



News of Dental Activities

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Dental Health Month a hit

Children's Dental Health Month was a smashing success!

Through the efforts of Drs. Pete Glaser and Bryan Frichter, a dental exhibit was constructed by the Louisiana Children's Museum. By the end of February, more than 10,000 children were expected to pass through. Sheriff Charles Foti had the Dental Health logo painted on the Criminal Sheriff's department warehouse. Schwegmann's used the logo and a dental message on its bags.

Drs. Frichter and Glaser has special praise for Debbie Bresler and her staff at the Children's Museum and the ladies of the NODA Women's Auxiliary who staffed the exhibit. All three TV stations and the Times-Picayune covered the opening.

SELECT program is underway

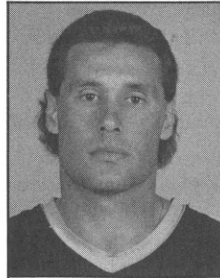
NODA past president R. Jack Cassingham has been named by the Louisiana Dental Association as SELECT program coordinator for Louisiana.

SELECT is a national program to attract highly qualified individuals to careers in dentistry. The ADA and American Association of Dental Schools have committed \$1.2 million over the next five years to develop and implement the program.

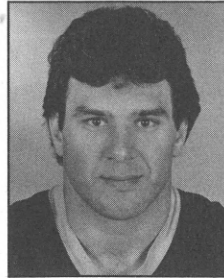
Dr. Cassingham pointed out that applicants to U.S. dental schools have decreased from 16,000 in 1975 to 6,200 in 1985, representing a 60% decline. Dental Admission Test scores have dropped. Moreover, the attrition rate in the last four years has risen from 5% to 11%, he said.

SELECT is a program involving the cooperative efforts of organized dentistry and dental schools to help reverse this trend by attracting quality applicants to dental careers, he said.

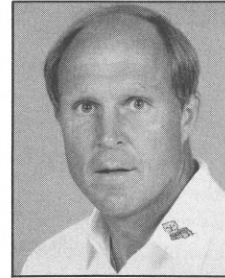
Dentists throughout Louisiana will be enlisted as "recruiting partners" to join in the effort leading to "future well-educated, ethical and highly motivated dentists."



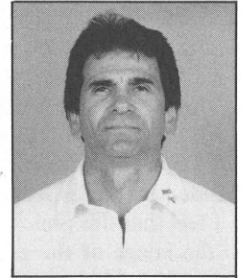
FOURCADE



EDELMAN



PEASE



PATERNOSTRO

NODA FAMILY NIGHT

Saints feature March 16 meeting

The New Orleans Saints are coming off their most successful season in 20 years, making the NFL playoffs for the first time in their history.

What will they be like next season?

Can they turn their outstanding 1987 season into another one in 1988 and maybe even a conference championship?

NODA members and their families will get the word from the people who are most likely to know—two Saint players and two coaches—Wednesday, March 16 at 7:30 p.m. at the LSU Dental School. It's NODA's "Saints Family Night" and you don't want to miss it. Refreshments will be served.

Speakers will be players Brad Edelman and John Fourcade, defensive line coach John Pease, and strength and conditioning coach Russell Paternostro. A photographer will be on hand to take your personal

picture of the Saints and your family.

Brad Edelman has been a mainstay of the Saints offensive line for seven years, and reached a pinnacle by being named to the Pro Bowl after his outstanding 1987 season. Quarterback John Fourcade played a key role by leading the Saints to two crucial victories during the NFL strike. As a result, the ex-Archbishop Shaw star was named to the regular Saint squad.

Defensive line coach John Pease is known as a sharp and witty speaker always ready with a fast comeback. The excellent Saints defense in 1987 is one tribute to his coaching talents. Strength coach Russell Paternostro has gained attention around the NFL for his work in toughening up the Saints.

He'll also be able to answer questions in the general fields of body building and conditioning.

ATTENTION, DENTISTS

The Council on Dental Care has received complaints from several dentists about unfair reimbursement practices by insurance companies.

If you have received a letter of denial which you consider to be unreasonable, you are not alone. So that we may speak with a united

voice, please send copies of letters from insurance companies (white-out the patient's name) to the NODA central office.

We will compile the letters and take action in conjunction with the LDA and the ADA.

Letter to the Editor

Dear Editor:

SELL HARDER?

I recently attended a seminar (Sterling Management) featuring management by statistics and the Hubbard management philosophy. Most of the material was informative and well-presented.

It was stated near the end of the program, however, that most health professionals are reluctant to really "sell" their services. It was stated that "Your goal should be to have the patient commit to, if not begin, the procedure you have recommended before he leaves the office."

I feel that this philosophy can be harmful to the image of the profession in the long run. As health professionals it is our job to educate, inform, and to counsel the patient. We can make recommendations based on what we feel is best for their given situation. The more sophisticated and expensive the proposed treatment is, the greater the risk of disappointment for the patient who has not been fully informed, especially if complications arise or if the result is less-than-expected.

Treatment problems are easier to accept if the patient has accepted the treatment as "his idea." This, of course, takes time and

patient comments such as "Doctor, I've been thinking about that work you recommended and I just have a couple of questions I would like to ask you about it," signify the continuation of the educational process.

In the last *American Journal of Orthodontics* there was an editorial comment from an orthodontist who had just received a bracket remover from a supplier of a new ceramic bracket. It seemed that there had been some difficulty reported in removing these brackets from the teeth. He was upset that he had not been advised of it before he was "sold" the brackets. He blamed the parent corporation's emphasis on the "bottom line." Commercial advertising of over the counter medical and dental health products can be informative and beneficial to the public but care should be taken when manufacturers advertise products that should be used only by prescription of a professional.

If not overdone, it is alright to be "people oriented" as the seminars advocate. But even if it means less financial gain, we must continue to guard against "selling" people things that they may not be quite ready for.

James J. Delhom, Jr., D.D.S.



HAPPY TOOTH, one of the features of the Children's Dental Health Month exhibit at the Children's Museum, gets his teeth brushed by some of the eager participants. Sheriff Tuffy Tooth, a talking tooth, was another feature. Some 10,000 kids were expected to visit the exhibit by the end of February.

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BEYOND THE ORIFICE

By Dr. Ed Brown

The LDA recently printed an insurance report issued by the consulting firm of Mercer-Meidinger-Hansen. Considering the fee they charged you would think they could afford an English-translation.

For those of you interested in innovative marketing techniques, Chris Brown recommends flyers to neighbors stating that you must produce 100 crowns within 30 days or the Lord will take you. He is currently sweating out the last five days.

Don Toso was in the papers as a Son of the American Revolution; proof that he is revolutionary not revolting.

Tony Miranda, NODA past-president and wine expert, says he was asked by a member how long he should lay down Nouveau Beaujolais before drinking it.

A NODA member has been asked to join the Conference committee understanding that he must work under Johnny Franck for 1 year and

Debbie Arnold for another, all the while working under Lou Grush. Talk about mixed emotions!

Do you realize that Lou has been around since when the air was clean and sex was dirty?

Pete Glaser, new NODA president, has promised to keep his shoes on during his term. "If Carroll Wood could do it so can I," said Pete.

On the wider political front, Gary Hart jumped back in and Donna Rice dropped her jeans contract. Polls show that Hart is on top again. Politics sure makes strange bedfellows.

At the recent LDA Bowden Conference we learned that whopping 36% of dentists serving on the full-time dental faculty in Louisiana are not members of the ADA. It is rumored that they have been asked to put together a lecture series on ethics — one segment of which will be: how to enjoy the benefits of membership in the ADA without paying dues.

TABLE CLINICS COMING UP

NODA's annual student table clinic competition will be held Thursday, April 7 at the Vista Shores Club, 5958 St. Bernard Ave., beginning at 7 p.m.

This is a major event for NODA to encourage dental and dental hygiene and laboratory technician students to the highest levels of work. The association will award cash prizes to winners and runnersup.

Last year 35 table clinics were presented by the students. Refreshments will be served following the judging.

GET SET FOR CRAWFISH PARTY

Prepare your palate! The annual NODA crawfish party will be held Friday, April 29 from 7-11 p.m. at the American Legion Home, Causeway Blvd. and the River.

Plan now to join your colleagues and their spouses and dates for plenty of spicy mudbugs and cold beer.

INVESTMENT SEMINAR SCHEDULED

"How to Crash Proof Your Investments" will be the title of the NODA spring clinic set for Friday, April 22 at the Hilton.

William Donahue, who appears every Friday on the Financial News Network on cable and also frequently on Wall St. Week, will conduct the day-long session. Costs are \$65 for NODA members pre-paid, \$120 for non-NODA members, and \$120 at the door for all.


CPR COURSE IN SLIDELL

NODA will conduct another CPR course Saturday, April 16 for the Slidell area. There will be no charge for this course since it will be conducted from 8 a.m. until 12 noon by a NODA member, Dr. Russell L. Westfall, at his office, 1271 Seventh St., in Slidell. The course will be limited to 25 people. Advance reservations are a *must* and should be made through the Central Office, (504) 834-6449.

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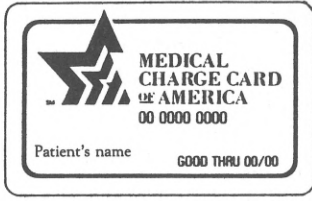
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-Hippocrates

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PERIO RESEARCH

A clinical research project is being conducted at Louisiana State University School of Dentistry for which more patients with periodontosis (juvenile periodontitis) are needed.

These patients are characteristically healthy, young (less than 22 years old), and have advanced localized bone loss around

the first molars and incisors.

Patients will be screened and if acceptable would be admitted into the project for their periodontal treatment only, and would be referred back to the original dentist at the completion of periodontal treatment.

If you have patients with such a condi-

tion who might be willing to participate, please have your office call Dr. Jack Cassingham at 948-8653 or Dr. Mark Waring at 948-8570.

VOLUNTEERS NEEDED

Dentists and hygienists are needed to work with Covenant House.

If interested, please call 392-6057.



Continuing Education Corner

In an effort to keep the membership attuned to available C.E. opportunities at the L.S.U. School of Dentistry, this area will be devoted to informational updates.

Friday,
April 8, 1988
8 a.m. - 5 p.m.

Place: LSU School
of Dentistry

ESTHETIC MANAGEMENT OF ANTERIOR TEETH

Dr. Alfred Broxson, Dr. John Sheridan, Dr. Ronald Lemon,
Dr. Pamela LeDoux, Dr. Gerard Chiche

Cost: Dentists \$125, Auxiliaries \$65 (includes breakfast, breaks, lunch and wine & cheese reception) Eight (8) Credit Hours.

As caries and pain decrease, emphasis will be on attractive teeth. It is essential that the general dentist be informed of the range of treatment modalities for esthetic problems. Course will concentrate on triaging, treatment planning, and case presentation of problems in esthetics of anterior teeth. Periodontal, orthodontic, bleaching, bonding and veneers, crown and bridge considerations will be covered.

Friday,
May 6, 1988
8:30 a.m. - 7 p.m.

Place: LSU School
of Dentistry

ALUMNI DAY—LSUSD'S 20TH ANNIVERSARY

Costs: Alumni Members—Dentists \$95, Lab Techs & Hygienists \$45

Non-Members—Dentists \$120, Auxiliaries \$60, Spouses \$30

Registration at door—add \$10 all categories. Fees include breakfast, breaks, lunch, chance on door prizes and cocktail party.

8:30 a.m. Registration and continental breakfast

9-11:30 a.m. "Implants" - Dr. Israel Finger

11:30 a.m. Meeting, greetings from Dean Rayson, film on recruitment

12 noon Lunch

1-3 p.m. "New Instruments and Innovations in Endodontics"

-Dr. Ronald Leron

"Party Time Should Be Fun Time" - Joel Schwartz,
Lillian Opatowsky

"Current Concepts and Trends in Fluoride Therapy"

- Theresa Butler, RDS, BS

"Time -Your Friend or Your Enemy" -Karen Arnold,
Ph.D.

5-7 p.m. Cocktail party; address by Dr. Ed Jeansonne, door prizes.

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