

NODA News

MISSION STATEMENT

To establish and maintain a cohesive organization that serves its membership by promoting the art, science and professionalism of dentistry, and by communicating the value of oral health to the community.

VOL. 47 JANUARY '09 NO. 01

President's Message

by Jeffry A. Leeson, D.D.S. - NODA President

Happy New Year to all NODA members and their families. I hope that everyone enjoyed their holidays and that 2008 was a good year for all.

As we begin 2009, it is time again to make plans to improve ourselves throughout this new year. It is my plan to help the association continue to improve as well.

In February 2007, the association began having our general membership meetings at a variety of restaurants throughout the city. After the loss of the use of LSUSD due to Katrina, we met several months at East Jefferson Hospital. The meetings were poorly attended with sometimes less than 20 people. We had 32 attend the first meeting, which had been held at Sunray Grill, currently called Olive Branch Café. We have been getting generous sponsors to assist in supporting our association with these meetings. We have been collecting a mere \$10.00 from those who are eating to assist in the food expenses. The average attendance is currently at about 60 people per meeting. We have had a couple meetings with attendance over 70.

This year, Dr. Kristi M. Soileau, as President-Elect, is the Chairperson for NODA's Scientific Program Committee. She has taken advantage of the surveys from previous meetings to make our upcoming meetings better than ever. We will be enjoying better food, better lectures, and more comradery as our attendance continues to grow.

One of my goals for the association is to grow these meetings in the near future to over 80 attendees and eventually to over 100. It is so important for participa-

tion in an association like ours to ensure its growth and strength. If people that are currently attending the membership meetings would call their colleagues and invite some new faces, this number would begin to grow. If the colleague is not a NODA member, talk to us about bringing them as a guest.

Another goal of mine is to increase the membership. Dr. Myrna L. Collado is our Chairperson for the Membership and Orientation Committee. She has been a major part in the rebuilding since Katrina. So again, I ask that all our current members talk to their colleagues and ask them to be part of our association. There are too many benefits to mention at this time that our members receive by being part of NODA.

It is time again to register for the New Orleans Dental Conference/LDA Annual Session, which will be held April 2 - 4, 2009. Dr. David J. Hilderbrandt is the Chairperson for the 2009 Conference. He and his committee have been working endless hours to put together what I believe is going to be one of the best meetings ever. We will have these full days of CE lectures (Thursday, Friday, Saturday).

In addition to the great C.E. value, and sponsorship by our exhibitors, we will be having the raffle of a new 2009 C-Class Mercedes Benz. Dr. Ambrose M. Martin III has arranged for this first ever raffling of a luxury automobile or \$15,000.00 cash. There will only be 3,000 tickets available at \$25.00 each so don't be left out. I believe they will sell out early. The drawing will be held in the exhibit hall on Saturday afternoon at 5:00pm.

In closing, please feel free to call me anytime if you need anything or have any suggestions to make our association the best it can be. Remember to read the NODA News and to go to the NODA website at www.nodental.org to stay up to date with what is happening in our dental association.

January General Membership Meeting

The Rose Garden
5616 Citrus Blvd., Harahan, LA 70123

January 21, 2008 • 7:00pm

Mr. James Ron Kennedy, MHA, ARM

"Why Patients Become Plaintiffs -
The Psychology of Suing"

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Upcoming Scientific Programs

by Kristi M. Soileau, D.D.S., M.Ed. - NODA Scientific Program Committee Chairperson

**January 21, 2009
General Membership Meeting**

The Rose Garden, 5616 Citrus Blvd., Harahan, LA 70123. Phone: 504/737-1300.

Speaker – James Ron Kennedy, MHA, ARM. Mr. Kennedy is the Vice President of Risk Management at Louisiana Medical Mutual Insurance Company. Mr. Kennedy joined the management team at LAMMICO in 1992. Prior to that he was Director of Risk Management for Woman's Hospital in Baton Rouge, Louisiana. He is a registered respiratory therapist with more than 25 years experience in health care. He began his risk management career in 1978 as Director of Professional Services at Glenwood Regional Medical Center in West Monroe, Louisiana, and later as Administrator of East Carroll Parish Hospital in Lake Providence, Louisiana. Mr. Kennedy received a Masters in Health Administration from Tulane University, a bachelor's degree from Northeast Louisiana University and a certificate in Paralegal Studies from Louisiana State University. He earned the designation of Associate in Risk Management (ARM) from the American Institute for Chartered Property Casualty Underwriters and the Insurance Institute of America. His advanced compliance training includes the successful completion of Harvard's Advanced Issues in Health Care Compliance and OSHA's 501 Training for Safety and Health in general industry. You may contact Mr. Kennedy at 504/841-5244, e-mail to rkennedy@lammico.com or visit website at www.lammico.com.

Topic of Presentation – “Why Patients Become Plaintiffs - The Psychology of Suing”

Objectives –

- 1.) Describe the primary factor causing a patient to file a professional liability claim
- 2.) Identify the main risk management technique to limit probability of a claim
- 3.) Explain how communication blind spots can cause patient perception of malpractice
- 4.) Formulate a plan to measure effectiveness of patient communications

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**February 11, 2009
General Membership Meeting**

7:00pm @ Jack Dempsey's Restaurant, 738 Poland Ave., New Orleans, LA 70117 Phone: 504/943-9914.

Speaker – Tony Soileau, DDS. Dr. Soileau is a general dentist from Lafayette, Louisiana. He was born and raised in south Louisiana, which makes him a true Cajun. His practice focuses on restorative rehabilitation and cosmetic enhancements. He graduated from LSU School of Dentistry in New Orleans in 1994. He has been president of his local dental society and is an associate professor at LSU School of Dentistry. He has been a faculty member of the Institute of Oral Art and Design (IOAD) in Tampa, Florida and the Pacific Aesthetic Continuum (PAC~Live) in San Francisco. He is a member of the ADDA, LDA, ADA, AGD, AACD, and his Fellowship in the Academy of Comprehensive Esthetics. He has published over 50 articles on esthetic dentistry as well as incorporating technology into a general dentistry practice in leading dental journals such as Dentistry Today, CERP, Inside Dentistry, Dental Economics, and PPAD. Many of his techniques and articles can be found on his website www.tonysoileau.com. Phone: 337/234-3551-5244, cell: 337/344-2564, fax: 337/234-5389, e-mail to tony@smilesbysoileau.com or visit website at www.smilesbysoileau.com. Address: 1144 Coolidge Blvd., Suite D, Lafayette, LA 70503.

Topic of Presentation – “CAD/CAM E4D” The presentation will be an introduction to the basics of CAD/CAM dentistry and its clinical applications. Basic as well as advanced cases will be presented and discussed. Topics covered will include case selection, materials, as well as esthetics.

Objectives –

- 1.) Determining if CAD CAM is right for your practice

- 2.) Determining which cases can be done predictably with CAD CAM
- 3.) How to incorporate your dental team into using CAD CAM
- 4.) Seeing how easy CAD CAM restorations can be fabricated

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Contact: Todd Carter, Regional General Manager. phone: 985/871-0001, cell: 985/871-0181, e-Mail: todd.carter@henryschein.com, website: www.henryscheindental.com. Address: Alamosa Business Park, 21399 Marion Lane, Ste. D, Mandeville, LA 70471.

**September 16, 2009
General Membership Meeting**

Speaker – Kim Henderson, RDH. Ms. Henderson is a Registered Dental Hygienist with 17 years experience as a RDH, working primarily in the Gulf Coast region. Ms. Henderson also has expertise in digital x-ray sensor placement technique and has used digital radiography both in practice and as a Dexis trainer. Ms. Henderson may be contacted by phone: 225/276-5830, fax: 866/322-2805, e-mail: henderson4@cableone.net, website: www.dexis.com.

Topic of Presentation – “Digital Radiography Techniques and Applications” Ms. Henderson will present on digital x-ray placement techniques and review best practices when using digital radiography. Ms. Henderson will also review the different types of digital radiography users, as well as educate dentists who may be evaluating digital radiography systems for their office.

Objectives – 1.) Provide useful techniques and placement tips for radiography users, as well as educate dentists who may be evaluating digital radiography systems for their office.

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Contact: Nick Hartman, Regional Sales Manager at 1-888-883-3947, ext.234, e-mail to nick.hartman@dexis.com website: www.dexis.com Address: 4425 Alexander Dr., Ste. 100, Alpharetta, GA 30022.

Upcoming Scientific Programs - cont.

by Kristi M. Soileau, D.D.S., M.Ed. - NODA Scientific Program Committee Chairperson

October 21, 2009
General Membership Meeting

Speaker – Earl M. Douglas, DDS, MBA, BVAL. Dr. Douglas is the founder of ADS South, a dental practice appraisal and brokering company serving the Southeast. Dr. Douglas earned his Doctor of Dental Surgery degree from the Baltimore College of Dental Surgery, University of Maryland School of Dentistry and received his Master in Business Administration degree from Brenau College in 1984 and received the Business Valuator Accredited in Litigation designation from The Institute of Business Appraisers. Dr. Douglas has presented at numerous study clubs, the Hinman Dental Convention, the Tennessee Dental Association, the New Orleans Dental Association, the Rossner Memorial Lecture in New Orleans and for Dental Economics, and is a contributing author for Dental Economics magazine.

Topic of Presentation – “The Fifteen Biggest Transition Mistakes” This presentation will reveal the most serious mistakes dentists have made in the transition of their practices. This presentation applies to buying a practice, selling a practice, or forming associateships or partnerships. Each mistake will be explained and analyzed and the undesired outcomes will be discussed.

Objectives –

- 1.) Make attendees aware of the mistakes that they might intentionally or unintentionally make in the transition process
- 2.) By becoming aware of these mistakes, attendees should realize them when there is a potential for them occurring and take steps to avoid them
- 3.) For the dentist to achieve the safest, most successful transition when encountering that phase of their career

Sponsor – ADS South

Contact: Earl M. Douglas, DDS, MBA, BVAL. Phone: 770/664-1982, cell: 404/512-4702, fax: 770/664-1782, e-mail: douglas@adssouth.com, website: www.adssouth.com Address: 11285 Elkins Road, A-2, Roswell, GA 30076.

December 16, 2009
General Membership Meeting

Speakers - Preston Lovelace, JD, MS and Gretchen Ohlmeyer Lovelace, MS, CFP, CPM

Preston Lovelace, JD, MS - Preston received his Bachelor's degree in Chemistry and Applied Mathematics at Hampden-Sydney College. He received his M.S. in Chemistry and J.D. from the University of Illinois. He is a member of both the Louisiana State and U.S. Patent Bars. He enjoys fishing and disc golf in his spare time.

Gretchen Ohlmeyer Lovelace, MS, CFP, CPM - Gretchen is the president and founder of Lovelace and Associates, Inc. Gretchen taught at the University of New Orleans, and conducted research in the Microbiology department at Louisiana State University School of Dentistry before returning to Baton Rouge and obtaining certifications in Financial Planning and Practice Management. She has 27 years of practice management experience and has been a lecturer at the LSU Dental School for the past 18 years as well as at national, state, and local meetings. She is a member of The Financial Planning Association, the Institute of Business Appraisers, realtor, notary, and an affiliate of ADS South. Practical, ethical, and professional practice promotion and practice transitions are Gretchen's main interests.

Topic of Presentation – “Ways to Transition your Practice: Do You Need an Associate?”

Objectives –

- 1.) Five types of transition
- 2.) Criteria for determining if associate is needed
- 3.) Associate agreements and methods of paying associates
- 4.) Methods of transitioning with associate
- 5.) Items you need in place prior to retirement

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New Orleans Dental Association is an ADA CERP Recognized Provider

SAVE THE DATE!

January 21, 2009

General Membership Meeting
The Rose Garden
7:00pm

February 11, 2009

General Membership Meeting
Jack Dempsey's Restaurant
7:00pm

April 2-4, 2009

New Orleans Dental Conference/
LDA Annual Session
Ernest N. Morial Convention Center

May 15, 2009

Crawfish Party
American Legion Home
6:30pm

NODA News is a publication of the New Orleans Dental Assn., 2121 N. Causeway Blvd., Suite 153, Metairie, LA 70001. Phone (504) 834-6449.

Official Emblem of Dentistry

This dental insignia was adopted by the American Dental Association in November 1965 as the official emblem of dentistry.

The design uses as its central figure a serpent entwined about an ancient Arabian cautery in the manner of the single serpent of Aesculapius, the Greek god of medicine, coiled about a rod.

The Greek letter Δ (delta), for dentistry, and the Greek letter O (omicron), for odont (tooth) form the periphery of the design.



In the background of the design are 32 leaves and 20 berries, representative of the permanent and temporary teeth.

The suggested colors for the insignia are: the background, a shade of lilac—the official academic color of dentistry; the letter O in gold; the letter Δ in black; the cautery in gold outlined in black, and the leaves, berries and serpent merely outlined in black on the lilac background.

The National Association of Dental Faculties in 1897 chose the color lilac as the profession's major color. The color trims dental schools' graduation gowns and caps and may be found in dental banners, emblems, insignia, signs, symbols and publications.

NODA News is published every month with the exception of June and August. Deadline for ads and editorial material is the 10th of the month preceding publication. Ads and news should be sent to: nodental@bellsouth.net.

Annual Crawfish Party to Include Families This Year

by: *Kristi M. Soileau, D.D.S., M.Ed.*
—*NODA President-Elect*

The New Orleans Dental Association's Annual Crawfish Party will be held on Friday, May 15th, from 6:30pm - 9:30pm at the American Legion Home, Post 267, located at 3001 River Road and Causeway Boulevard in Jefferson, LA. The NODA crawfish party is always an indulgent evening, and now your families and your staff can join in the fun! As with almost all NODA crawfish parties, there will be much dancing, music and fun to go along with your many pounds of crawfish. Come pass a good time, Cher! The crawfish party is free to all NODA members and there is a fee of \$10.00 for each family or staff guest. You don't want to miss it, and we don't want to miss you!

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Dr. Liberto Retires From Continuing Education



Picture Caption: Vincent N. Liberto, DDS, M.S., is pictured in the dental continuing education lab at the LSU School of Dentistry. He led the effort to construct the lab and advocated for the total renovation of two auditoriums as part of an overall upgrade of infrastructure to support continuing education.

After directing the continuing education program at the LSU School of Dentistry since 1997, Vincent N. Liberto, DDS, M.S., is retiring. Although he is leaving his position as assistant dean for continuing education, he will continue to serve in the Department of Pediatric Dentistry as professor and interim chairman.

Since Dr. Liberto began his career in dentistry in 1957, he has been a leader in organized dentistry. This includes serving as president of the New Orleans Dental Association in both 1974 and 1976. He has been a member of the NODA Board of Directors and the Advisory Committee. He has also served as president and first vice president of the New Orleans Dental Conference.

He became interested in organized dentistry through his mentor, Dr. Roy Wolf, who told him, "this profession will be good to you and you need to give something back." Dr. Liberto says one of the great benefits of organized dentistry is that you have to learn about the issues before you can become a true leader. "You learn how to take the torch and pass it on," he says.

On the national stage, he has served in leadership capacities for

the American Dental Association, the American Academy of Pediatric Dentistry, the OKU Dental Honor Society, American Academy of Cosmetic Dentistry and the Association for Continuing Dental Education.

It was through his many years of work organizing the large scale conventions for the American Dental Association that Dr. Liberto came to appreciate his abilities in staging continuing education programs. He was asked to lead the program upon the retirement of Dr. Louis Grush.

In 1992, he was selected for the NODA award of Honor Dentist. Among his many awards and honors are the Outstanding Service Award from the American Academy of Cosmetic Dentistry, Outstanding Faculty Award from the LSU School of Dentistry Alumni Association and The Outstanding Contributions to the Art and Science of Dentistry Award from the Louisiana Chapter of the Pierre Fauchard Academy. The Louisiana Dental Association named him recipient of its 1994 Distinguished Service Award.

In 2008, Dr. Liberto was inducted into the Hall of Fame of St. Stanislaus College, his high school alma mater located in Bay St. Louis, Mississippi. He was a boarding school student from the age of nine until his graduation from high school. His teachers, the Brothers of the Sacred Heart, "developed me as a person," he said. "They taught me values, morals, how to know right from wrong, and I have so much appreciation for what they did to help us."

He received a DDS degree from Loyola University in 1957 and a M.S. in pedodontics from the University of Tennessee in 1960. When he started his practice in New Orleans, he was only the second person in south Louisiana to specialize in pediatrics. He was in private practice for 36 years.



Recognize this Face?
Answer on pg 12

Well Being Committee

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2009 NODA Board of Governors

<u>Position</u>	<u>Name</u>	<u>Year(s)</u>	<u>Term</u>
President	Dr. Jeffrey A. Leeson	2009	1 year
President-Elect	Dr. Kristi M. Soileau	2009	1 year
1 st Vice President	Dr. Laurie F. Moeller	2009	1 year
2 nd Vice President	Dr. George H. Arch, Jr.	2009	1 year
Secretary	Dr. Christopher E. Brown	2009/2010	2 years
Treasurer	Dr. Raymond J. Unland, Jr.^	2009	2 years
At-Large Board Member	Dr. Darrell P. Bourg, Jr.	2008/2009/2010	3 years
At-Large Board Member	Dr. Wynn C. Russo&	2009	3 years
At-Large Board Member	Dr. Myrna L. Collado	2009/2010/2011	3 years
Director to LDA	Dr. Kenneth G. Schott	2009	2 years
Director to LDA	Dr. F. Thomas Giacona	2009/2010	2 years
Immediate Past President	Dr. Ambrose M. Martin III	2009	1 year
Alternate Director to LDA	Dr. Mark S. Chaney	2009	1 year
Alternate Director to LDA	Dr. Kevin J. Collins	2009	1 year
Delegate to ADA	Dr. F. Thomas Giacona	2008/2009/2010	3 years
Delegate to ADA	Dr. Mark S. Chaney	2009/2010/2011	3 years
Alternate Delegate to ADA	Dr. Robert E. Barsley	2009	1 year
Director to LDS/PDP	Dr. Scott E. Bonson	2009	1 year
Director to LDS/PDP	Dr. Brant W. Schmidt	2009	1 year

^ Fulfilling 2nd year of term after resignation of Dr. Laurie F. Moeller

& Fulfilling 3rd year of term after resignation of Dr. George A. Arch, Jr.

2009 Delegates to the LDA

Dr. George H. Arch, Jr.	Dr. Gustavo M. Coutin	Dr. Ambrose M. Martin III
Dr. Payal M. Anand	Dr. Byron C. Ganucheau	Dr. Laurie F. Moeller
Dr. Mark D. Anderson	Dr. Dov Glazer	Dr. Jason D. Parker
Dr. Scott E. Bonson	Dr. Gregory P. Guerra	Dr. Jené C. Ponder
Dr. Christopher E. Brown	Dr. Valerie R. Hemphill	Dr. Brant W. Schmidt
Dr. Maria R. Burmaster	Dr. Jeffrey A. Leeson	Dr. William F. Schmidt, Jr.
Dr. Myrna L. Collado	Dr. Joseph B. Marino, Jr.	Dr. Kristi M. Soileau
Dr. Kevin J. Collins		

Alternate Delegates to the ADA

Dr. Stephen C. Brisco, Sr.	Dr. Phuong N. Nguyen	Dr. Sammy Tom
Dr. Joshua J. Jones	Dr. Cleopatra E. Thompson	

**** Thanks to these Delegates for their time and talent!**

Congratulations to our new 2008 members

by Myrna Collado, D.D.S. - NODA Membership & Orientation Committee Chairperson

Dr. Terrence M. Augillard
 Dr. Wanda B. Augillard
 Dr. Stephen F. Babin, Jr.
 Dr. Catherine Badell
 Dr. Kimberly Bott
 Dr. Nicole Boxberger
 Dr. Cynthia L. Caldwell
 Dr. Jean N. Coleman
 Dr. Tracy M. Crear
 Dr. Robin Daniel
 Dr. Savare J. DeFelice III
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2009 Children's Dental Health Month

by Jason D. Parker, D.D.S. - NODA Children's Dental Health Month Committee Chairman

Greetings to all NODA members,
Happy New Year to you all!

Over the numerous past years, I have enjoyed immensely the obligations, duties and responsibilities I have upheld as your chairman to Children's Dental Health Month. I hope you have been pleased and supportive of my efforts as your chairman. However, I am moving on after CDHM 2009 activities to pursue other interests and am in the process of transferring my lead of this committee to a number of individuals that will be involved this year and hopefully many years to come.

Children's Dental Health Month begins in 2009 with our awesome Tip Off event with the New Orleans Hornets on January 30th (Please see attachment). We are planning on shooting a PSA with Hugo the Hornet to be aired at the Hornets game. We are also planning on passing out dental information at an area that the Hornets have allowed us to set up free of charge on the concourse during the game. We are hoping to have a proclamation for recognizing CDHM from Governor Jindal's office presented at the game as well. If you haven't purchased your discounted tickets for your staff, family and friends please do so soon, time is running out and so are the tickets. At our Tip Off game NODA will have a dedicated area on the first few rows in the upper level due to the lower level being sold out by season ticket holders, so please come out and support your NODA CDHM Tip Off Event and the Hornets!

Give Kids A Smile Project will take place on February 6th. Dr Janice Townsend has sent out an

e-mail asking for your pledge to help support our efforts so again, please join in. Generous donations from Morris Bart, Morris Peterson of the New Orleans Hornets and The Morris Peterson Foundation, myself and many others have been made to help purchase much needed supplies for this project. Please send any donations you can contribute to our cause directly to NODA with an earmark for Give Kids A Smile Project.

February 7th, Lakeside Mall will house our annual event for CDHM. Members of NODA will be passing out posters, stickers and helping raise awareness for great dental health in our community. Dr. Claudia Cavallino will be in charge of this project and I am sure she will do a great job for us with it.

On February 14th, the Louisiana Children's Museum will hold a CDHM event for NODA in


conjunction with its own Valentine's Day festivities. We will hold storytelling times and dental cartoons among other dental related items for children attending the museum. We will also pass out dental information and posters too.


On February 16th from 2pm to 4pm the message for Children's Dental Health will be spread through Children's Hospital with the help of Dr. Pamela Shaw.

Additionally, provisions have already been made to air CDHM Public Service Announcements during the month on many local television stations to help raise awareness to get children into the dentist early, brush and floss daily, and last but not least...see the dentist on a regular basis.

I look forward to any form of support you can offer and please visit the NODA website for all the details of each event.

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2009 New Orleans Dental Conference and LDA Annual Session

by David J. Hildebrandt, D.D.S. – NODC Committee Chairman

Your conference committee is hard at work planning this year's New Orleans Dental Conference/Louisiana Dental Association's Annual Session. We are very excited about some of the changes we feel will improve our meeting. One of the biggest changes is with our Thursday opening night party. We are completely changing the party from the usual venue at the Hilton Riverside to a road trip to Blaine Kern's Mardi Gras World across the river in Algiers. We will have busses running throughout the night to and from Mardi Gras World. We will have live music, an open bar and plenty of food. All of this in the unique setting of New Orleans during Mardi Gras. Even if you have visited Mardi Gras World before, you are in for a real treat. This facility knows how to throw a party New Orleans style. Although this year we will have a small fee to attend the party, (\$35.00) the open bar, food, live music, and the continuous bus service are a true bargain for this very unique evening. Please make sure you reserve your spot for you and your staff as soon as you receive your registration materials.

The other major change to this year's meeting is the exhibit hall hours. We will have all day hours on Friday and Saturday. Since there are not exhibit hours on Thursday, please spend time visiting our exhibitors on Friday and Saturday. Remember the

exhibitors keep your registration costs to a minimum. On Saturday we will be closing the exhibit hall with a raffle for a new Mercedes. Make sure you purchase plenty of tickets and you'll improve your chances of driving home in a new Mercedes or pocketing \$15,000 in cash. Make sure you stay around the exhibit hall Saturday afternoon and maybe you will be the big winner.

Of course the main purpose of the meeting is continuing education. We think you will be very impressed with our slate of clinicians. If you attended the ADA in San Antonio, you would have noticed that almost our entire slate of clinicians is internationally known, very popular, and many spoke at the ADA. Our clinicians include Dr. Stanley Malamed, Dr. John Kanca, Dr. Charles Blair, Dr. Michael Schuster, Dr. Greg Psaltis, Dr. Jon Suzuki, Dr. Peter Jacobsen, Dr. John West, Dr. Jamie Morgan, and many others. We also have many workshops for both the doctors and your auxiliaries.

For your entertainment we will again have some celebrity chefs doing cooking demonstrations. Chef John Besh and Chef Paul Prudhomme will be sharing with us some of their culinary expertise. In addition we are planning a Friday night out on the town. Come and join us for an evening at Arnaud's Restaurant followed by a trip to a New Orleans nightclub for some live New Orleans music.

Transportation will be provided from the Hilton Riverside to Arnaud's Restaurant and the nightclub back to the Hilton Riverside. Tickets will be limited so be sure to make your reservation early as this will be a popular event.

Please check out the website (www.nodc.org) for a complete listing of our speakers and for course titles and descriptions. Registration online should be available in January and your registration books should be mailed around the Christmas holidays.

As you can see we are very excited about this year's meeting. We are looking forward to seeing you April 2-4, 2009!

NODA News accepts advertisements from a variety of sources, but makes no independent investigation or verification of any claim or statement contained in the advertisements. Inclusion of advertisements should not be interpreted as an endorsement by the New Orleans Dental Association or *NODA News*.

N.O.D.E.: SPOTLIGHT

New Orleans Dental Enterprises, Inc. – Your Preferred Provider Network

by: Kevin J. Collins, D.D.S. – NODE President

Credit card processing security: Questions you need to ask yourself!

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- Did you know that failing to protect your patient's personal information could subject your practice to big fines?
- Have you or your office manager received calls from unknown sources trying to scare you into getting new equipment or switching the credit card processing provider?
- Have you heard of PCI SSC?
- Has your credit card processor provided information to educate and protect your business from PCI SSC fines up to \$500,000?

If you have answered no to any of these questions, or have been contacted by an unknown source, you need to be concerned!

PCI SSI stands for PAYMENT CARD INDUSTRY SECURITY STANDARDS COUNCIL. PCI SSI has established security standards, which are technical, and operational requirements that apply to all businesses that store, process, transmit cardholder data. The founding members of the council, AMEX, Discover, MasterCard, and Visa enforce compliance. Yes, there is a potential of a \$500,000 fine if security measures are not followed to protect customer's credit card information.

Our Preferred Provider, First Data Merchant Services, can help you with the needed information and technical advice concerning PCI SSI. Please contact John White at 504/874-4877.

More information on all of our Preferred Providers can be found on the NODA website at www.nodental.org.

Bulletin Board

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- MS Practice 25 N of St Francisville #2735
- Kinder LA Bldg. and Prac. for Sale #2600
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DENTIST OPPORTUNITY -

New Northshore Dental office looking for Dentist to office share in Covington, LA. Please call 985/373-5430 or e-mail to scottstromaindds@att.net.

The History of Dentistry

Oral disease has been a problem for humans from the beginning of history. Evidence of ancient dentistry has recently been found in a Neolithic graveyard in the Indus River basin of Pakistan. Teeth dating from around 7000 to 5500 BC show evidence of holes from dental drills. A Sumerian text from 5000 BC describes a "tooth worm" as the cause of dental caries. Evidence of this belief have also been found in ancient India, Egypt, Japan and China.

Among the papyri of ancient Egypt is the Ebers papyrus, which throws light on medical practices. It was written between 1700 and 1500 BC and contains material dating back as far as 3700 BC. The Papyrus Ebers contains references to diseases of the teeth, as well as prescriptions for substances such as olive oil, dates, onions, beans, and green lead, to be mixed and applied "against the throbbing of the bennut blisters in the teeth." An Egyptian lower jaw, dated by experts from 2900 to 2750 BC, demonstrates two holes drilled through the bone, presumably to drain an abscessed tooth. Much of early dentistry was practiced as part of the general practice of medicine. By the 5th century BC, Herodotus, a Greek historian, wrote "in Egypt, medicine is practiced on a plan of separation--each physician treats a single disorder, and no more...some undertaking to cure diseases of the eye, others the head, others again of the teeth."

Aesculapius, later regarded as a god but probably an actual person, a Greek physician, who lived between 1300 and 1200 BC, is credited by many with the concept of extracting diseased teeth. Later (500-300 BC), Ancient Greek scholars Hippocrates and Aristotle wrote about dentistry, including the eruption pattern of teeth, treating decayed teeth and gum disease, extracting teeth with forceps, and using wires to stabilize loose teeth and fractured jaws. Hippocrates and Aristotle also wrote of ointments and cautery with a red hot wire to treat diseases of the teeth and oral tissues. The first use of and oral tissues. The first use of dental appliances or bridges comes from the Etruscans from as early as 700 BC.

A renowned Roman medical writer, Cornelius Celsus (100 BC), wrote extensively of oral diseases, including bleeding gums and ulcers of the oral cavity, as well as dental treatment such as narcotic-containing emollients and astringents. Arabian physicians attached great importance to

clean teeth. They described various procedures to "scrape" the teeth and designed sets of specialized instruments to accomplish that task. Mouthwashes and dentifrice powders were applied by the Arabians using a "toothbrush," a small polishing stick that was beaten and softened at one end.

Throughout the Middle Ages in Europe, dentistry was made available to wealthier individuals by physicians or surgeons who would go to the patient's home. Decay would sometimes be removed from teeth with a "dental drill," a metal rod that was rotated between the palms. Soft filling materials provided short-term alleviation of discomfort by keeping air from the open cavity. Dentistry for poorer people took place in the marketplace, where self-taught vagabonds would extract teeth for a small fee. From the Middle Ages to the early 1700s much dental therapy was provided by so called "barber surgeons." These jacks-of-all-trades would not only extract teeth and perform minor surgery, but they also cut hair, applied leeches to let blood, and performed embalming.

In the 14th century, Guy de Chauliac invented the dental pelican (resembling a pelican's beak) which was used until the late 18th century. The pelican was replaced by the dental key, which in turn, was replaced by modern forceps in the 20th century. The first book focused solely on dentistry was the Artzney Buchlein in 1530, and the first dental textbook written in English was called Operator for the Teeth by Charles Allen in 1685.

Italian sources from the 1400s mention the use of gold leaf as dental filling material. Later, the French described the use of soft lead fillings to repair teeth after decay was removed. Pierre Fauchard (1678-1761), a French surgeon, is credited with being the "father of modern dentistry." His book, The Surgeon Dentist, A Treatise on Teeth, describes the basic oral anatomy and function, signs and symptoms of oral pathology, operative methods for removing decay and restoring teeth, periodontal disease (pyorrhea), orthodontics, replacement of missing teeth, and tooth transplantation. Among many of his developments were the extensive use of dental prosthesis, the introduction of dental fillings as a treatment for dental caries and the statement that sugar derivate acids such as tartaric acid are responsible for dental decay. Fauchard's text was followed by

others that continued to expand the knowledge of the profession throughout Europe. Two popular books, Natural History of Human Teeth (1771) and Practical Treatise on the Diseases of the Teeth (1778), were written by English physiologist John Hunter, surgeon general to the British army.

Dental practitioners migrated to the American colonies in the 1700s and devoted themselves primarily to the removal of diseased teeth and insertion of artificial dentures. Paul Revere, historically noted for his "midnight ride," was by trade a metalworker who constructed dentures from ivory and gold. George Washington had dentures made of metal and carved ivory, or metal and carved cow teeth, but none made of wood. Until the mid-1800s, dentures continued to be individually constructed by skilled artisans. Gold, silver, and ivory were common components, causing them to be very expensive and available only to the very wealthy. In 1851, a process to harden the juices of certain tropical plants into vulcanized rubber was discovered. The ability to mold this new material against a model of the patient's mouth and attach artificial porcelain teeth allowed the manufacture of less expensive dentures. Later, acrylic plastics replaced the use of rubber and porcelain in denture construction.

A major contribution from the dental profession to the future of health care occurred in 1844 when Dr. Horace Wells, a Connecticut dentist, observed an exhibition of people reacting to inhalation of nitrous oxide (laughing gas). He initiated the use of nitrous oxide inhalation during dental therapy and founded the concept of inhalation analgesia and anesthesia. The medical community later modified and adopted inhalation anesthesia as a standard surgical management procedure.

Greene Vardiman Black (1831-1915) was the leading reformer of American dentistry. Black devised a foot engine that allowed the dentist to keep both hands free while powering the dental drill. He developed modern techniques for filling teeth based upon biological principles and microscopic evaluation. Black also noted a densely matted bacterial coating on the teeth, and he proposed that dental caries and periodontal diseases were infections initiated by bacteria. It was not until the early 1960s, however, that scientific evidence confirmed this theory.



In an effort to keep you informed about available C.E. opportunities at the LSU School of Dentistry, this area will be devoted to informational updates.

2009	COURSE TITLE	CREDIT HOURS		TUITION
January 23-24	<i>Cosmetic Dentistry 201</i> w/Dr. Jimmy Eubank LIMITED ATTENDANCE	08 L 08P	DDS Lab Tech RDH/Aux.	\$2,495 \$1,249 \$ 395
January 30 – February 1	<i>Expanded Duty Dental Assistant - NOLA</i> w/Nancy Weiss, RDH, EDDA, Henrietta Frederick, CDA, EDDA and B. J. Triay, CDA, EDDA SOLD OUT	24 L/P	Auxiliary	\$389
January 31	<i>Digital & Conventional Radiology for Dental Auxiliaries</i> w/Dr. Kavas Thunthy & Dr. J. Sean Hubar	07 L/P	Auxiliary	\$139
February 27 – March 1	<i>Expanded Duty Dental Assistant - NOLA</i> w/Nancy Weiss, RDH, EDDA, Henrietta Frederick, CDA, EDDA and B. J. Triay, CDA, EDDA SOLD OUT	24 L/P	Auxiliary	\$389
February 28	<i>Digital & Conventional Radiology for Dental Auxiliaries</i> w/Dr. Kavas Thunthy & Dr. J. Sean Hubar	07 L/P	Auxiliary	\$139
March 13	<i>Zirconium-Based Restorations: Clinical and Laboratory Considerations</i> w/Dr. Ariel J. Raigrodski ONE OR TWO DAY OPTION	7L 7P C	DDS Lab Tech RDH/Aux.	\$295/\$565 \$195/\$495 \$145
March 20	<i>The Top 100 Prescribed Medications Important to Dentistry</i> w/Pamela Sims, PhD	07 L C	DDS RDH	\$265 \$165
March 27 - 29	<i>Expanded Duty Dental Assistant - NOLA</i> w/Nancy Weiss, RDH, EDDA, Henrietta Frederick, CDA, EDDA and B. J. Triay, CDA, EDDA	24 L/P	Auxiliary	\$389
April 16 – 18	<i>Cosmetic Dentistry 301</i> w/Dr. Jimmy Eubank LIMITED ATTENDANCE	14 L 10 P C	DDS Lab Tech Rad/Aux.	\$2,995 \$1,495 \$395
April 24	<i>Crown and Bridge Temporaries in the Dental Office</i> w/Dr. Harry Goza	07L/P C	DDS or 1 st . Attendee 2 nd Attendee	\$245 \$145
June 5 – 7	<i>Expanded Duty Dental Assistant - NOLA</i> w/Nancy Weiss, RDH, EDDA, Henrietta Frederick, CDA, EDDA and B. J. Triay, CDA, EDDA	24 L/P	Auxiliary	\$389

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