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# JOURNAL

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# JOURNAL

Volume 81, Number 4, Winter 2022

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

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**On the cover:** Registration is OPEN for the April 20-22, 2023, New Orleans Dental Conference/LDA Annual Session! Register via the QR code on the cover or by visiting <https://events.american-tradeshows.com/NODC2023>. Learn more at [www.nodc.org](http://www.nodc.org).

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



## New Year, New You?

By Dr. Brian Basinger  
Editor, LDA Journal

As 2022 has now rolled into 2023, there is the ever-popular tendency to make resolutions for change. The start of a new year is a defining line for some and can be a good time to do something different. The past three years have definitely been different since Covid hit our shores in March of 2020, and it seems that for the most part we've finally turned the corner. So, for me, some of the "different" in 2023 will be familiar, as in doing things the way we used to do them.

In the past, I've attended 14 or 15 ADA annual meetings. Some as a delegate and several with my office staff for the continuing education, team building, and to enjoy some of the fun destinations where the meetings have been held. They've always been the same typical dental meeting as you've been to before, shuffling around from room to room, 3 hours of lecture in the morning and a 3-4 hour lecture after lunch that's always difficult to stay awake for. At some point you make it to the exhibitor area and pick up a few freebies. You know the routine. Well, you **knew** the routine. It's not the same as it used to be and that's a good thing.

The ADA rebranded the meeting as SmileCon in 2021 and completely changed the entire meeting experience. Since it was fairly close to home in Houston for 2022, I decided to take my staff and give it a try. We weren't disappointed! It's a much more consumer friendly meeting than in years past. The classes were shorter and more interactive, there were a lot of different activities (including a really fun street

party one night with a band), opportunities for small group lunches with speakers, and there were even plenty of snacks each day. If you're looking for a new old experience in 2023, give SmileCon a try. It's in October in Orlando so there should be plenty of fun (and learning of course) to be had.

Something else new that may be coming in 2023 is a challenge to dental insurance companies and the way they do business. In the November elections, there was a ballot initiative in Massachusetts that the ADA and state dental associations nationwide got behind that ended up passing with over 70% of the vote. As explained in the initiative, it would regulate dental insurance rates, including requiring companies to spend at least 83% of premiums on member dental expenses and quality improvements instead of administrative expenses. If they don't meet the 83% threshold then the insurance company will be required to refund the excess premiums to their insured customers.

Really?! Some oversight and regulation on dental insurance companies? That's something new. The hope is that the same model can be used in other states with similar results. This can only help dentists by either lowering premiums for patients or by increasing reimbursement to dentists. There was a huge grassroots

effort by dentists in Massachusetts that got this started and that led to dentists nationwide lending their support and money for the effort. Stay tuned and be prepared to lend your support here at home as this is hopefully soon to be addressed in Louisiana, too. The avenue in Louisiana to attempt to make this change would be by filing legislation during a legislative session.

There's a couple of new ideas for you to think about for 2023. If you want the same results you've always gotten, you can get those by keeping the status quo. But if you'd like things to be a little different, you might need to try something different. Now, if you're looking for a new workout routine or some weight loss tips for the new year, you're on your own!





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## 100 Miles is Not That Far..

By Dr. Stephen Morgan  
President, Louisiana Dental Association

One hundred miles in a plane is 20 minutes. One hundred miles in a car is an hour and a half. One hundred miles running.....that's insane!

Justifying to an insurance company the necessity of a crown when it's denied is relatively standard. Legislating for an increased dental reimbursement ratio similar to that of medical proportions...that's unheard of and impossible.....and it was until November 8, 2022.

I awoke at 4 a.m. for the 6 a.m. race start. It was called the Screaming Monkeys 100 Miler. On a 15.5-mile loop in Keithville, La., just south of Shreveport, 23 runners lined up at the start for the arduous task of completing 6+ loops of a 100-mile run through trails, over hills, around stumps, and muddy water puddles. Screaming Monkey race got its name from the primate facility in the middle of Eddie Jones Park, the location of the race. Between 11 a.m. and 2 p.m., I heard the calls of the monkeys back and forth and understood the name. At this point, I was on mile 28 and still had 72 to run. The distance seemed impossible.

A dental legislative battle had also been gradually garnering attention. Massachusetts voters overwhelmingly approved ballot Question 2, with 72% of voters polled, which delivered the



Steve Morgan, LDA President Dr. Stephen Morgan, and Avery Morgan at the Screaming Monkeys 100 Miler.

first-in-the-nation dental insurance reform that will assure patient dollars are spent on patient care, protect consumers from significant increases in dental premiums, and provide increased transparency and accountability for dental insurer spending. The better dental benefits and consumer protections afforded by Question 2 are poised to be replicated in states across the country.

The Massachusetts Dental Society (MDS) and the American

Dental Association (ADA) endorsed a "Yes" vote on Question 2 and led the campaign for its passage through the Massachusetts Dental Care Providers for Better Benefits Committee. The campaign, which garnered support from our own LDA and many other states, worked tirelessly to secure support from dental teams and oral health care providers across the country, from Massachusetts dental providers, to consumer advocates and elected

leaders across the state. What was once thought impossible is now accomplished for the benefit of the patient and you, the provider.

With a 6 a.m. start on Saturday morning, I planned to be finished running the 100 miles by 6 a.m. Sunday. Weather conditions were favorable, yet the hills and tree stumps were rigorous. With proper training, a phenomenal race day support crew, and good nutrition, I crossed the finish line in just under 27 hours. For the last 15.5 mile loop, my 18-year-old son Avery and 72-year-old father were allowed to run as pacers with me. We walked, jogged, joked, cried, tripped, got back up, and ultimately held hands as we crossed the finish line.

Impossible tasks of physical feats and legislating against Goliaths are impossible.....until they are not! We are in a terrific profession, let's continue to strive daily to keep it so!

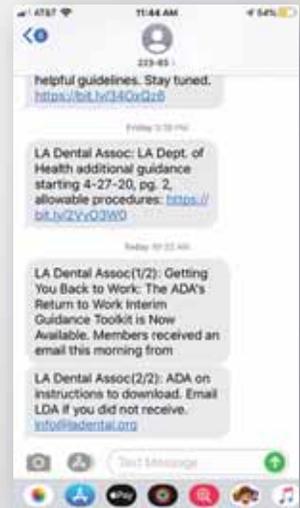
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# Annual HIPAA Security Risk Assessment Deadline

Monica McCormack

By Director of Content Strategy, Compliance Group (LDA/LDS Endorsed Company)

You may have heard the buzz around HIPAA security risk assessments lately. Have you completed yours yet? Each year, dentists must conduct a security risk assessment to ensure protected health information is secure.

## How to Conduct a Security Risk Assessment

There are several steps your dental practice must follow when conducting your risk assessment.

These steps include the following:

1. Collecting Data
2. Identifying and Documenting Potential Threats and Vulnerabilities
3. Assessing Current Security Measures
4. Determining the Likelihood of Threat Occurrence
5. Determining the Potential Impact of Threat Occurrence
6. Determining the Level of Risk

### Collecting Data

The first step to completing a HIPAA security risk assessment (SRA) is ensuring that electronic protected health information is adequately protected. HIPAA refers to this as “collecting data.”

To ensure ePHI is secure, HIPAA requires practices to identify where ePHI is created, stored, received, maintained, or transmitted. ePHI may be created on a computer, stored in the cloud, received through email, maintained in an EHR, and

transmitted through an online billing platform (for example).

### Identifying and Documenting Potential Threats and Vulnerabilities

Once you complete step one, you must identify and document reasonably anticipated threats and vulnerabilities to ePHI. You can think of your “threats and vulnerabilities” as ways your practice’s data can be breached.



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HIPAA refers to this as “Identifying and Documenting Potential Threats and Vulnerabilities.”

To meet this requirement, the ways a threat can potentially exploit vulnerabilities, and the risk of improper access or disclosure to ePHI that would occur as a result, must be documented.

### Assessing Current Security Measures

The next step to completing a risk assessment is documenting the current security measures you have in place protecting ePHI.

HIPAA refers to this as “Assessing Current Security Measures.”

Examples of security measures to protect ePHI include encryption,

user authentication, and access controls. Those security measures must meet HIPAA Security Rule requirements and be properly configured and maintained.

### Determining the Likelihood of Threat Occurrence

Based on the threats you identified in step two, you must determine the likelihood of potential risks to ePHI.

HIPAA refers to this as “Determining the Likelihood of Threat Occurrence.”

This essentially means grading the level of threat of a vulnerability by determining how likely it is for the event to occur. A common threat, such as a phishing attack, is an event that is likely to occur.

### Determining the Potential Impact of Threat Occurrence

Next, you must determine a threat’s impact if it triggered or exploited a vulnerability.

HIPAA refers to this as “Determining the Potential Impact of Threat Occurrence.”

Would the impact be severe, moderate, or low? If malware exploits a vulnerability, would the impact be severe?

### Determining the Level of Risk

Lastly, you must determine the level of risk that identified vulnerabilities to ePHI pose.

HIPAA refers to this as “Determining the Level of Risk.” Determining the level of risk

vulnerabilities pose, is essential to creating remediation plans accordingly. This ensures that those that pose the most risk are addressed quickly.

### **Security Risk Assessments and HIPAA Compliance**

The healthcare sector is one of the most targeted for breaches, as hackers are aware that many lack proper security measures to prevent them. Additionally, the wealth of information a healthcare practice holds on its patients is vast. This information can be used to commit financial fraud and even for identity theft.

Failing to meet your risk assessment requirements can also lead to substantial HIPAA fines. “Between the rising pace of breaches of unsecured protected health information and continued cyber security threats impacting the health care industry, it is critical that covered entities take their HIPAA compliance responsibilities seriously,” said OCR Director Lisa J. Pino. “OCR will continue our steadfast commitment to protect individuals’ health information privacy and security through enforcement, and we will pursue civil money penalties for violations that are not addressed.”

By conducting an SRA, you can better prepare your practice against breaches, and reduce the costs associated with them.

Although conducting a security risk assessment is an integral part of HIPAA, it is just one small component of meeting HIPAA requirements. HIPAA also requires dental practices to implement policies and procedures, train employees, and have signed business associate agreements (among other things).

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## Do Yourself a Favor and Utilize Your LDA Member Perks in 2023

By Dr. William Hadlock  
President, Louisiana Dental Services, Inc.

I may be preaching to the choir here but as many of you already are aware, inflation continued to rise in 2022 and many consumers are still experiencing higher costs for everyday staples including gas, food and electricity. Dental office costs are no different!

While it's difficult to blame any one factor for rising costs, there are several contributors to increasing prices: war in Ukraine, supply chain issues, extreme weather, and even the avian influenza outbreak.

What can you do to save extra money in the dental office while prices seem to keep going higher? One thing you can do is utilize your LDA member perks through Louisiana Dental Services. We are the for-profit arm of the LDA and our board comprised of LDA members from throughout the state work diligently to endorse high quality products that provide value and savings to LDA members.

One of the no brainers in my mind is TDSC powered by Henry Schein. We all need and use dental supplies so why not order them from the company

# LDA

## MEMBER PERKS



that provides the best opportunity for savings. As of November 2022, LDA members using TDSC have saved an average of 35% from January to November on their dental supplies. In fact, as I reviewed the list of savings by LDA members in November, I noticed that two LDA members saved more than they spent – one saving 62.65% and another saving

55.24%. Amazing!

I ask you all to consider one thing – go to TDSC.com and sign up for an account just to get the emails with the special deals and extra savings. If you plan appropriately, purchasing items that are special deals then adding additional member only specials such as \$50 off a \$750 order can really add up. For instance, TDSC ran a special in December on gloves and topped it off with extra coupons for members of organized dentistry. Like I said, no brainer.

There are 28 other companies available to LDA members to provide value and savings. Make it a priority to check the list at [www.ladental.org/LDS](http://www.ladental.org/LDS) any time you need a different



product or service to see if there's a company through the LDA Member Perks program.

UPS is an LDA and ADA endorsed company providing discounts on domestic, commercial, next-day air and international shipping. Members can open a new account, or re-enroll and apply the new discounts to an existing account by visiting [savewithups.com/ada](http://savewithups.com/ada) or calling 1-800-636-2377.

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- In addition, members can take advantage of UPS Smart Pickup® service for free.

\*Visit [savewithups.com/ada](http://savewithups.com/ada) for specific services and discounts.

Join me and the hundreds of other LDA members who are saving time and money by getting quotes from endorsed companies who are part of the LDA Member Perks program. The last few years have been tough but let's use our combined efforts and resources to make 2023 a great year!

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



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## With Dentists at the Helm, the LDA Continues to Grow and Provide Value for Our Members

By Annette Droddy  
Executive Director, LDA

### ADA House of Delegates

LDA delegates and alternate delegates attended the ADA House of Delegates in October in Houston. The HOD is the legislative body of the American Dental Association. This group of dedicated volunteers spent four days in Houston helping the ADA to continue to serve and represent our members on the national level.

Much of what happens during the HOD is that these dentist members provide input and direction on resolutions impacting the profession. As we have come out of the worst of COVID and have moved on to what is now a changed and more digital world, the ADA would like to change and adjust to meet those member needs.

The ADA HOD approved a new form of governance called strategic forecasting. A Strategic Forecasting Committee was formed, and the ADA will use mission-based accounting where expenses are reported as they relate to the programs of the ADA, allowing the ADA to direct its spending to the programs and projects that would most benefit our members. It's an exciting time for the ADA as they continue to "drive change" within the association itself and in assisting our members in navigating this post-pandemic world.

The ADA is currently re-engineering the way it's organized and functions to be more focused on members and customers in a digital world and quickly changing marketplace," ADA Treasurer Ted Sherwin,

D.D.S., said. "One of the most recognizable improvements for our members is the new mobile phone app. This allows members to access all of the ADA's valued resources quickly and easily. With the House's approval of the 2023 budget and endorsement of strategic forecasting, the stage is set for the ADA to deliver more and better focused benefits to members."

### Medical Loss Ratio (MLR)

Better dental benefits were on the ballot in Massachusetts, and on Nov. 8, voters delivered a decisive victory with over 71% supporting Question 2. This landmark decision creates a first-in-the-nation insurance reform that will change the landscape of dental insurance, ensuring patient's premiums are spent on their direct care and creating necessary consumer protections for dental patients.

The win in Massachusetts establishes an MLR for dental insurance companies, requiring them to spend at least 83% of patient premiums on their direct care. A medical loss ratio already exists for medical insurance nationally (80-85%) as mandated by the Affordable Care Act in 2010, and in Massachusetts the medical MLR is set at 85-88%.

Knowing our members concern over insurance reform initiatives, the LDA Board of Directors at their Sept. 16 meeting voted to contribute \$20,000 to the Dental Insurance State Ballot Initiative in Massachusetts. The initiative's goal is to ensure that patient dollars

are spent on patient care. The ADA contributed \$5 million to get the initiative moving forward, the thought being if we have a successful campaign in Massachusetts, we can be successful in other places.

Since the ballot initiative was successful, we anticipate legislation will be filed all over the country over the next few years. The new law requires dental insurance companies in Massachusetts to refund the difference back to the covered individuals or groups if the 83% MLR is not met. Support of the Massachusetts Question 2 is a prime example of the power of organized dentistry nationwide.

### New LDA Website

One of our goals for 2022 was to switch the LDA's website over to the ADA's content management system. Our director of communications at that time, Alannie Broussard, did an outstanding job on updating and switching the site over to the new system. The flip was done in September and was seamless.

All of the incredible information is still on the site, but just in new and improved format and graphics. Besides our individual events pages and the statewide C.E. calendar, two important areas for LDA members to visit would be the endorsed company link that lists the 29 companies the LDA endorses to offer value and savings to our members through the LDA Member Perks program. Additionally, in the members only content, there is a section on rules and regulations for dentists. One



*LDA members who are delegates or alternate delegates and attended the ADA House of Delegates in Houston in October: standing, L to R, LDA Director of Membership Development Colin Zvosec, Drs. Aaron Mangum, Nelson Daly, Brian Basinger, Mark Chaney, Vince DiLeo, King Scott, Kristi Soilleau, Lance Savoie, and LDA Executive Director Annette Drodgy. Pictured seated, L to R, Drs. Glen Corcoran, Marty Garrett, Stephen Morgan, Mike Luminais, and Stephanie Weaver.*

of the many important questions that can be answered there includes how long dentists should keep their patient records!

Unfortunately for the LDA, because Alannie did an outstanding job for us, she was offered a considerable promotion to go and work for a marketing firm. Thank you, Alannie, for your service to the LDA! We have hired a new director of communications, and she will join our team this month.

### **Member Renewals**

By now, you should have already received your dues notice for 2023. It is again our pleasure to serve all of you, and we appreciate your confidence in the LDA as we move forward in many new initiatives in the upcoming years. If you have not received your invoice or just want to express your concerns (or support)

of the LDA, feel free to call either myself or our membership director, Colin Zvosec. We love to hear from you!

Members are often surprised by how many great services and products are available just by being an LDA/ADA member. Some are available at no cost and others with great discounts. Visit the LDA website at <https://www.ladental.org/member-center/benefits-of-membership> to discover what you may be missing.

Many dentists find that utilizing just a few of these benefits saves more than the cost of their annual dues, not to mention the benefit of the advocacy provided by the LDA at the state level and the ADA at the national level.

As Colin has shared with a number of components as we travel

to installations, the LDA is a sort of unicorn. We are one of the few states to have continued membership growth throughout the pandemic and beyond. As we head into 2023, the LDA as of this writing has officially entered the top-10 in active license market share for all state dental associations. Based on the numbers Colin has, this is a first for Louisiana!

We are at 73.2% market share! We want to thank our leadership for their hard work in making this possible.

Stay tuned for more exciting changes as we continue to work for you, our valued members.

# CELEBRATING 50 AND 25 YEARS OF LDA MEMBERSHIP

In commemoration of 50 and 25 years of membership and in recognition whereof your fellow members and associates in dentistry extend their warm commendation and express their high esteem for this singularly outstanding achievement in your chosen profession of dental science.

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Dr. Walter E. Jakiela  
Dr. Christopher S. Robinson

### Northlake Dental Association

Dr. William B. Grand  
Dr. Louis C. Passauer, Jr.  
Dr. Charles O. Roy

### Northwest Dental Association

Dr. Daniel S. McPherson  
Dr. Antoinette M.  
Sheppelman  
Dr. Ryan G. Walker

### Southwest Dental Association

Dr. Craig H. Crawford  
Dr. Bryan Manning  
Dr. Warren J. Thomas  
Dr. Stephanie B. Weaver  
Dr. Daniel A. Weaver



# 25 Years



## New Officers for the LSBOD in 2023

By Dr. Donald Bennett  
President, Louisiana State Board of Dentistry

The holidays have arrived and that signals the end of the year for State Board activities. The last quarter has been relatively quiet for us.

One interesting development that has arisen is the idea of a licensing compact. This is the brainchild of the Department of Defense and they have provided some funding to explore and develop it. It would involve legislation that would be adopted by several states, which would construct a compact that will allow dentists and hygienists to move freely from one compact

member state to another without having to be relicensed in each state.

The idea here is that military personnel and their families, who may be involved in the dental profession, would be able to be transferred from base to base without encountering a relicensing issue. Since no legislation has yet been passed in any state, it is unclear how this would look or what effect it would have on non-military personnel. It is also unclear if the Louisiana legislature would adopt this and



become a member of the compact. This may be something to watch in the next year or two.

As a new year begins, we congratulate a new slate of officers: Dr. Thomas Price, president; Dr. Jay Dumas, vice president; and Dr. Jeetendra Patel, secretary-treasurer. It has been my honor and privilege to serve the dental community and the people of Louisiana!



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# Why Your Dental Practice Needs Automation

By Jayden Rae Bever  
Content Marketing Manager, ProSites Inc. (LDA/LDS Endorsed Company)

Automation can revolutionize your dental practice. Keeping up with continuously evolving technological advancements is integral to staying relevant in the competitive dental market. According to a McKinsey Global Survey, “responses to COVID-19 have speeded the adoption of digital technologies by several years—and that many of these changes could be here for the long haul.”<sup>1</sup> Not only is practice automation the way of the future, but it is also a way dentists can save time and money, create better staff and patient experiences, and help your team focus on dental care. However, many dentists are hesitant to automate their practice. It can feel like automation will require a business-stopping upheaval. Fortunately, automation is not difficult to put in place in your dental practice.

## Benefits of Automating Your Practice

Dental office automation can bolster efficiency, productivity, patient satisfaction, and profits. It has many benefits and impacts your staff, your patients, your practice, and your wellbeing!

### Benefits for Your Staff

Automation benefits your staff by minimizing workloads and reducing frustrations leading to improved job satisfaction. Ato Kasymov, CEO of Zentist, a dental billing insurance platform, says, “Automation and the technology that drives it can assume the burden of certain, repetitive administrative tasks that take staff away from more directly impactful work.”<sup>2</sup>



Administrative tasks take time and energy from your team. The more energy they put into these tasks, the less energy they have to give to patients. When you automate tedious tasks, your staff can spend more time on the most important thing: caring for your patients.

### Benefits for Your Patients

Patients love the convenience of automation. The wants and expectations of patients have changed. Today’s patients want to do everything digitally. They don’t want to fill out physical paperwork or even make phone calls. In fact, many patients will only go to dentists with automated processes because of how much easier it makes their lives.

### Benefits for Your Practice

Automation can reduce no-shows, reduce paper expenses, eliminate human error, and increase efficiency and productivity. Each of these things can help your practice reduce costs and increase revenue. Further, the time you save with automation allows you to schedule more patients. As a result, the small investment you make in automation is well worth the payoff.

### Benefits for Your Wellbeing

According to Gary L. Kadi, CEO of NextLevel Practice, automation can revolutionize a dentist’s life. He says, “Automation can unify the dental team and inspire them to achieve more. The unification of a dental team comes from an aligned mission, purpose, and

values. While a lot of people are dealing with staffing issues, when you have the right strategy in place and the right culture in place and the right purpose in place, the [dental team] really cares about working in a meaningful place [where] they’re cared for.”<sup>2</sup> Automation can empower your dental team, delight patients, and give you the power to focus on what you love. It will make you more profitable and give you more free time to enjoy life.

## Ways to Automate Your Practice

You can automate many parts of your practice. Some of the most beneficial things to automate include your practice management, your patient portal, your practice marketing, and your patient communication.

### Automate Your Practice Management

Practice Management takes a lot of work. You can make every step, including scheduling, payroll, and billing, easier with automation. You can automate your employees’ schedules in a system that tracks vacation time, labor requirements, and more. You can also eliminate payroll paperwork and labor hours by automating this process. Similarly, online billing helps you collect payments quickly and securely. Across the board, automation is a powerful tool to simplify your practice management.

### Automate Your Patient Portal

An automated patient portal is another opportunity to make your and your patients’ lives much easier. These portals can help patients access their history, payments, medical records,

and more from any device. Your patients want to take ownership of their healthcare, and an online portal makes that possible. And a patient portal is good for you, too. Think of the time savings from not having to take payments and record requests over the phone.

Patients can also use patient portals to access electronic forms. Electronic forms allow patients to complete all their paperwork before they even set foot in your office. This reduces lines at the reception desk, eliminates transcription errors due to illegible handwriting, saves your staff time, provides no-touch solutions, and enables data to be accessed across all departments.

Portals also allow patients to schedule their own appointments. When a patient can schedule their own appointments, it is proven to reduce cancellations and no-shows for the dental practice. Three out of four patients say the ability to schedule is important to them.<sup>3</sup> You can even synchronize online bookings with your master calendar so you have full control of when your patients can and can't schedule.

## Automate Your Practice Marketing

Marketing is so important to practice growth, but it can be tedious, especially when it is not your highest priority. Automating your marketing tasks removes this burden from dental employees. An effective marketing strategy incorporates search engine optimization, email campaigns, and social media. Each of these things can be made easier with automation.

It is particularly important to have a presence on social media as 82% of Americans are on social media.<sup>4</sup> Scheduling social media posts in advance can make using these platforms so much easier. You can schedule your entire week, or even your entire month, at once to give yourself more time to focus on patients. When you take advantage of dental practice marketing automation, you create continuous opportunities to attract new clients without putting in any extra time.

## Automating Patient Communications

Patient communication is an important part of running a practice. Between giving follow-up treatment, patient education, recall, and appointment reminders, these communications take a lot of your time. If you feel like your patient communication takes too much time and effort, automation can help your practice.

### Follow-Up Care

We know as well as you do that follow-up care is crucial to optimal treatment results. But how many of your patients actually complete their follow up care? According to Kanehl Dental only 30% of Americans floss daily.<sup>5</sup> Maybe patients don't listen to what you have to say, or maybe they just forget. Either way, your patients likely are not completing their follow up care. Sending automated texts or emails with this information can help your patients complete their follow-up treatment. You can send them a reminder right when they need it without even lifting a finger.

### Patient Education

Educating patients on oral health care and proper hygiene is a huge part of your job. Educated patients are better patients. They ask the right questions, care more about their oral health, and are more open to elective treatments. However, with a packed schedule, it can be hard to find time to give patients the education they really need. That is where an automated communication system can help. Sending automated emails to patients with educational content will help them gain the knowledge they need to take charge of their dental health.

### Recall and Reactivation

You cannot run a profitable practice without loyal patients that come back after the initial appointment. To get patients to schedule repeat appointments, you need a recall and reactivation strategy. These strategies have a huge impact on patient loyalty, but they are extremely time-consuming. Automation can ease that burden. Using automation helps you

run an extensive recall and reactivation campaign for your patients with almost no effort.

## Appointment Reminders

One of the worst things about running a dental practice is missed appointments. According to the American Dental Association, patient cancellations are the top reason a practice's schedule isn't 100% full. You can prevent this by implementing automatic appointment reminders. Appointment reminders lead to higher revenue, lower no-show rates, better patient compliance, better appointment utilization, fewer unfilled appointments, the ability to see more patients, and more time for staff.

## The Future of Practice Automation

Dental Practice Automation is not just a fad, it is here to stay. And as we've seen, it doesn't have to be complicated. Automating labor-intensive tasks improves the efficiency and growth of your dental practice. By streamlining front-office and back-office functions through technology, your whole team can save time. By saving time, you can increase productivity. And by increasing productivity, you can grow your practice. And automated dental practice marketing can keep patients coming in on a regular basis.

- 
1. Jones, Derek, Dentistry Today, "Automate Four Processes to Make Your Dental Practice More Efficient", March 24, 2021
  2. Burger, David, ADA, "Automation a Tool to Rejuvenate Practices", June 6, 2022
  3. Rhodes, M.C., CurveDental, "7 Dental Office Automation Tips to Make Your Practice More Efficient", July 21, 2022
  4. Dixon, S., Statista, "Share of U.S. Population Who Use Social Media 2008-2021", July 27, 2022
  5. Kanehl, Bruce, Kanehl Dental, "Are You One of the 30% Who Floss Daily?", December 18, 2019

# SAVE THE DATE

## LDA Calendar of Events

January 20, 2023  
L.H. Bowden  
Leadership Conference  
  
LDA Office - Baton Rouge, LA

  
Winter C.E. & Ski  
February 19-21, 2023  
Keystone, CO

April 20-22, 2023  
New Orleans, LA  


Summer Conference  
June 14-17, 2023  
Hilton Pensacola  


July 13-15, 2023  
LDA Foundation  
Fishing Rodeo  
  
Grand Isle, LA

August 11-12, 2023  
  
LOUISIANA MISSION OF MERCY  
Lafayette, LA

Winter C.E. with Character  
February 11-13, 2024  
Walt Disney World - Orlando, FL  


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# LDA's Last Chance Seminar Went Off Without a Hitch

By Jeanne McFall  
 Director of Conference Services, LDA

The LDA's in-person Last Chance Seminar went off without a hitch. After going virtual for the past two years, we were happy to be back together with so many dentists and hygienists.

The Last Chance Seminar was held at the Baton Rouge Crowne Plaza Hotel Friday, December 9. This 7 clinical hour continuing education event hosted 125 attendees and 5 dental companies.

Dr. Jacob Dent's lecture "Common Cents! Everything You Need to Know About Dental Care for Adults with I/DD" had rave reviews! Attendees' compliments included, "Really Worthwhile Seminar," "Practical ideas and treatment to help with special needs patients," and "Good content and able to engage the audience."

We look forward to seeing more of you next year. Mark your calendars for Friday, December 8, 2023!



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# What is Email Security and Why You Should Care

By Robert McDermott  
President/CEO, iCoreConnect (LDA/LDS Endorsed Company)

When it comes to cybersecurity and dental practices, the truth is that it's often overlooked. And, when considering security measures, email security is often considered a low priority despite the fact that it may be one of your biggest vulnerabilities.

The great benefit of email is that it was designed to be easy and accessible. Mobile devices and laptops have made that even easier. However, that benefit is also what makes email a security risk. Accessibility to your inbox is one of the primary security risks to your dental practice, but that's not all.

Email security is a pretty large umbrella term that actually covers the security measures and mechanisms designed to protect email accounts as well as communication, content, and transmissions. Email is remarkably vulnerable to unauthorized access as well as phishing attacks, malware, and dangerous spam. Intercepted emails or unauthorized access can create significant problems for your dental practice. To maintain HIPAA compliance, you must ensure that all communications related to your patients which may include protected health information (PHI) are protected.

Two factors primarily contribute to your email vulnerability. The first is that email security is seen as low priority. Malicious actors and hackers are well aware of the fact that it's the easiest way to gain access to your network. Often, dental practices are using a standard email without



configuring it with a security mindset. That means spam and phishing efforts have access to your inbox and to your staff.

The second biggest factor is human action. In fact, human error is the cause of nearly 95% of cyber breaches. From clicking send on an email without considering what files are attached or who the recipient might be to clicking links in emails without having the time to investigate veracity of the sender, human error is one of the most significant variables in the security space, especially when it comes to email.

This holds true for password protections as well. No matter how often we're told to create complicated passwords, to use whole sentences, to change them regularly, many of us still rely on the same

handful of passwords and pet names we've been using for years.

However, the potential exists to protect your inboxes and prevent them from ever receiving spam emails or phishing attempts, to ensure you're HIPAA compliant with end-to-end encryption and secure transmissions, and to safely send files, of any size, to referral partners and providers. Imagine having complete peace of mind when it comes to email security.

If you're ready to discuss iCoreExchange, the dental HIPAA-compliant email solution endorsed by the LDA, book a demo of iCoreExchange today and take the stress of email security off your staff. LDA members receive a substantial discount on iCoreExchange. Visit [iCoreConnect.com/LA6](http://iCoreConnect.com/LA6).





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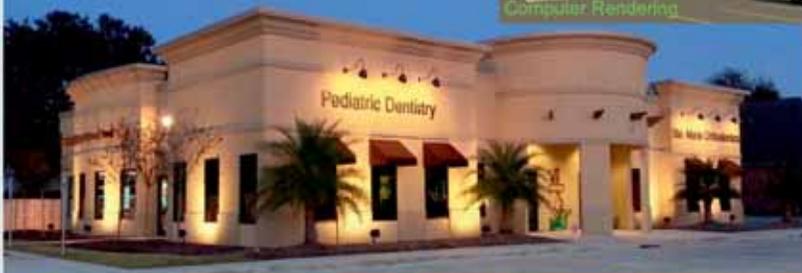
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### New Orleans Dentist Receives the LPCA Healthcare Provider of the Year Award



Dr. Douglas W. Cross was named the recipient of the Healthcare Provider of the Year Award at the 39th Annual Louisiana Primary Care Association Continuing Education Conference.

This award recognizes an outstanding healthcare provider who has demonstrated dedication, expertise, and concern for patients in a compassionate and comprehensive manner. He has also been

instrumental in numerous projects that involve workforce issues and public policy. Dr. Cross has served over ten years as the dental director for EXCELth inc.

### Dr. Southerland Assumes Chief Academic Officer Role at LSU Health New Orleans



LSU Health New Orleans welcomes Janet Southerland, D.D.S., M.P.H., Ph.D., as Vice Chancellor for Academic Affairs. She joins LSU Health's leadership from the University of Texas Medical Branch in Galveston, where she was Vice President for Interprofessional Education, Institutional Effectiveness and Health Education, a professor in the Department of Nutrition Metabolism and Rehabilitative

Sciences and a clinical professor in the Department of Surgery, Division of Oral and Maxillofacial Surgery.

Dr. Southerland earned a Doctorate in Dental Surgery, an MPH in Health Policy and Administration, and a PhD in Oral Biology, all from the University of North Carolina at Chapel Hill. She has been funded by NIH, HRSA, the VA, and the Robert Wood Johnson Foundation. She is widely published, has led transdisciplinary research and clinical teams, and has served with numerous national, regional and state professional, accreditation, editorial, and advisory organizations.

### LDA Executive Director Inducted into the International College of Dentists



L-R Dr. Mark Chaney, Annette Droddy, Dr. Kevin Collins and Dr. Daniel Shea.

Annette Droddy, executive director of the Louisiana Dental Association (LDA), was inducted as an Honorary Fellow of the International College of Dentists (ICD) during its 88th Annual Convocation.

The ICD is the preeminent global dental honor society that recognizes exceptional professional achievement, meritorious service and the continued progress in the profession of dentistry for the benefit of all humankind.

For the past 19 years, Annette exemplified values of integrity, leadership and service to organized dentistry. She began her career at the LDA as the director of communications and public affairs in 2003 and was promoted to assistant executive director in 2011. Annette became executive director in May 2020. She served on the strategic planning committee that developed the LDA's mission of promoting, advocating and protecting the dental profession to keep the LDA strong and dentistry independent.

During the ceremony, five LDA/ADA members were also inducted as Fellows of the ICD: Drs. Kevin Collins, Byron Ganuchau, Keith Kyler, A.C. Liles III, and Daniel Shea. Dr. Mark Chaney serves as the regent, representing District 12.

The ICD ceremony inducted over 335 dentists from the United States, but only 8 Honorary Fellows were recognized. There are chapters in more than 123 countries which includes a total of over 12,000 members. About 6,000 members are in the United States.

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# Welcome to the



*Welcome New LDA Members (October 2021 – November 2022)*

## **Acadiana District Dental Association**

Dr. Hannah Broussard  
Dr. Shelby Perkins  
Dr. Mark Coreil  
Dr. Gerald Dejean, Jr.  
Dr. Gina Maestri  
Dr. Elise Puissegur  
Dr. Anastatia Simien  
Dr. Molly Stanford  
Dr. Hannah Noto

## **Bayou District Dental Association**

Dr. Sarah Carpenter  
Dr. Rachel Dufrene  
Dr. Martin Duplantier  
Dr. Jacob Ellender

## **Central Louisiana Dental Association**

Dr. George Tate  
Dr. Kim Duker

## **Greater Baton Rouge Dental Association**

Dr. Landon Broussard  
Dr. Angelle Budenski  
Dr. Rachel Dier  
Dr. Allison Inzerella  
Dr. Collin Jimes  
Dr. Tommy Lam  
Dr. Thomas Mann  
Dr. Tyler Mullins  
Dr. Alexandria Talley  
Dr. Kacie Teague  
Dr. Richard Wampold

Dr. Hollis Clark  
Dr. Pamela Daniel  
Dr. Kyle Free  
Dr. Griff Lewis  
Dr. Thunga Nguyen  
Dr. Stacey Owens  
Dr. Fransiscus Xaverius  
Dr. Stephen Hayes  
Dr. Austin Baecher  
Dr. Christopher Butler

## **New Orleans Dental Association**

Dr. Rana Almudamgha  
Dr. Patrick Bernard  
Dr. Preston Bivona  
Dr. Kaleigh Bundy  
Dr. Hoa Cao  
Dr. Eryn Caples  
Dr. Lani Cormier  
Dr. Adam Coughran  
Dr. Alexander DeGenova  
Dr. Dijana Elmejdoubi  
Dr. Grant Gallien  
Dr. Alaina Gauthier  
Dr. Kenneth Goodwin  
Dr. Kaelon Guillory  
Dr. Joshua Heller  
Dr. Jillian Huffman  
Dr. Gabrielle Ingram  
Dr. Kirby Jones  
Dr. Haley Kessler  
Dr. Katelyn Kirkpatrick  
Dr. Amber Kreko  
Dr. Colleen LeDoux  
Dr. Faizan Motiwala  
Dr. Michelle Ngo



Dr. Vy-Vien Nguyen  
Dr. Katherine O'Friel  
Dr. Chiamaka Okeke  
Dr. Joshua Pate  
Dr. Gregory Polyakov  
Dr. Gregory Putnam  
Dr. Spencer Robinson  
Dr. John Schmidt, Jr.  
Dr. Tri Tran  
Dr. Delmy Urbina  
Dr. Tram Anh Monique Vu  
Dr. Akeira Warner  
Dr. Jonathan Waters  
Dr. Michael White  
Dr. Matthew Havass  
Dr. Andrew Hawks  
Dr. Tam Vu  
Dr. Peter Wilkinson  
Dr. Long Zhang  
Dr. Amanda Begue  
Dr. Cathy Honore  
Dr. Ann Payer  
Dr. Candice St. Etienne  
Dr. Mark Tinney  
Dr. Nisha Manila  
Dr. Zachary Tanenbaum  
Dr. Hillary Wright  
Dr. Chandler Goltz  
Dr. Erin Hymel  
Dr. Nicholas Mosca

Dr. Brian Schmidt  
Dr. Charles Morice  
Dr. Leslie Slowikowski  
Dr. Janet Southerland  
Dr. Malik Johnson

### **Northwest Louisiana Dental Association**

Dr. Thomas Hanna III  
Dr. Chester Bradley IV  
Dr. Christopher Brasseaux  
Dr. Jordan Caldwell  
Dr. Anna Greer  
Dr. Keith January, Jr.  
Dr. Matthew Thornhill  
Dr. Chase Thrasher  
Dr. Kaleb Williamson  
Dr. Julie Simpson  
Dr. Eric Becker

### **Northlake District Dental Association**

Dr. Haley Miller  
Dr. Caitlin Morris  
Dr. David Bech  
Dr. Adam Berthelot  
Dr. Rodney Isolani  
Dr. Conrad McVea III  
Dr. Priya Patel

### **Northwest Louisiana Dental Association**

Dr. Lena Adams  
Dr. Carly Bonnette  
Dr. Steven Christensen  
Dr. Granit Dervishi  
Dr. Kathy Egipciano  
Dr. Raymond Lu  
Dr. Kishan Patel  
Dr. William Sartin  
Dr. Robert Ly  
Dr. Cayce Cloud  
Dr. Amsale Derese  
Dr. Ben Foster  
Dr. Jason Robertson  
Dr. Thomas Sanchez  
Dr. Nancy Ly  
Dr. Brandi Digney  
Dr. Srivarsha Ponna  
Dr. Oluwasanmi Adegboyega  
Dr. Albert Gruber  
Dr. Taro Digney

### **Southwest District Dental Association**

Dr. Kevin Hamilton  
Dr. Peter Dorsey  
Dr. Andrew Doucet  
Dr. Jacob Dent

## **LSBD Meeting | December 2, 2022**

Submitted by Dr. Lacey Galliano

### **Nominating Committee**

At the end of the meeting, the new officers for 2023 were sworn in. Dr. Don Bennett, 2022 LSBD president, congratulated Dr. Thomas Price, president; Dr. Jay Dumas, vice president; and Dr. Jeetendra Patel, secretary-treasurer.

### **Impaired Dentist Committee**

The Physicians' Health Foundation of Louisiana reported that they have two licensees in the evaluation/treatment phase and

various other licensees that are being monitored.

### **Anesthesia Committee**

Currently, dentists with an anesthesia permit take 12 hours of pediatric anesthesia continuing education and 12 hours of adult anesthesia continuing education. The Committee discussed allowing pediatric specialists to request an exemption from the adult anesthesia courses if they only treat a small number of special needs

patients over 13 years of age. These dentists would still take ACLS and pediatric PALS. The exemption would have to be requested by the pediatric dentist each license cycle and would go before the Anesthesia Committee chair. The Anesthesia Committee chair would handle each request individually and use their discretion on whether or not the adult courses would be necessary. A motion was brought before the full Board and approved.



## LSUSD Updates

By Sandra Andrieu, PhD  
Interim Dean & Associate Dean for Academic Affairs  
LSU Health School of Dentistry

It takes a community effort to make the LSU Health School of Dentistry (LSUSD) successful. Together, faculty, staff, students, and alumni meet the never-ending responsibility to continue to improve our educational programs and, ultimately, improve the health of the public. As Mark Twain said, “Continuous improvement is better than delayed perfection.” This year was busy and fruitful with our faculty, staff and students beginning to prepare for accreditation and our alumni working with us to improve

our facilities.

The focus of LSUSD has turned toward a year-long “Self Study” process in preparation for the Commission on Dental Education Accreditation (CODA) site visit in March 2024, when most of our programs will be reviewed. At that time, the programs in Dental Laboratory Technology, Dental Hygiene, Predoctoral Dental Education and the Advanced Education Programs in endodontics, orthodontics, pediatric dentistry, periodontics and prosthodontics

will be visited. Established in 1975, CODA is nationally recognized by the United States Department of Education as the sole agency to accredit dental and oral health education programs. CODA-appointed consultants visit schools to assess their programs in education, research, and patient care. This demanding process involves support from everyone – faculty, students, staff and alumni.

Through a generous \$170,000 donation, a national clinical examination agency, the Council of

L-R, Kathy Martello and Dr. Frank Martello accept a \$170,000 donation on behalf of LSUSD from CITA Secretary Dr. Ike House.



Interstate Testing Agencies (CITA) is helping the LSU Health School of Dentistry upgrade its testing facilities. Dr. Ike House, class of 1984, represented the organization at our 2022 Alumni Day check presentation. Dr. Frank Martello, a 1979 LSUSD graduate, and his wife, Kathy, received the check on behalf of the school. Dr. Martello, clinical associate professor of comprehensive dentistry, teaches part-time at LSUSD.

CITA was formed in 2005 by states that were still administering individual clinical licensure exams. The intent of CITA is to broaden licensure portability for students in states like Louisiana. Since the 2007-2008 academic year, CITA has offered annual dental and dental

# LSU Health NEW ORLEANS School of Dentistry

hygiene clinical licensure exams at LSUSD.

With CITA, LSUSD students will join every other dental school in the United States in taking ONE exam which is accepted in every state and territory and Jamaica for 2023 and beyond. The newly created CITA Foundation was formed to help schools, students, and others who strive to make our profession even greater.

The academic year is now in full swing, interviews have begun

for next year's incoming students, and planning has started for 2023-2024. In this very busy world, it is often a challenge to find the time to pause and reflect. When we do, it is not uncommon to see where we faltered.

Reflection also allows opportunities to focus on accomplishments. These accomplishments give us energy and empowers us to move forward to be better versions of ourselves. I am proud of the accomplishments of our faculty, staff and students. We have moved forward in a positive direction. The future of LSUSD is unfolding as it should. I offer special thanks to class officers, faculty, staff and alumni who have set the school up for success as we embark on another school year.

## LSUSD and LDA Mentorship Program

The Mentorship Program expanded to all LSUSD students, but we need more LDA members as mentors! The program will be largely self-guided, emphasizing mentor/mentee communication in whichever method works best for both parties. Sign up by visiting [www.ladental.org](http://www.ladental.org) or email [Colin@ladental.org](mailto:Colin@ladental.org).



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# Zoom Out—How Learning About Market Cycles Helps Maintain Perspective During Volatile Economic Conditions

By Chad Olivier  
CERTIFIED FINANCIAL PLANNER™

The markets react to every action, word and gesture made by the Federal Reserve (the Fed), and all information being discussed and written about economic forecasts can cause a good investor to lose perspective and make unwise decisions based on emotion. The Fed's actions are expected and are hopefully doing what they are supposed to do. At times when the short-term looks volatile, investors can get caught up in the “zoomed in” picture of the economy—the yesterday, today and tomorrow outlook. But it can also be beneficial to take a “zoomed out” view of how markets have played out under similar historic and economic cycles.

## Historic Economic Cycles

In early November, the Fed made the expected decision to raise the federal funds rate by 0.75% to the 3.75-4% range. This was the fourth successive 0.75% hike. The Fed

pointed in the direction of decelerating the pace of rate hikes, but gestured that rates are likely to increase.

This article is being turned in for publication as the midterm election approaches. Although it is not always a good idea to mix politics with investing, historically speaking, the year following a midterm election has been positive 20 out of 20 years since World War II, with an average return of 14.1%. While these results are not guaranteed to happen again, zooming out portrays a positive outlook based on historical cycles. Below is chart illustrating historical market positive performance the year after midterm elections.

## Economic Indicators

Looking at economic indicators can be confusing but breaking them down can help maintain perspective. The various indicators come from different sources and surveys,



so to interpret what the numbers mean, a broad view can be taken. The employment indicator remains strong, with 263,000 jobs created in October. The employment rate is complemented by the indicator that wage growth is slowing, which should ease the Fed's concerns about wages driving inflation. Economic concepts and cycles can be extraordinarily complex, but at some point, it can be said “All economics is about supply and demand.”<sup>1</sup> The Fed is attempting to tame inflation by raising interest rates. It's a tough love approach that should stabilize the economy. “Business activity always expands and then contracts. Periods of surging production, employment, and profits are followed by periods of shrinking outputs and profits and increases in unemployment. Then

## Stocks Tend To Do Quite Well After Midterm Elections

S&P 500 Performance 1-Year After Midterm Elections



Source: Carson Investment Research, YCharts 09/09/22 (WAS - Current)



the entire cycle repeats itself again.”<sup>2</sup> Although the existence of the cycle can be predictable, the factors surrounding its activity are difficult to predict and interpret.

### When in doubt...ZOOM OUT<sup>3</sup>

Gaining and regaining perspective on business and economic cycles is a challenge for the most seasoned of investors. Maintaining focus on your business’ day to day operations and employment relationships, including key employee retention, delivery of services and patient satisfaction, is a way to navigate unpredictability. Keeping perspective with your investment portfolio can be challenging during erratic economic conditions. Although long-term investing still involves risks, the tried-and-true concepts of taking a zoomed-out view, staying diversified, buying high-quality investments, and holding for long-term investing can help business owners and investors ride the wave of economic cycles. “For long-term investors who tend to hold stocks for many years, the day-to-day movements of those stocks hardly matters at all. Volatility is just noise

when you allow your investments to compound long into the future.”<sup>4</sup>

This material is not intended to provide specific legal, tax, or other professional advice. For a comprehensive review of your personal situation, always consult with a tax or legal advisor. Neither Cetera Advisor Networks LLC nor any of its representative may give legal or tax advice

Investors should consider their financial ability to continue to purchase through periods of low price levels.

*Chad Olivier, CERTIFIED FINANCIAL PLANNER™, is the owner of Olivier Group in Baton Rouge, LA, which specializes in wealth management for physicians, dentists and affluent families. If you have any questions about this article please call (888) 465-2112 or visit us at [www.oliviergroup.com](http://www.oliviergroup.com) or 4609 Bluebonnet Blvd., Ste. A, Baton Rouge, LA, 70809 or call 225-757-9484. Securities offered through Cetera Advisor Networks LLC, Member FINRA/SIPC. Investment advisory services offered through CWM, LLC, an SEC Registered Investment Advisor. Cetera Advisor Networks LLC is under separate ownership from any other named entity. Carson Partners, a division of CWM, LLC, is a nationwide partnership of advisors.*

<sup>1</sup> Leimberg. *Tools & Techniques of Financial Planning*, 13th ed., Summit Business Media, 2009, p. 280.

<sup>2</sup> Leimberg. *Tools & Techniques of Financial Planning*, 13th ed., Summit Business Media, 2009, p. 293.

<sup>3</sup> I have a T-shirt given to me by an employee exclaiming this sentiment, “When in doubt...ZOOM OUT.”

<sup>4</sup> Green, Timothy. “Stock Market Volatility Explained.” The Motley Fool, 26 Sept. 2022, <https://www.fool.com/investing/how-to-invest/stocks/stock-market-volatility/>.

## 2023 LDA Membership Renewals

2023 membership renewals have been mailed. To pay online, go to [www.ladental.org](http://www.ladental.org). If you have any questions about your dues, or you did not receive your renewal invoice, contact Colin Zvosec at (225) 408-3293 or [colin@ladental.org](mailto:colin@ladental.org).

### I’m Retiring, Do I Still Need to Pay Membership Dues?

To be eligible for ADA and LDA retired status you must be fully retired (not earning any income from the knowledge of dentistry) on or before March 31, 2023, to receive this benefit in 2023. To request a retired affidavit, contact Colin.



**RENEW TODAY  
AND THRIVE ON**

-  Save on CE
-  Recharge your well-being
-  Meet your financial goals
-  Continue advancing reforms

ADA



**Setup:** August 10, 2023  
**Clinic:** August 11-12, 2023  
 Cajundome & Convention Center  
 444 Cajundome Blvd.  
 Lafayette, LA 70506



## VOLUNTEERS NEEDED:

- Dentists
- Hygienists
- Dental Assistants
- Dental Office Staff
- Dental Laboratory Technicians
- Dental Equipment
- Dental Equipment Technicians
- Physicians
- EMTs
- Pharmacists
- Nurses/RNs
- Computer/IT
- Dental School Students
- Pre-Dental Students
- Patient Registration
- Greeters
- Security
- Food Service
- Parking
- Group Organizations
- Interpreters
- Many more!

All volunteers must be at least 18 years old. **Please note that non-medical volunteers are also needed.** If you are unable to volunteer, consider a donation to this worthwhile cause! Any amount is most welcomed and appreciated. Your contribution will help us expand our resources and do a far more extensive job in helping those in need. **Online registration will open after May 1, 2023.**

# Radiographic Certification Online Course

\$50 - LDA members  
\$125 - non-LDA members  
\$25 - (for members) each additional online course  
\$50 - (for non-members) each additional online course

*The LDA'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. The course 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](http://www.ladental.org)  
or call (800) 388-6642 or (225) 926-1986.

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# Dental Lifeline Network • Louisiana

DDS Program Report, November 2022



PO Box 7626  
Lake Charles, LA 70606-7626  
225.926.8062  
Toll Free: 800.946.6016  
Fax: 225.208.1226  
www.DentalLifeline.org

## Board of Directors

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Frank Martello, DDS  
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## Get Involved

Please Visit:  
[www.DentalLifeline.org](http://www.DentalLifeline.org)

## Contact

Michelle Aiken  
DDS Coordinator  
573.636.4440 (local)  
303.534.5290 (fax)  
[maiken@DentalLifeline.org](mailto:maiken@DentalLifeline.org)

## Volunteer

[www.WillYouSeeOne.org](http://www.WillYouSeeOne.org)

## Donate

[www.DentalLifeline.org/Donate](http://www.DentalLifeline.org/Donate)

Dental Lifeline Network is grateful for the Louisiana Dental Association's partnership in developing a Donated Dental Services (DDS) program in 1987, and for its long-time support for people with disabilities or who are elderly or medically fragile and have no other access to dental care. DLN is also thankful to the Louisiana Dental Association Foundation and the many LDA members who continue to contribute through their annual Dues Statements. Special thanks to the Louisiana dentists and labs who have donated over \$12 million worth of comprehensive donated treatment for 5,518 people since 1987, and those who continue to do so. **Additional revenue is needed to coordinate patient care. Donate today through your LDA Dues Statement, at [www.DentalLifeline.org/Donate](http://www.DentalLifeline.org/Donate) or scan the QR Code.**



**Are you interested in getting more involved with DLN and the Louisiana DDS program? The DLN•LA Board is looking for additional dentists to serve. For more information contact Dr. Kris Rappold, Board President at [krappolddds@gmail.com](mailto:krappolddds@gmail.com) or any of the Directors listed.**

The Louisiana DDS program helps patients like Dane, a 51-year-old military veteran from Jefferson Parish who enjoys going to church and spending time with his son and brother. Dane suffers from COPD and pre-diabetes. His dental health presented another challenge. Dane was missing upper and lower teeth and many of his remaining teeth were loose, which caused Dane significant pain and affected his confidence. Surviving on a Social Security Disability benefit and a small VA disability benefit, he struggles to make ends meet and was unable to afford the dental treatment needed.



**Dr. Steven Collins (Baton Rouge), DDS volunteer since 1989, with Penny, one of his DDS patients.**

This all changed when a generous team of DDS volunteers agreed to help. A volunteer general dentist extracted teeth, donated root canal treatments, and with the help of a volunteer laboratory, donated a full upper denture and partial lower denture. Thanks to these caring volunteers, Dane received thousands of dollars in donated treatment that restored his dental health, and helped him to regain his confidence.

Donated Dental Services (DDS) October 2022 Program Totals		
	7/1/22-10/30/22	7/1/21-6/30/22
Patients Served <sup>1</sup>	81	131
Patients on Wait-list	163	176
Volunteer Dentists	389	390
Volunteer Labs in LA	78	78
Participating Labs outside LA	3	9
Value of Care to Patients Treated <sup>2</sup>	\$77,748	\$289,177
Average Value of Treatment/Case <sup>3</sup>	\$3,505	\$3,717
Value of Donated Lab Services	\$7,056	\$26,791
<b>Since Program Inception (1987)</b>		
Total Patients Treated		5,518
Total Value of Care to Patients Treated		\$12,075,210

<sup>1</sup>Number of Patients Served includes: patients who completed their treatment plan; patients who received services but treatment plan is not yet complete; and patients who are linked with a volunteer but haven't yet received treatment.

<sup>2</sup>Value of care to patients treated includes value of donated lab services.

<sup>3</sup>Average value is based on patients that have completed comprehensive treatment; does not include active patients, or patients who continue to receive ongoing care from their DDS volunteer.

*The Louisiana DDS program is part of a network in which services are available in all 50 states. DLN volunteers provided over \$22 million in donated treatment nationwide in fiscal year 2020-2021.*

LDA leadership hosted both Scrubs and Stilettoes for female dental students and Boots and Buds for male dental students, focusing on having LDA members on panels to answer questions from these up and coming, soon-to-be dentists. Additionally, the LDA sponsored various treats and a TGIF at the dental school throughout December.



# TGIF



# UPCOMING COURSES

For latest course information, please check our website ([www.lsucde.org](http://www.lsucde.org))

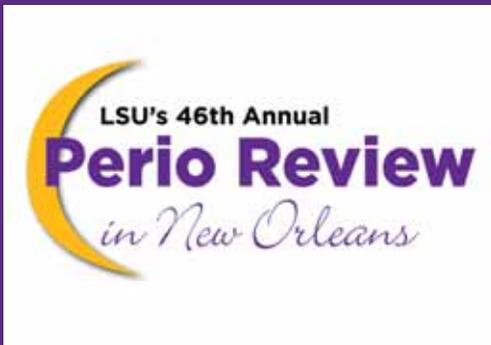
**REGISTER TODAY!**

Online: [www.lsucde.org](http://www.lsucde.org)

Phone: (504) 941-8193

Date	Course Information	Registration Fees*	Hours
January 27, 2023 <b>IN-PERSON AND LIVE STREAM!</b>	<b>LSU Day in Lake Charles - Super Generalist: The Pathway to Independence and Fulfillment</b> Presented by Mark Malterud, DDS, MAGD at L'Auberge Casino Resort Lake Charles	<b>Early Bird / Regular / Late</b> Dentist: \$325 / \$340 / \$365 Hygienist: \$200 / \$215 / \$240 Dental Assistant: \$115 / \$130 / \$155	7 clinical (lecture)
February 24-26, 2023 <b>LIMITED SEATING &amp; HANDS-ON COURSE</b>	<b>Expanded Duty Dental Assistant (EDDA) Training - Lafayette</b> Presented by Karen Coco and EDDA Team at Lafayette General Medical Center	Dental Assistant: \$775	24 clinical (12 lecture, 12 participation)
March 24-26, 2023 <b>LIMITED SEATING &amp; HANDS-ON COURSE!</b>	<b>Expanded Duty Dental Assistant (EDDA) Training - New Orleans</b> Presented by Susan Lowrance and EDDA Team at LSU School of Dentistry	Dental Assistant: \$775	24 clinical (12 lecture, 12 participation)
March 31, 2023 <b>LIMITED SEATING &amp; HANDS-ON COURSE!</b>	<b>Maximized Adhesive Dentistry for Anterior &amp; Posterior Teeth</b> Presented by John Barksdale, Bruce LeBlanc, Michael LeBlance Jr, and Mike Robichaux at LSU School of Dentistry	<b>Early / Regular</b> Dentist: \$895 / \$950	7 clinical (1 lecture, 6 participation)

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



*For Perio Residents and Periodontists preparing to take the Oral Exam (Part II) for certification by the American Board of Periodontology; practicing periodontists looking for a comprehensive review and an update in periodontics; and general dentists and dental specialists who are interested in periodontics.*

## 2 1/2 Day Comprehensive Review + 1 1/2 Day Mock Oral Board Exams

Friday-Monday, January 13-16, 2023

23.75 clinical hours (20 lecture, 3.75 participation)

AGD #490 | Course #01-23

This course limited to 35 dentists -  
Register Early to secure your spot!

**OR**

## 2 1/2 Day Comprehensive Review & Update Program

Friday-Sunday, January 13-15, 2023

20 clinical hours (lecture)

AGD #490 | Course #01-22-2.5

**GROUP RATES AVAILABLE!**

Visit [Isucde.org](http://Isucde.org) for more information.

# Continuing Education 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](http://www.ladental.org).

**LOCATION:** Sam's Town Hotel and Casino, Shreveport, LA  
**PROVIDER:** ARKLATEX Academy of Dentistry  
**REGISTRATION:** Ronnie Hermes; (318) 797-9997; rhermes14@aol.com or Clint Bruyere; (903) 753-0337; clint.bruyere.dds@gmail.com

**DATE:** January 20, 2023  
**EVENT:** Bowden Leadership Conference  
**TIME:** 7:30am (check-in)  
**SPEAKER:** Multiple Speakers & Topics  
**LOCATION:** LDA Office- 5637 Bankers Ave., Baton Rouge, LA 70808  
**PROVIDER:** Louisiana Dental Association  
**REGISTRATION:** <http://www.ladental.org/bowden>; (225) 926-1986

**DATE:** April 20-22, 2023  
**EVENT:** New Orleans Dental Conference/ LDA Annual Session  
**SPEAKER:** Multiple Speakers & Topics  
**LOCATION:** Hyatt Regency New Orleans  
**PROVIDER:** NODA/LDA  
**REGISTRATION:** AVAILABLE NOW; <https://www.nodc.org/>; (504) 838-9797

**DATE:** February 19-21, 2023  
**EVENT:** Winter C.E. & Ski  
**TIME:** 6:30am – 6:30pm  
**SPEAKER:** Dr. Mark Koup, DMD, FICD, FAGD and Dr. Julian Conejo, D.D.S. M.Sc. and Dr. Cyrus Ardalan  
**LOCATION:** Keystone, CO  
**PROVIDER:** Louisiana Dental Association  
**REGISTRATION:** <http://www.ladental.org/ski>; (225) 926-1986

**DATE:** June 14-17, 2023  
**EVENT:** Summer Education Conference  
**SPEAKER:** Multiple Speakers & Topics  
**LOCATION:** Hilton Pensacola, Florida  
**PROVIDER:** Louisiana Dental Association  
**REGISTRATION:** <http://www.ladental.org/summerconference>; (225) 926-1986

**DATE:** March 3, 2023  
**TOPIC:** The Psychology of Success – Humor and Peak Performance in the Dental Practice – 7hrs. credit.  
**TIME:** Registration: 8 - 8:30am; course 8:30am – 4:30pm  
**SPEAKER:** Bruce Christopher, MA  
**LOCATION:** Sam's Town Hotel and Casino, Shreveport, LA  
**PROVIDER:** ARKLATEX Academy of Dentistry  
**REGISTRATION:** Ronnie Hermes; (318) 797-9997; rhermes14@aol.com or Clint Bruyere; (903) 753-0337; clint.bruyere.dds@gmail.com

**DATE:** July 13-15, 2023  
**EVENT:** LDA Foundation Fishing Rodeo  
**LOCATION:** Grand Isle, LA  
**PROVIDER:** Louisiana Dental Association  
**REGISTRATION:** <http://ladental.org/fishingrodeo>; (225) 926-1986

**DATE:** August 10-12, 2023  
**EVENT:** Louisiana Mission of Mercy (LaMOM)  
**LOCATION:** Lafayette, LA  
**PROVIDER:** Louisiana Dental Association  
**REGISTRATION:** <http://www.lamissionofmercy.org/>; (225) 926-1986

**DATE:** April 14, 2023  
**TOPIC:** Standards of Care: 2023 (Back by Popular Demand) – 7hrs credit.  
**TIME:** 8 - 8:30am; course 8:30am – 4:30pm  
**SPEAKER:** Mitchell Gardiner, DDS

**DATE:** December 8, 2023  
**EVENT:** LDA Last Chance Seminar  
**LOCATION:** Baton Rouge, LA  
**PROVIDER:** Louisiana Dental Association  
**REGISTRATION:** TBA

# LDA

## Classifieds

**Beautiful, newly renovated office in a busy Mandeville area for sale.** It includes 4 fully equipped operatories with 2 ray units which are shared between rooms 1 & 2 and one shared between 3 & 4. Two autoclaves, one a stat autoclave for quicker instrument sterilization. A fully operating panorex machine located centrally between all 4 rooms. A fully equipped laboratory with adjacent room for storage. A large office for the doctor with 2 computers, large mahogany desk with matching credenza, 2 large bookcases and a smaller bookcase for storage of any kind. A server locate in this office as well, 3 phones in front office, one in doctor office and one in kitchen. Front office with 3 computers and attached scanners. One laptop mounted in between all 4 rooms, a sterilization area with plenty of storage space and another laptop for use. All laptops are mounted in ops, lab laptop on a stand with computer And printing access from all 4 rooms. There is an ample size waiting room, storage room for compressor and pumps with more storage, Nitrous oxide tanks enclosed. in a small closet that provides nitrous oxide in 2 of the 4 rooms, a nice size kitchen with table, chairs, refrigerator and microwave and another desk station with a computer. A nice size restroom at end of office as well. The office has been in practice for 22 years In a location across from the Mandeville post office and many surrounding subdivisions. Please call Dr. Jayne A. Sanchez if you are interested: 985-966-5100.

**Louisiana Dental Center is seeking a P/T Orthodontist for its location in Denham Springs.** Start from Day 1 with a steady income stream and book of established patients. Please contact Terry Ernst at 504/338-6890 or email CV to TErnst@LaDentalCenter.com.

**Established and flourishing family dental practice is seeking a motivated personable associate (full-time or part-time) to join our friendly professional team.** Lake Charles is a safe and economically thriving community with all of the conveniences of a big city and projected to be one of the top cities for economic growth in 2023. Enthusiastic applicants are encourage to apply or call to schedule an appointment to pay us a visit and see the potential to grow and make this practice your own. For more

information please email at lakental@yahoo.com. Att: Rosie and Isabelle.

**Seeking full-time associate dentist.** We are looking to hire an associate dentist to help us grow with our practices! An opportunity for a FULL-TIME associate dentist to join our fun, fast-paced, non-corporate family practice in Carenero, La and Scott, LA. If you like the idea of work hard/play hard, a great patient base that is growing, and the opportunity to earn income while practicing the type of dentistry you want to do. Mentoring available for new grads, full support structure available for experienced doctors - we are ready to bring you on board!

- Sign on bonus!
- Privately held company and Dentist owned and operated!
- PPO insurance taken and fee for service patients!
- Great working hours; Holiday pay; vacation!
- Ira Match after 2 years!
- \$3,000 paid continuing education!
- 100 plus continuing education hours online available!
- Guaranteed base pay for 3 months!
- State of the art practice with all digital equipment!
- Great dental services such as IV sedation, implants, cosmetic and all restorative treatment!
- A true collaborative environment that encourages mentorship, development, and teamwork.

For more information or to send resumes/inquiries, email mckenziemffd@yahoo.com.

**Grand Family Dentistry is seeking a full-time general dentist to join our team.** This is an outstanding opportunity to join one of the most successful private practices in Baton Rouge, Louisiana. State-of-the-art facility, impressive team with efficient systems that literally run the practice so you can focus on the practice of dentistry Again the position is in the family oriented community of Baton Rouge, LA. with work hours being Monday-Thursday from 8:00am-5:00pm.

At Grand Family Dentistry we pride ourselves in providing the very best oral healthcare services in a friendly, community-focused practice setting. We strive to be leading edge dental providers of comprehensive

dentistry while providing the absolute best care and service to our patients. The services we provide range from routine cleanings to implants, periodontal care and endodontic services. Our doctors practice in a collegial atmosphere with a professional operations team, allowing the doctor to focus on quality patient care.

We provide a competitive compensation package, including comprehensive health benefits (Health, Vision, Dental), Life Insurance, Continuing Education Allowance Program, Professional Liability Insurance, 401 (k) program and leadership opportunities. Please contact Dr. Grand (985) 705-3786 or Email: granddds@grandfamilydentalcare.com

**Grand Family Dentistry is seeking a full-time hygienist to join our team.** This is an outstanding opportunity to join one of the most successful private practices in Mandeville, Louisiana. State-of-the-art facility, impressive team with efficient systems that literally run the practice so you can focus on the practice of dentistry Again the position is in the family-oriented community of Mandeville, LA with work hours being Monday - Thursday.

At Grand Family Dentistry, we pride ourselves in providing the very best oral healthcare services in a friendly, community-focused practice setting. We strive to be leading edge dental providers of comprehensive dentistry while providing the absolute best care and service to our patients. The services we provide range from routine cleanings to implants, periodontal care and endodontic services. Our hygienists practice in a collegial atmosphere with a professional operations team, allowing the hygienist to focus on quality patient care.

We provide a competitive compensation package, including comprehensive health benefits (Health, dental). Life insurance, continuing education allowance program, 401(k) program and leadership opportunities. Please contact Dr. Grand at (985) 705-3786 or email: granddds@grandfamilydentalcare.com.

**Full-time associate needed.** Brightly Dental is a thriving dental practice in Bogalusa, LA with all the modern technology. Associate needs to be willing to work with children. Email Dana@brightlydental.com.

**Dental receptionist needed.** Must be competent with dental insurance, Medicaid + Medicare. Hours are Mon.- Thurs. 8:30-5:00. Address is 15716 Professional Plz., Hammond, LA 70403. Call Dr. Steven Raymond at (985) 542-8484 or send resume to stevenraymond714@yahoo.com.

**Associate opportunity:** High production fee for service office 20 miles from downtown Baton Rouge seeking compassionate, outgoing skilled associate. Modern office with 8 operatories, fully digital and paperless, with patient centered focus. Team consists of 3 assistants, 3 hygienists, and 2 office personnel. Dentist owner is a Dawson Academy Scholar who practices very progressive dentistry with a focus on comprehensive care of patients. Benefits include daily minimum, guarantee, 401k, paid vacation, experienced support staff. Contact us at 225-247-3225 or drchad@chadmorrisdds.com.

**Busy general dentistry private practice in Sulphur, LA, seeks a full-time associate.** Should be proficient in most areas of general dentistry, including restorative, fixed and removable prosthodontics, endodontics, pediatrics, and oral surgery. The practice has all of the latest technologies, including CEREC and CB/CT, private office and paid lab fees. Sulphur is a great family-oriented community with good schools and recreational complexes and in a state of economic growth. Please send your CV to Manning Dental Associates, 1910 Maplewood Dr., Sulphur, LA 70663, or email info@manningdental.com.

**General dentist opportunity.** New Orleans/Metairie at Canatella Dental. We are seeking a part-time or full-time general dentist for our modern, state-of-the-art offices in the New Orleans area. Start date is negotiable, prime scan cerec, CBCT, periolase, 3-D printer, and up-to-date technology in both locations. Competitive compensation and great opportunity. Please contact us at 504-282-0700 or frontdesk@canatelladental.com.

If you are a compassionate professional providing exceptional dental care to your patients, this is for you. We are an established and thriving privately owned practice in Lake Charles, LA seeking a full-time associate to join our team with an opportunity to purchase the practice. With a great location and a recent building remodel our growing practice has a strong stream of new patients, and we need talented dental professionals, like you, to help us provide the best dental services to our patients. All aspects of dentistry are offered here including general, restorative, and cosmetic dentistry. We are all digital and use state-of-the-art equipment. As a dentist, you will get the support and guidance needed

to provide top-notch dental care for your patients from our highly trained staff. As added incentives, we offer a sign-on bonus and CE reimbursement. We would love to hear from you today! Please submit your cover letter and your professional resume to greatjob3232@gmail.com or call 337-302-3027 to get further details on this extraordinary opening.

**Associate opportunity: Prairieville, LA.** Mainly FFS with over 2 million collections solo. 30% of production and a guaranteed daily min rate. New office with surgical microscopes, cone beam, lasers and more. I will provide mentorship to the doctor (if desired) to help them in the areas of business administration, systems integration, implants and bone grafting, soft tissue grafting, impacted 3rd molar extractions, IV and oral sedation, veneers, full mouth rehabs, endodontics (microscope), brackets and Invisalign orthodontics. Contact Dr. Calvin Bessonnet at ascensiondentist@eatel.net or 225-673-6910.

**Grand Family Dentistry is seeking a full-time general dentist to join our team.** This is an outstanding opportunity to join one of the most successful private practices in Baton Rouge, Louisiana. State-of-the-art facility, impressive team with efficient systems that literally run the practice so you can focus on the practice of dentistry. Again the position is in the family oriented community of Baton Rouge, LA. with work hours being Monday-Thursday from 8:00am-5:00pm.

At Grand Family Dentistry we pride ourselves in providing the very best oral healthcare services in a friendly, community-focused practice setting. We strive to be leading edge dental providers of comprehensive dentistry while providing the absolute best care and service to our patients. The services we provide range from routine cleanings to implants, periodontal care and endodontic services. Our doctors practice in a collegial atmosphere with a professional operations team, allowing the doctor to focus on quality patient care.

We provide a competitive compensation package, including comprehensive health benefits (Health, Vision, Dental), Life Insurance, Continuing Education Allowance Program, Professional Liability Insurance, 401(k) program and leadership opportunities. Please contact Dr. Grand (985) 705-3786 or Email: granddds@grandfamilydentalcare.com

**Grand Family Dentistry is seeking a full-time hygienist to join our team.** This is an outstanding opportunity to join one of the most successful private practices in Mandeville, Louisiana. State-of-the-art facility, impressive team with efficient systems that literally run the practice so you can focus on the practice of dentistry. Again the position is in the family-oriented community of Mandeville, LA with work hours being Monday - Thursday.

At Grand Family Dentistry, we pride ourselves in providing the very best oral healthcare services in a friendly, community-focused practice setting. We strive to be leading edge dental providers of comprehensive dentistry while providing the absolute best care and service to our patients. The services we provide range from routine cleanings to implants, periodontal care and endodontic services. Our hygienists practice in a collegial atmosphere with a professional operations team, allowing the hygienist to focus on quality patient care.

We provide a competitive compensation package, including comprehensive health benefits (Health, dental). Life insurance, continuing education allowance program, 401(k) program and leadership opportunities. Please contact Dr. Grand at (985) 705-3786 or email: granddds@grandfamilydentalcare.com.

## Classified Advertising Online

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

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

For more information or to place a classified ad, contact the LDA at [info@ladental.org](mailto:info@ladental.org) or (225) 926-1986.

# LAST PAGE

## LDA Coffee – Not Ready for Prime Time

By David Austin

Sometimes, not often mind you, I must report to you not only the many good achievements from the LDA research lab in Bunkie, but also the not so good. Unfortunately, we must update you on a failed outcome of one of our most anticipated products – the LDA Coffee and Chicory blend packed in 15 oz. cans and 10.6 oz. vacuum sealed bags, that was recently recalled.

Chicory was prized in the Old World not only for its taste but many believed in its medicinal healing properties. Our laboratories had been working on this blend for some time and we thought it would be a great time to go ahead and introduce this product to the public during the 2020 pandemic. Most folks would be inside and you know, probably drinking coffee, so why not?

Some history about chicory. The first recorded use of the chicory plant was by the ancient Egyptians and Romans. These folks actually enjoyed eating the leaves or adding them to certain prepared foods for flavor. When coffee was introduced in Europe, the Dutch and French people found they could roast and grind up the chicory root and add it to coffee to give much added flavor.

Given Louisiana's rich French history, it was only natural that the early French settlers in the southern part of our state brought it with them. Since the 1840s, the Port of New Orleans was second only to New York in the importing of coffee. So at the time of the Union blockade of our port during the Civil War, Louisianans began to drink brewed chicory as a coffee substitute. Today chicory in coffee is more popular in New Orleans and surrounding areas than anywhere else in the United States.

There are several old superstitions about chicory, that in addition to its medicinal properties (which has never been thoroughly proven), chicory was also thought to make one invisible after ingesting it. [See Chicory – Wikipedia.]

So, it comes as no surprise that this coffee blend has been preferred by many prisoners incarcerated in and around New Orleans. Consequently, over the years several of them that were known to love this blend mysteriously disappeared.

Initially the sales of the LDA Coffee and Chicory blend were brisk and we thought we had a winner on our hands, when suddenly sales fell off and complaints began rolling in.

One of the first of many complaints we received came from a gentleman in New Orleans who was trying a cup of our coffee one morning. As he was walking up to his car, he took a drink and immediately spit it out and not only did it deteriorate the paint on the car, it also damaged the concrete on his driveway. We managed to settle with him through our attorneys.

We immediately ceased sales and production of this product, and we will probably not reintroduce it.

However, this reporter wanted to do one more experiment. I've always been intrigued by the possibility of this stuff making someone invisible. I decided to experiment using myself. I believed so much in the research I had done that I was convinced that I could walk out to the mailbox every morning at the end of my driveway in nothing but my underwear to retrieve the mail, and no one would see me.

After a Monday morning cup of LDA Coffee and Chicory blend, I walked out to the mailbox in nothing but my tighty whiteys. I continued my routine through Wednesday, however that evening there was a knock at my door from this really nice police officer. He suggested I not do that anymore or he would have to return. Seems my morning routine was frightening the elderly ladies and small children in our neighborhood.

If you should happen to find this particular blend of our LDA coffee still on your grocer's shelf, I strongly advise you grab it and throw it away.



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