjoys making endless phone calls to patients. Not only is the task of reaching out to patients for general recall and reminders time consuming for your front desk team, but it's also not the way patients prefer to be contacted anymore (most prefer text message). Each moment your team spends making

phone call reminders is time that could be spent focused on other priorities like billing, claims management, medical charts, and of course patients in your waiting room. On average, dentists save approximately one week's worth of work with automated recall and reminder software – what could your team do with that time?

Reason #5 – We have a lot to do an accommodating patient needs isn't one of them. In a recent Hanover Research study, 80% of patients said they preferred text or email reminders over calls. Contacting patients via their preferred communication method is an effortless way to accommodate their needs. It also reinforces your practice's high-tech image and reduces no-shows.

All in all, only dental practices that want to increase efficiency and productivity, improve profits, and create greater patient satisfaction truly need an automated patient communications system.

But, we know as a busy dentist, one of the toughest things to do is plan ahead to create strong and meaningful marketing messages and communications that will resonate with patients throughout the year. That's why endorsed partner, ProSites, did the heavy lifting for you and created a patient communications calendar that your practice can utilize throughout the year.

In this 12-month calendar, you'll receive:

- A complete list of dental-specific and national holidays each month
- Advice and ideas on what to promote to patients each month to deliver timely, relevant, and effective communications throughout the year
- Three pre-written social media post ideas each month (36 total!) to copy and paste to engage with patients and their networks each month

Get your free calendar at www.ProSites.com/Calendar.

Article submitted by ProSites. ProSites is endorsed by the LDA for their website design and online marketing solutions including search engine optimization (SEO), social media, and pay-per-click advertising. LDA members receive 25% off the standard website set-up. For more information, or to start a free trial, call (888) 932-3644 or visit www.ProSites.com/LDA.

Congratulations to Louisiana Dentists Inducted into ACD and ICD in Hawaii in October



ACD Louisiana Inductees and Leadership: (front row, from left) Drs. Kristi Soilleau, Kay Jordan, Maria Burmaster, Gigi Meinecke (Maryland dentist), and Catherine Hebert. (Standing, from left) Drs. Mark Chaney, Richard Willis, Duane Delaune, Vincent DiLeo, Toby Cheramie, Alex Ehrlich, Ike House, Gus Coutin, Ron Hermes, and King Scott.



ICD Louisiana Inductees: (From left) Drs. Francesca Velasco, Kristopher Rappold, Linda Cao, Mike Luminais, Harry Goza (Mississippi dentist), Dennis Preau, Maria Burmaster, Sally Daly, and Valerie Hemphill.



Advanced Practice Protection for Advanced Dentistry.

DDSGuard™ Insurance from Fortress

Dental surgery and other specialized procedures call for advanced practice protection. The DDSGuard policy from Fortress Insurance is designed to protect highly skilled dentists like Dr. Dylla, who care for patients with complex dental needs. Fortress is owned by dentists and has a depth of clinical expertise unmatched in the industry. Protect your practice with DDSGuard.

Russell Dylla, DDS

Practice Profile:

Periodontal Surgery
Dental Implant Surgery
Bone Grafting
Gum Tissue Grafting
Sinus Grafting
Extractions



Endorsed by the
Louisiana Dental Association

For more information contact Fortress Agent **Stormy Blair 888-503-5547**
Brown & Brown Association Services Professionals www.bbgulfstates.com

*The language contained in each policy of insurance establishes the specific terms and conditions of insurance, and will supersede any statements contained herein.
© 2019 Fortress Insurance Company. All rights reserved. DDSGuard™ is a registered trademark of Fortress Insurance Company.



LDA lsu school of dentistry

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

The Heartbeat of Education

In the last decade, we have made great strides in attracting and retaining excellent faculty to educate our students and residents. Faculty commitment to our students is unparalleled and it is a privilege to work alongside such dedicated individuals to ensure that we continue to educate the finest dental practitioners. They are the heartbeat of dental education and without their service the LSU School of Dentistry would not exist.

With that in mind, we are pleased to welcome the five most recent individuals who have joined the school. The varied experiences and contributions will further strengthen our four-fold mission of education, research, patient care and outreach. We are grateful that they chose to join the LSUSD family.



Zafer C. Cehreli, DDS, PhD, professor of pediatric dentistry, joined our faculty this past March. A native of Turkey, he received his DDS from Hacettepe University Faculty of Dentistry in Ankara. From the same university he earned a PhD and a certificate and masters of science in pediatric

dentistry. From 1998 until 2018, he was a member of the Hacettepe University Faculty of Dentistry Department of Pediatric Dentistry. As the author of over 120 articles in professional journals, Dr. Cehreli brings extensive research and publication experience to LSUSD. He has been active in the International Association of Dental Traumatology, currently serving as chair of the Education Committee. For over ten years he served as an executive editor of *Head and Face Medicine*, an open access journal. He also serves on the editorial boards or as reviewer for other peer-reviewed dental and scientific journals.

John J. Frazier, DMD, MSPH, MS, is clinical assistant professor of oral and maxillofacial radiology



in the Department of Diagnostic Sciences. Prior to dental school, he worked as an engineer in the field of nuclear magnetic resonance spectroscopy. He received his DMD from the Medical University of South Carolina and practiced as a general dentist for several years.

He has attained master's degrees in biostatistics and biomedical informatics and has completed residencies and certificates in oral and maxillofacial pathology at New York Hospital Queens and oral and maxillofacial radiology at Texas A&M University School of Dentistry (formerly Baylor). He is a fellow of the American Academy of Oral and Maxillofacial Pathology, a diplomate of the American Board of Oral and Maxillofacial Pathology, and a member of the Academy of Oral and Maxillofacial Radiology.



A.C. Liles III, DDS, has already completed an academic year on our faculty. A graduate of the LSUSD class of 1992, he served as class president. He also received a certificate in Advanced Education in General Dentistry from this school in 1993. For many years he has served LSUSD as part-time

clinical instructor while maintaining a private practice in Kenner. An assistant professor in the Department of Comprehensive Dentistry and Biomaterials, Section of Clinical Comprehensive and Operative Dentistry, Dr. Liles is co-director of the third-year operative dentistry

course. He has been active in NODA and the New Orleans Dental Conference.



Mark Odom, DDS, assistant professor in the Department of Endodontics, received both his DDS and certificate in endodontics from LSUSD. From 1986-2017 he was a part-time member of the endodontics faculty at the University of North Carolina School of Dentistry while maintaining a private practice in

endodontics in Cary, North Carolina. After returning to New Orleans last year, Dr. Odom became a gratis faculty member in Endodontics, working with DDS and advanced education students. He is currently director of the senior endodontics course. Throughout his career, Dr. Odom has been an active member of the American Association of Endodontists.



Jeanne St. Germain, RDH, BS, has recently joined the Department of Periodontics as instructor. She previously served in the same position from 1997-2005. A graduate of the LSUSD dental hygiene program, she has worked in private practice in the New Orleans area. With Dr. Ray Yukna and Suzanne Farrar,

RDH, MSHCM, she co-authored a chapter in the 2001 dental hygiene textbook, *Comprehensive Periodontics for the Dental Hygienist*. Jeanne has been involved in state and local dental hygiene associations as well as in outreach events such as Special Olympics Special Smiles. She teaches in the periodontics advanced education clinical instrumentation course and in the clinic with DDS students.

If any of our faculty members can be of assistance, please feel free to contact them. A faculty listing can be found on our home page (www.lsusd.lsuhs.edu). In the left-hand menu of the page, click "Faculty and Staff" and then "Faculty Roster." You can search by department or alphabetical order. In closing, a special thanks to the entire dental community for their support of our efforts—your continued commitment to our school means everything.

2019 EVENTS

Thursday, May 9, 2019

Conference Opening Reception, LDA Party to Salute Immediate Past President, Dr. Daniel Weaver, and LSU School of Dentistry Alumni Reception all wrapped into one party.

Thursday, May 9, 7 - 10 p.m.

Celestin Ballroom - Hyatt Regency Hotel

ENTERTAINMENT BY LE BONS TEMPS

Tickets: \$40 per ticket (Includes buffet & two drink tickets per person)

Friday, September 20

Alumni Day

LSU School of Dentistry, New Orleans

8:00 a.m. to 5:00 p.m.

**Stay Connected
with the LDA**



**Follow Us on FB
@LDA1878**



LDA ada annual session

Annette Droddy
Assistant Executive Director, LDA

2018 ADA House of Delegates in Hawaii

The ADA House approved its 2019 budget, including continuing the ADA's public awareness campaign Find-A-Dentist and funding it out of reserves. The House did pass a \$22 dues increase to cover the \$2 million annual costs associated with increasing search engine optimization. The ADA will have an enhanced presence on search engines for key topics and the opportunity for adjustment as issues and topics change.

Many other resolutions were debated, including a resolution for the ADA president to appoint an adhoc committee who have the expertise to address elder dental care, including Medicare. There was also a resolution that addressed awareness of the growing problem of third party payer interference in patient care and the role of the ADA. The resolution that passed directs the ADA to form a task force that will develop a strategy for state-based dental benefits advocacy.

A new president and other officers were installed. Delaware Dentist Dr. Jeffrey Cole was installed as president of the ADA. Dr. Raymond Cohlma from Oklahoma continues his term as ADA trustee representing the 12th District (Louisiana, Oklahoma, Arkansas, and Kansas).



At the Caucus meeting: Dr. Danny Weaver, Dr. Stephanie Weaver, Dr. Steve Morgan, and Jeffrey Kerst (American Student Dental Association representative from LSUSD).



Louisiana's delegation at the ADA House of Delegates are: (front row, from left) Dr. Kristi Soileau, Dr. Stephanie Weaver, Dr. Catherine Hebert, Dr. Brian Basinger, Dr. Mike Luminais; and (back row, from left) Dr. Steve Morgan, Dr. Mark Chaney, Dr. David Hildebrandt, Dr. Danny Weaver, Dr. King Scott, Dr. Nelson Daly, Ward Blackwell (LDA executive director), Dr. Steve Ortega, and Dr. Bob Barsley (guest).



At the ADA House of Delegates: Ward Blackwell (LDA executive director), Dr. Steve Morgan, Dr. Kristi Soileau, Dr. Brian Basinger, Dr. David Hildebrandt, Dr. Mike Luminais, Dr. Nelson Daly, and Dr. Stephanie Weaver.

A great opportunity is available for a full-time dentist in a privately owned, multi-specialty Family Dentistry and Specialty Practice in dynamic Lake Charles, La. The clinic is strategically located in the highest traffic count area of the city. New patient flow is extremely high. Celebrating over 45 years of business, all aspects of dentistry are offered here as we are all digital and use state-of-the-art equipment. The highest production you can imagine is a realistic goal that can be reached with guaranteed excellent compensation. Our large, highly trained staff makes doing dentistry almost effortless. As added incentives we offer a sign-on bonus, as well as C.E. reimbursement. To get further details on this extraordinary opening, call (337) 302-3027 or send resume to greatjob3232@gmail.com.

DENTIST (Northshore) Job Description: If you want to be a part of a growing family of dentists whose primary intention is to help patients achieve optimal oral health, we'd love to meet you! We are a busy Northshore practice that is looking for a motivated and driven dentist that wants to further their dental career and professional abilities. We currently have a full-time opportunity. Great income potential. Compensation is paid on production and we offer a paid C.E. incentive program. **Your experience and qualities:** DDS/DMD from an accredited University and active State Dental Board license; a strong sense of ethics and the ability to act with integrity; a willingness to be coached and trained by clinicians; and a hunger to achieve financial success and independence. Job Type: Full-time. E-mail northshoredentalopportunities@gmail.com.

Full-Time Orthodontists Needed: We have offices in New Orleans, Lake Charles, Lafayette, Shreveport, and Monroe. We offer competitive daily per diem, flexible scheduling, sign-on bonuses, relocation assistance, student loan repayment, 401k, paid time off, as well as medical, dental, vision, life and malpractice insurance. Contact us today! Emily Platto, (770) 508-6810, eplatto@benevis.com.

We are looking for a part-time general dentist to join our family practice in Greater New Orleans area. Please send your resume to lrglaser@aol.com if you are interested.

Intraoral X-Ray Sensor Repair/Sales: We repair broken sensors. Save thousands in replacement costs. Specializing in Kodak/Carestream, and major brands. We also buy/sell sensors. American SensorTech, (919) 229-0483, www.repairsensor.com.

Greater Hammond Area Associateship with opportunity to buy. Up-to-date 4 ops. with room to expand, GP Practice consistently grossing 1M. 40 new patients per month. Fully staffed. Seller is willing to stay as your Associate if you prefer to be the practice owner and can assist with a portion of buyer financing to help buyer qualify for the loan. This rare opportunity won't last. Contact us today! Email info@OfficeNetworkUSA.com for details. Reference Code: HAM8.

Dentist looking to relocate to Lafayette area. I am very proficient with and enjoy removable prosthetics and extractions. If you aren't serving these patients, or want to serve more of them, please contact me, cajuntom@att.net.

PRIVATE PRACTICE / NO BROKERAGE FEES. Rare Opportunity! To purchase a thriving fee for service (no plans) private practice Production and Collection well over 1 million for the past 5 years. Patient flow currently accommodates one full/one part time dentists with 2 full time hygienists. Strong loyal patient base. New patient flow has been consistent and reflects a growing practice. Attractive office in professional complex with easy access from all corners of Beaumont and surrounding cities. Serious inquires contact PSSC, LLC cathaustin@mcfallmanagement.com

Continued next page...

PRICES RECENTLY REDUCED! New and used dental equipment from 4 operatory perio practice. Request list with prices of equipment and supplies from temcneely@aol.com or call (318) 393-8808.

Seeking F/T General Dentists (Northshore, Greater New Orleans & Baton Rouge): Whether you're a recent dental school graduate or a current practitioner interested in pursuing new opportunities, Louisiana Dental Center offers doctors the ability to perform dentistry in an autonomous and collegial atmosphere without the burden of managing a practice. With modern clinics in numerous locations across South Louisiana, we're a thriving group practice with a growing patient base and occupy a unique position to offer flexible schedules and working options for the general dentist or specialist. If you're interested in joining our team of professionals, please contact Terry Ernst at (985) 893-2240 or send CV to ternst@ladentalcenter.com.

Top 1% privately owned Dental Groups in the country looking for Dentists to help expand to a third location. This offer has ownership potential. Our two practices see 250-300 new patients every month with 45 to 50% being referred by our patients who love us. Very strong support staff leaves our dentists free to give all their attention to their patient. Our third generation private Practice is heavily branded in our area. Depending on your skill set this practice has had dentists take home from \$300,000 to \$800,000 a year. We refer very little dental work out. Implants are done at both practices, as well as IV Sedation. We have a CRNA that comes and takes care of the sedation for the patient so the doctor can focus on the dental needs. Sign on bonus and 3 month guarantee with excellent mentorship offered. Please email for more information to dentalnirvana@gmail.com.

Looking for the ideal doctor to purchase your legacy pediatric practice? I am a pediatric dentist with over seven years of experience looking to fulfill my lifelong dream of practice ownership. Contact me at passthepedotorch@gmail.com.

Great position is available in a private owned multi-specialty clinic dynamic in Lake Charles, La. The clinic is strategically located in the highest traffic count area of the city. New patient flow is extremely high. Because we have been a clinic for over 45 years, all aspects of dentistry are done here and the highest production you can imagine is a realistic goal that can be reached. Our large, highly trained staff makes doing dentistry almost

effortless. To get further details on this extraordinary opening, call (337) 302-3027 or send a resume to greatjob3232@gmail.com.

Practice for Sale in Lafayette area. Very low overhead and only dentist in town. Collections over \$320,000 working only 3 days a week. Could be a great satellite or easily go to 4 days. Four well equipped rooms and great hygiene program. Priced to sell!!! If interested, please contact Tom, (337) 412-3418 or tomkimavery@cox.net.



DENTAL OFFICE SUBLEASE PLUMBED AND READY FOR UP TO 7 DENTAL OPERATORIES

Great for a dentist that is just starting or transitioning into their own dental office. Sublease includes all YELLOW areas. (Includes Blue colored areas as common area). Layout is ideal for pediatrics. Lessee is allowing November 2018-December 2018 to perform any sublease improvements prior to making any lease payments. (Potential of up to 3 months free.) The sublease includes: electric, water, AC repairs, cleaning of common areas, alarm, dumpster pick up, lawn care, gas, and Wifi. Sublease terms: Min. of 1 year (Jan. 2019-Dec. 2019). Sublease monthly amount: \$2,700. Deposit of \$2,700 prior to the initiation of any sublease hold improvements. Please text (504) 390-2847 to request a phone call, additional photos or information in regards to the sublease or to set up viewing with the listing agent.

We are looking for a part-time general dentist to join our family practice in Greater New Orleans area. Please send your resume to lrglaser@aol.com if you are interested.



**DENTAL OFFICE
SUBLEASE
FURNISHED
WITH 4 DENTAL
OPERATORIES
READY TO TREAT
PATIENTS.** Great for a dentist that is just starting or transitioning into their own dental office. Sublease includes all RED areas. (Includes Blue colored areas as common area). Lessee

is allowing November 2018-December 2018 to perform any sublease improvements prior to making any lease payments. (Potential of up to 3 months free.) The sublease includes: electric, water, AC repairs, cleaning of common areas, alarm, dumpster pick up, lawn care, gas, and Wifi. Sublease terms: Min. of 1 year (Jan. 2019-Dec. 2019). Sublease monthly amount: \$2,700. Deposit of \$2,700 prior to the initiation of any sublease hold improvements. Please text (504) 390-2847 to request a phone call, additional photos or information in regards to the sublease.



Associate Dentist/Partnership Opportunity Available: Covington Dental Care is looking for a skilled, passionate general dentist for an established practice in Covington, LA. Our office is state-of-the-art, digital/paperless and is equipped with the most innovative technology that includes Intraoral cameras and CBCT Scanner. We have all equipment necessary for fully-guided implant placement. We are a PPO and fee-for-service practice (NO Medicaid, DMO or HMO plans).

Our team consists of highly skilled caregivers with efficient systems so you can concentrate on providing high quality dentistry. We have a great compensation package with potential to earn \$250,000+. Candidate has the possibility to become partner in this, as well as other practices. Benefits include: 4 day work week, Health Insurance, Malpractice Insurance 100% covered, 401K retirement plan, Annual C.E. allowance. If you love doing comprehensive dentistry and want to earn a great income doing it, please submit your C.V. Contact: drdavenport@covingtondentalcare.com.

Associate Dentist/Partnership Opportunity Available: Mandeville Dental Care is looking for a skilled, passionate general dentist for an established practice in Mandeville, LA. Our office is state-of-the-art, digital/paperless and is equipped with the most innovative technology that includes Intraoral cameras and CBCT Scanner. We have all equipment necessary for fully-guided implant placement. We are a PPO and fee-for-service practice (NO Medicaid, DMO or HMO plans). Our team consists of highly skilled caregivers with efficient systems so you can concentrate on providing high quality dentistry. We have a great compensation package with potential to earn \$250,000+. Candidate has the possibility to become partner in this, as well as other practices. Benefits include: 4 day work week, Health Insurance, Malpractice Insurance 100% covered, 401K retirement plan, Annual C.E. allowance. If you love doing comprehensive dentistry and want to earn a great income doing it, please submit your C.V.: Contact drdavenport@mandevilledentalcare.com.

Classified Advertising Online

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

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

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

Every effort has been made to present this course listing as accurately as possible from information available on December 17, 2018. Notice of changes will be announced on the website. Check for the most up-to-date list of courses here: www.LSUHealthNewOrleansCDE.org.

Course Date(s) & City	Course Name, Speaker(s) & Location	For	Fees	Hours*
Feb. 1, 2019 Live in Lake Charles	LSU Day in Lake Charles. <i>Drilling Down – Best Practices for Moving from Basic to Superior Composites and Crowns.</i> Presented by <i>Daniel H. Ward, DDS</i> – at L'Auberge Casino Resort Lake Charles			
Feb. 1, 2019 Live from Lake Charles	LSU Day in Lake Charles. <i>Drilling Down – Best Practices for Moving from Basic to Superior Composites and Crowns.</i> Presented by <i>Daniel H. Ward, DDS</i> – at L'Auberge Casino Resort Lake Charles – Take this by Online Video Conference if you live 150 miles or more outside of Lake Charles. – To register for Online Video Conferencing, call the CE office at (504) 941-8193	Dentist Hygienist Assistant	\$325 ■ \$205 ■ \$115 ■	7 C, L
Feb. 16, 2019 Live in New Orleans	Digital & Conventional Radiology for the Dental Assistant (RAD). Presented by <i>Dale Hernandez, LRT</i> – at LSU School of Dentistry	Assistant	\$300	7 C, (3.5L/3.5P)
Feb. 22-24 Live in Lafayette	Expanded Duty Dental Assistant (EDDA) w/Karen Coco, EDDA, Loretta Hoyer, EDDA, CDT & Telisa Rogers, EDDA	Assistant	\$650	24 C, (12L/12P)
Mar 22-24 Live in Baton Rouge	Expanded Duty Dental Assistant (EDDA) w/Jennifer Rayborn, EDDA, Leslie Hernandez, CDA, EDDA & Susan Lowrance - at National EMS in Baton Rouge	Assistant	\$650	24 C, (12L/12P)
Apr. 12-14 Live in New Orleans	Expanded Duty Dental Assistant (EDDA) w/JNancy DeGruy, RDH, CDA, EDDA, Dana Williams, CDA, EDDA & Brianna Mannio, CDA, EDDA - at LSU School of Dentistry	Assistant	\$650	24 C, (12L/12P)
May 18, 2019 Live in New Orleans	Digital & Conventional Radiology for the Dental Assistant (RAD). Presented by <i>Dale Hernandez, LRT</i> – at LSU School of Dentistry	Assistant	\$300	7 C, (3.5L/3.5P)

Drilling Down – Best Practices for Moving from Basic to Superior Composites and Crowns

Bioactive, Universal, Hybrid, Nano-technology, Bulk-fill and Monolithic are all terms being thrown out to describe the latest direct restorative materials. But what do they mean, do they really work, and how do they simplify and improve treatment? Understand the scientific as well as clinical advances of these new materials beyond all the hype.

Presented by **Dr. Daniel H. Ward**

Dr. Ward has lectured throughout the world and has presented at the annual meetings of: AGD, ADA, Chicago Mid-Winter, and the Yankee Dental Conference.

This is a course for the entire dental team. Take this course by **Video Conference** on **Friday, February 1, 2019** if you live in the following Louisiana cities, towns, or nearby communities:

- Shreveport / Bossier City
- Monroe / West Monroe
- New Orleans
- Mandeville
- Covington
- Abita Springs
- Slidell

Call (504) 941-8193 to register.



Starts May 31, 2019 and Ends February 15, 2020
Five Weekend Sessions

For dentists and other health care professionals who have a desire to better recognize, evaluate, diagnose, manage and refer patients who have TMD, sleep disorders, and other types of orofacial pain.

Continuum Directors & Presenters
Henry A. Gremillion, DDS, MAGD
A. Dale Ehrlich, MS, DDS, MAGD
Gary D. Klasser, DMD
Christopher J. Spencer, DDS

Tuition Fee for the 5-Session Continuum: \$9,950 per participant
Save \$500 or more if you register with one or more dentists at the same time.

To register or to have a full color digital brochure emailed to you Call (504) 941-8193.

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, contact the LDA office at (800) 388-6642 or (225) 926-1986. Also check our website for the most up-to-date listings, www.ladental.org.

DATE: February 15, 2019
TIME: 8:30am
LOCATION: Wyndham Garden Shreveport, 1419 E. 70th Street, Shreveport, LA 71105
TOPIC: I Have It - You Need It: Must Have Dental Products
SPEAKER: Dr. Howard Glazer
SPONSOR: ArkLaTex Academy of Dentistry
FEE & REGISTRATION: Staff/Lab Tech of Member Dentist (each): \$45 (Non-refundable 7 days prior to meeting) Non-Member Doctor, Staff or Lab Tech Fee: \$295 (Non-refundable 7 days prior to meeting) Non-Member Doctor's Staff Fee: \$150 for each staff member attending with non-member doctor
CONTACT: Dr. Ronnie Hermes (318) 797-9997 rhermes14@aol.com or Clint Bruyere (903) 753-0337 clint.bruyere.dds@gmail.com

DATE: February 19, 2019
SPEAKER: TBA
TOPIC: TBA
PROVIDER: Shreveport-Bossier Dental Hygienists Association (SDHA)
TIME: 6pm
LOCATION: Rotolo's Pizzeria in Shreveport, La.
REGISTRATION: For more information, contact Allysonleigh818@gmail.com or visit their Facebook page at <https://www.facebook.com/groups/123019001229/>.

DATE: March 2-7, 2019 (Saturday - Thursday)
EVENT: Winter C.E. Mardi Gras 2019
SPEAKER: Kitrina Cordell, DDS, MS,
TOPICS: There is a Fungus Among Us / Can You Recognize Skin Cancer in Your Dental Patients? / The A to Zs of Oral Ulcers
PROVIDER: Louisiana Dental Association
LOCATION: 5-day Cruise Abroad the Carnival Glory
REGISTRATION: www.ladental.org/cruise or call (800) 388-6642 or (225) 926-1986

Continued next page...



Fall C.E.

Hosted by the Central LA Dental Association
and the LDA Held in Pineville, LA



Drs. Jerry Ferguson, Troy Babb, and Matthew Melancon with door prizes.



Drs. Trey Carlton, David Carlton, and C.J. Ardoin.



Dr. Guy Hedrick with his dad, Dr. Leonard Hedrick.

DATE: March 15, 2019
TIME: 8:30am
LOCATION: Wyndham Garden Shreveport, 1419 E. 70th Street, Shreveport, LA 71105
TOPIC: Restore Your Confidence in Pediatric Restorative Care
SPEAKER: Dr. Greg Psaltis
SPONSOR: ArkLaTex Academy of Dentistry
FEE & REGISTRATION: Staff/Lab Tech of Member Dentist (each): \$45 (Non-refundable 7 days prior to meeting) Non-Member Doctor, Staff or Lab Tech Fee: \$295 (Non refundable 7 days prior to meeting) Non-Member Doctor's Staff Fee: \$150 for each staff member attending with non-member doctor
CONTACT: Dr. Ronnie Hermes (318) 797-9997 rhermes14@aol.com or Clint Bruyere (903) 753-0337 clint.bruyere.dds@gmail.com

DATE: March 19, 2019
SPEAKER: TBA
TOPIC: TBA
PROVIDER: Shreveport-Bossier Dental Hygienists Association (SDHA)
TIME: 6pm
LOCATION: Rotolo's Pizzeria in Shreveport, La.
REGISTRATION: For more information, contact Allysonleigh818@gmail.com or visit their Facebook page at <https://www.facebook.com/groups/123019001229/>.

DATE: March 29, 2019
LOCATION: The Garden Plaza Hotel & Conference Center, Lafayette, La. (The Holiday Inn)
TOPIC: Attachment Dentistry
SPEAKER: Dr. George Bambara, DMD
SPONSOR: Louisiana Academy of General Dentistry
FEE & REGISTRATION: AGD Member Fee: \$245 Non Member Fee: \$305 Hygienists Fee: \$125 Lab Tech Fee: \$125 and Staff Fee: \$65; Contact LAGD (855) 542-5243; lagd@cox.net

DATE: March 29, 2019
EVENT: LDHA Annual Session
LOCATION: Marriot Renaissance in Baton Rouge, La.
SPONSOR: Louisiana Dental Hygiene Association (LDHA)
FEE & REGISTRATION: For more information, <http://www.ldha.org/annual-session.html> or contact Joanna@peachtreedental.com

Dentists' Day at the Legislature

(Hosted by the LDA, LADPAC and DAP-PAC)

**Wednesday, April 24, 2019
Baton Rouge, LA**

The entire dental team is invited to attend Dentists' Day at the Legislature. Dentists' Day is a grassroots event celebrating the dental profession that offers dentists the opportunity to meet their lawmakers. After visiting with your legislators, don't forget to enjoy the reception, with food, music, and fun!

2:00 p.m.

Briefings (Capitol Park Welcome Center, walking distance from Capitol)

4:30 p.m.

Visit House and Senate chambers and leave notes for legislators

5:30 p.m.

Reception for dentists, guests, and legislators at Pentagon Barracks

DATE: April 5, 2019
EVENT: LDA/CDEBR
PROVIDER: Louisiana Dental Association
LOCATION: The Bluffs, 14233 Sunrise Way, St. Francisville, LA 70775
REGISTRATION: <http://cdeofbr.com/> or www.ladental.org/hod or Dr. Byron Rome, (225) 621-2700

DATE: April 12-13, 2019
EVENT: The LSU Pearls Course
PROVIDER: Louisiana Society of Oral & Maxillofacial Surgery Surgeons
LOCATION: New Orleans, LA
REGISTRATION: For more information or to register, contact paulettebinion@gmail.com; http://docs.wixstatic.com/ugd/c8dd57_a1741fb45ec642f69-bb360639d099faa.pdf

DATE: April 16, 2019
SPEAKER: TBA
TOPIC: TBA
PROVIDER: Shreveport-Bossier Dental Hygienists Association (SDHA)
TIME: 6pm
LOCATION: Rotolo's Pizzeria in Shreveport, La.
REGISTRATION: For more information, contact Allysonleigh818@gmail.com or visit their Facebook page at <https://www.facebook.com/groups/123019001229/>.

DATE: May 9-11, 2019 (Thursday - Saturday)
EVENT: New Orleans Dental Conference/LDA Annual Session
SPEAKERS: <http://www.nodc.org/conference/speakers-a-course-descriptions>
PROVIDER: Louisiana Dental Association
LOCATION: Hyatt Regency Hotel, New Orleans, LA
REGISTRATION: www.nodc.org or call (504) 834-6449

DATE: October 4, 2019
EVENT: LDHA Fall Session
LOCATION: Bossier City, La.
SPONSOR: Louisiana Dental Hygiene Association (LDHA)
FEE & REGISTRATION: For more information, <http://www.ldha.org/annual-session.html> or contact Joanna@peachtreedental.com

DATE: May 14, 2019
SPEAKER: TBA
TOPIC: TBA
PROVIDER: Shreveport-Bossier Dental Hygienists Association (SDHA)
TIME: 6pm
LOCATION: Rotolo's Pizzeria in Shreveport, La.
REGISTRATION: For more information, contact Allysonleigh818@gmail.com or visit their Facebook page at <https://www.facebook.com/groups/123019001229/>.

DATE: (Tentative Date) December 13, 2019
EVENT: Last Chance Seminar 2019
PROVIDER: Louisiana Dental Association
LOCATION: TBA, Baton Rouge, La.
REGISTRATION: For more information contact Jeanne@ladental.org

DATE: June 19-22, 2019 (Wednesday - Saturday)
EVENT: Summer Education Conference
SPEAKER: Dr. Julie Goldberg (Dental Risk Management: Root Cause Analysis through Claims Review) / Dr. Glenn Kidder (Diagnoses and Treatment of TMD) / Dr. Keith Evans (Real World Endo® presents Safety and Simplicity in Root Canal Instrumentation: Myths, Metal and Motion / Real World Endo® presents Instrument safety: Reciprocation vs. Rotation. Which is better?)
PROVIDER: Louisiana Dental Association
LOCATION: Sandestin Golf and Beach Resort, FL
REGISTRATION: www.ladental.org/summerconference or call (800) 388-6642 or (225) 926-1986

DATE: February 23-25, 2020 (Sunday - Tuesday)
EVENT: Winter C.E. Mardi Gras 2020
SPEAKER: TBA
PROVIDER: Louisiana Dental Association
LOCATION: Lake Buena Vista, Florida Walt Disney World®, Disney's Yacht & Beach Club Resort
REGISTRATION: www.ladental.org/character or call (800) 388-6642 or (225) 926-1986

DATE: July 18-20, 2019 (Thursday - Saturday)
EVENT: LDA Foundation Fishing Rodeo
PROVIDER: Louisiana Dental Association
LOCATION: Sand Dollar Marina, Grand Isle, LA
REGISTRATION: www.ladental.org/fishingrodeo or call (800) 388-6642 or (225) 926-1986

DATE: August 9, 2019
EVENT: Kick-Off C.E.
PROVIDER: Louisiana Dental Association
LOCATION: Petroleum Club, Lafayette, La.
REGISTRATION: www.ladental.org/kickoff

DATE: September 14, 2019
EVENT: The 2019 Implant Seminar
PROVIDER: Louisiana Society of Oral & Maxillofacial Surgery Surgeons
LOCATION: L'auberge Casino Hotel in Baton Rouge
REGISTRATION: For more information or to register, contact paulettebinion@gmail.com



www.ladental.org

David N. Austin

Never Ever Drink and Drive

I must confess that these days I am not much of a drinker of adult beverages. I did more back in my college days but I was never excessive. But this story made me re-think ever having more than one drink.

Several years ago I was at a meeting in South Louisiana when I ran into my old college buddy, Tom. Tom had become a successful attorney, and it was good to see him after many years.

After a great evening at a fancy restaurant, I began to notice that we had consumed a rather large quantity of alcohol from the many cocktails that our waiter kept bringing. Tom was buying and the drinks kept coming, and I, not wanting to embarrass him, kept sipping away.

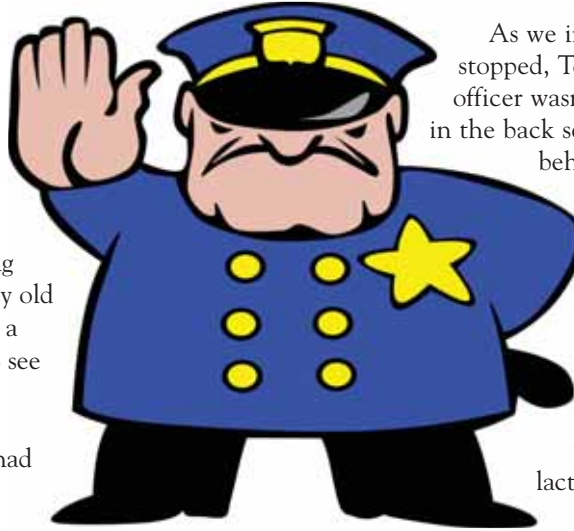
At the end of our meal when it was time to go, Tom needed to get me back to where I was staying for the evening. I suggested a cab would be the way we should both leave considering we were both most probably in no shape to drive. But Tom, in his lawyer voice, insisted he could drive his new Mercedes and it would be no problem. That was my first mistake.

So off we go in Tom's fancy car and within a few blocks, I realized that Tom was not a great driver. But not wanting to be insulting, I said nothing. Mistake number two.

As we entered the on ramp to Interstate 49, cars were stopped and several lined up. Up ahead was a police sobriety check point in progress, and we were most definitely going to be checked. I could now see the headlines in the news...Local Dentist and His Attorney Arrested for DWI. At that point as I was wondering what to do, Tom turned to me and said, "I've got this don't worry."

I was now trying to imagine what handcuffs actually felt like.

An officer ahead of us who was in charge would motion to the line of cars to slowly move up as each car was checked. When we got about four cars behind, Tom looked at me and said, "Quick, jump into the back seat." So I did, and began to bargain with God after vaulting over the front seat.



As we inched up another car length and stopped, Tom quickly opened his door when the officer wasn't looking, and left it open and then got in the back seat with me and closed the back door behind him.

Soon the officer motioned for our car to move forward. But Tom, sitting with me in the back seat of that fancy Mercedes shook his head no.

That officer strolled back to our car and stuck his head in the open drivers door and said, "OK gentlemen, what's going on?" At this point I was hoping they provided jailhouse meals for the lactose intolerant.

Tom then told the officer, "Sir, we can't drive this car because we have been to a restaurant and had too much to drink and we are drunk."

The eyes on that officer became enlarged when he said, "Oh really?"

"Yes sir, so we hired this young man to drive us home and when he saw all of you police officers up ahead here, he opened the door and took off running down the other side of the highway."

I silently began to weep. This was clearly mistakes three through infinity.

"Is that a fact?" stated the officer. "Why yes sir it is," said Tom in that lawyerly voice of his.

And then a miracle occurred. When I assumed the lawman was about to un-holster his weapon, he pulled his walkie-talkie from his belt and said: "Attention all officers...Attention all officers! We have a runner...We have a runner!" The officer then looked at us and said, "This happens some times, we will get him. If you don't mind, after we get a description of him from one of you, I'll get one of our officers to drive you gentlemen home."

It was a long quiet ride back to my motel room because all I could think about was the description of our driver that Tom gave seemed just like our nice waiter from our evening meal. I hoped we left him a good tip before leaving the restaurant.

These days, I enjoy tea, no sugar please, with my meals.

iCoreExchange

The *Fastest-Growing*
HIPAA-Compliant Email
in the United States



Check it out.

iCoreConnect.com/lda
888.810.7706
salesinfo@icoreconnect.com

Endorsed by



Put Your Money to Work.



2.52% APY*
12 Month Certificate (\$500 to open)

2.65% APY*
30 Month "Bump and Jump" Certificate (\$1,000 to open)

CAMPUS FEDERAL®

campusfederal.org | 888.769.8841

*Membership eligibility requirements apply. Certificate accounts are subject to SUBSTANTIAL PENALTY for early withdrawal. Early withdrawal may affect APY. If minimum balance is not kept, service charges may affect APY. APY denotes Annual Percentage Yield. APY is accurate as of 11/20/18. Fees could reduce earnings. Bump and Jump Certificate, certain limitations apply, please view the Truth-in-Savings disclosure.



ADA
Member AdvantageSM
✓RESEARCHED ✓PROVEN ✓ENDORSED



ADA Member Advantage and Louisiana Dental Services (LDS) jointly endorse these companies for our members. Make your choice with confidence knowing these resources have been thoroughly researched and endorsed for members of the American Dental Association and Louisiana Dental Association.

www.ladental.org/LDS



LDS is a wholly-owned subsidiary of the Louisiana Dental Association (LDA).

Louisiana Dental Association
7833 Office Park Blvd.
Baton Rouge, LA 70809

PRESORTED
STANDARD
U.S. POSTAGE
PAID
BATON ROUGE, LA
PERMIT NO. 1359

GM17

SHOCKED BY INSURANCE RATES?



Shocked by your insurance premiums? Let the experts at Brown & Brown Association Services Professionals help.

As the endorsed insurance marketing agency for the Louisiana Dental Association, our insurance programs are competitively priced and designed for the unique needs of a dental practice. Visit www.bbgulfstates.com/ASP to request your quote today.

Malpractice - Cyber Liability - Worker's Compensation
Personal Umbrella - Personal Lines Insurance - and more



ASSOCIATION SERVICES
PROFESSIONALS

CALL TODAY

1-888-503-5547

or contact Stormy Blair for a quote at
bbgulfstates.com/ASP | sblair@bb-asp.com