



# News of Dental Activities

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## ARRIVAL SET FOR JANUARY

### *'Paid Dental' program coming to Louisiana*

"Paid Dental." Remember the term. You're going to be hearing a lot about it.

The LDA at its March 26 annual meeting appropriated \$40,000 to implement "Paid Dental" in Louisiana. It is planned to have the program in effect by January 1, 1989 with benefits to doctors starting around the summer of 1989.

The Paid Dental concept fulfills just about all the ideal objectives for both patient and dentist. It holds the patient-doctor relationship as sacred. It offers freedom of choice, allowing the patient to select the dentist. There is a fee for service with a

known up-front patient co-payment. The patient determines the treatment plan, not the insurance company.

The concept is competitive in the market and will be monitored by a peer review of Louisiana dentists. There will be an arbitration board for fee disputes, and the plan's provisions are stated in dollars.

Payment to the dentist is made within 7-10 days of work performed, with no third party interference, submission of x-rays, etc. Plans are flexible, but usually cover 100% for prevention, including sealants; 80% for restorative, 50% for crown and

bridge, as well as other provisions.

The patient presents a Paid Dental Identification Card to the dental office. An 800 number is called for verification and type of plan. A voucher is completed with cost of service performed and sent to Paid Dental for payment in 7-10 days. (No confusing insurance forms to be filled out.)

**BULLETIN—Dr. Donald Toso and Dr. Tony Miranda have been appointed as NODA representatives on the Paid Dental Board of Directors.**

### *When should you refer?*

To refer or not to refer...that is the question.

Shakespeare didn't ask it, but some interesting answers are in store at NODA's general membership meeting Wednesday, May 18 at 7:30 p.m. at the LSU Dental School.

"When Should a General Practitioner Refer" is the title of the panel clinic. Speakers will be:

- Dr. A.J. Tridico, general practice.
- Dr. Tony Indovina, oral surgery.
- Dr. Bill Reeder, endodontics.

### *Final LSUSD lecture May 18*

David M. Schnarch, Ph.D., director of LSU's Sexual and Marital Health Clinic and associate professor of urology, will be the final speaker in the LSUSD's Faculty Development Committee Noontime Lecture Series. He will speak Wednesday, May 18 on "The Psychology of Sexual Arousal." Dr. Schnarch is a certified clinical psychologist and sex therapist.

- Dr. Don Sneed, periodontics.

With caries dramatically decreasing, the practice of dentistry is entering a new phase. Add to this the emergence of cosmetic dentistry. All NODA members will want to hear the views of these busy practitioners as to the roles and relationships of the general practitioner and specialist.

Dr. Peter Glaser, NODA president, urges all members to attend. A "social" with wine and other refreshments will follow the question period.

### *NODA sets CPR course*

The May CPR courses sponsored by NODA will be held Tuesday, May 17 from 7-10 p.m. at West Jefferson Hospital - Fonseca Auditorium.

The cost is \$10 per person. Make checks payable to NODA and send to the Central Office, Suite 119, 3101 W. Napoleon Ave., Metairie, LA 70001. Space will be allotted on a "first come, first served" basis.

The beauty of the plan is that there is NO cost for dentists who are members of Organized Dentistry. Non-member dentists will pay approximately \$700 to join the plan. Thus, for the cost of tripartite membership in Organized Dentistry—national, state and local associations—the dentist may participate in Paid Dental at no additional cost.

Also, if the dentist does not belong to Organized Dentistry and has Paid Dental patients, the benefits are paid directly to the patient—not to the doctor.

### **OPERATION REACH OUT**

"Operation Reach Out" is the name of a new NODA committee with Dr. Jimmie Gaubert as chairman. The committee is designed to assist members currently experiencing personal, family, business or related financial problems.

Assistance will be sought from a "peer" who has experienced a similar problem and successfully overcome it. Each case will be handled on an individual basis with 100% confidentiality. Members who feel they could use this NODA service may call Dr. Gaubert at 368-4907.

### **SMILE WEEK**

May 15-21, 1988 is Senior Smile Week. Theme of the observance is "A Healthy Smile Can Last a Lifetime."

### **FOLLOWING CHANGE IN BYLAWS TO BE VOTED ON AT THE MAY 18TH MEETING**

Article XV Section 5 Paragraph 2: Those members other than recent graduates elected to active membership in this association after July first, except for those where membership has lapsed for failure to pay the current year's dues, shall pay one half (1/2) of the current year's dues, and those elected after October first shall pay one quarter (1/4) of the current year's dues.

**NODA PROFILE**

*Dr. Jack scores goals in dentistry*

Indiana doesn't just produce basketball players. It has also spawned a dynamic dentist who has scored notable goals in a relatively short time in Louisiana.

When Dr. R. Jack Cassingham and high school sweetheart and wife Mary Lou came to the Bayou State in 1974, he had already carved a distinguished career in dentistry in the Mid-West. He has continued this extraordinary service, serving as NODA president, delegate to the LDA for 12 years, and currently secretary-treasurer of the state association.



**DR. CASSINGHAM**

Despite a busy schedule as professor of periodontics at LSUSD with responsibilities in both pre-doctoral and post-doctoral programs, Dr. Cassingham is serving his third terms as chairman of the LDA's Council on Membership and Dental Practice and the American Academy of Periodontology's Subcommittee on Pre-Doctoral Education and Accreditation. He has been on countless important committees in Indiana, where he was a private practitioner for 10 years, and Nebraska where he was chairman and director of post-graduate periodontics at Creighton University's School of Dentistry.

His popularity as a teacher resulted in his being voted "Distinguished Clinician" by the LSU Class of 1987. Dr. Cassingham is a Diplomate of the American Board of Periodontology, Fellow of the International College of Dentists and American College of Dentists, OKU Honorary Dental Society and Member of the C. Edmund Kells Honorary Society.

**NEW MEMBERS**

The NODA Board of Governors has approved and sent to the general membership for election to the association the following dentists:

- Dr. Robert E. Barsley
- Dr. Richard Romano
- Dr. Robin C. Ardoin, Student

*New microscope penetrates tissue*

Researchers at the University of Iowa College of Dentistry are using a new microscope that penetrates the surfaces of whole, intact specimens to reveal cells or structures within.

Specimens seen under the Tandem Scanning Reflected Light Microscope don't have to be sliced thinly or disrupted in any other way to produce clear images. The microscope can focus through different levels of whole objects such as skulls, teeth or bones.

Since specimens don't have to be sliced before being observed, researchers will be able to watch the growth of particular cells or tissues.

Dental researchers can track the stages of tooth decay in a single tooth or study blood vessels in intact gums. The microscope is particularly useful for dental research because it illuminates the surfaces where cavities can form.

**COMING EVENTS**

**CPR Course**  
May 17

**NODA Meeting**  
May 18

**LSUSD Lecture**  
May 18

**Success Seminar**  
May 20

**Ochsner Course**  
June 17-18

**N.O. Dental Conference**  
Sept. 29 - Oct. 1

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LETTER TO THE EDITOR

Dear Editor:

Henry Ford had a vision that every family in America own an automobile. The American dream for years has been for everyone to own their own home. Might we as dentists, take a stand that every American be dentally healthy rather than spending our energy worrying about our "professional" image being tarnished by "selling."

Webster defines selling as giving something for payment received. None of us would be in dentistry, if we didn't think it was valuable. There is a real possibility that we dentists have "over blown" the entire issue of selling.

Questions we may ask ourselves, that when answered, may have us all see it more clearly are:

- 1) Are we in dentistry to stroke our professional egos and pocketbooks or to take care and serve *all* patients with dental excellence in *every* way?
- 2) What have we really done to make dental health
  - a. affordable/not cheap
  - b. convenient/without house calls
  - c. painless/as possible
  - d. pleasant or exciting
  - e. comfortable ("treated as our guest")
  - f. generally customer-sensitive

(Have we ever really looked at our office from the patient point of view?)

Might it be that by showing up in our offices, the patients are demonstrating their commitment? Might the patients be "sold" until we are insensitive to their concerns by putting up obstacles to their treatment acceptance. Looking at the average dental experience from the patient's point of view, we could certainly provide a more "customer-friendly environment." Are we excited about their initial call, or do we see them as an intrusion or put them on hold? Do we confirm all our patients, and if we do, is it to make our schedule work or to really welcome them? When they enter our reception room, are they treated as a guest or just another set of teeth?


For years we have put out a message, subtle but clear. We are the professionals, and we'll treat you in our own time frame, in our own way, and that's the way it is.

I have been practicing orthodontics in this community for over 20 years, and I still have so much to learn in the area of patient sensitivity. Dentistry has been good to you and me. Isn't it time we really put the patient first? Can't we work on this project together before it is too late, so all our patients can feel "taken care of", as well as treated professionally. *Gene Dongieux, DDS*

*NODA member helps Touro clinic*



The Farhad Grotto for several years has contributed financially to the dental facility of the cerebral palsy unit at Touro Infirmary. NODA member Dr. Frank Martello who is associated with the Grotto has been instrumental in acquiring new, innovative equipment for the clinic. Above, from left, Phil Weinstein of the Grotto shakes hands with Brian Maye as Dr. Martello and Joel Rosselle, past president of the Clown Unit, look on.



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**"IN ALL ABUNDANCE...  
...THERE IS LACK."**

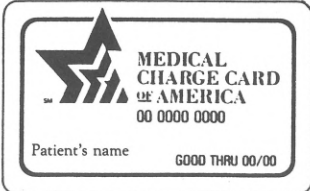
—Hippocrates

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## BULLETIN BOARD

**FOR SALE:** Used dental equipment for sale—chairs, units, cabinets, x-rays, curing lights, Dri-Clave Central evacuation system, units, instruments, etc. 914 Pere Marquette Bldg. Call 523-2113.

**POSITION WANTED:** May 1988 graduate of LSU dental hygiene program seeking full or part-time position. Call Nanette Brigham at 837-3082.

**FOR RENT:** Slidell, four treatment rooms \$700 per month. Access to Panorex. Ready for dental hook-up. Has central nitrous, vacuum and compressor. Professionally decorated. Call 1-641-4005.

**FOR SALE:** Two complete dental chair units with instruments and x-ray machines. Other dental equipment. Call 738-9701.



## 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.*

### DICK BARNES PRESENTS HIS SUCCESS SEMINAR.

Dr. Dick Barnes is a speaker whose experience as a practicing dentist inspired an international campaign to help other dentists achieve their goals. Dr. Barnes has lectured in the United States, Canada and Europe.

Friday,  
May 20, 1988  
9 a.m. - 5 p.m.

L.S.U. School of  
Dentistry  
1100 Florida Ave.  
New Orleans, LA

\$125 - Dentists  
\$65 - Auxiliaries  
(includes continental  
breakfast and lunch)

Credit Hours - Seven

### COURSE OVERVIEW

1. Lowering stress and increasing satisfaction.
2. Recognizing and supporting the responsibilities of your staff.
3. Controlling your appointment book for maximum production.
4. How to convince patients to have the dentistry they need.
5. What to say to "I'll think it over" patients.
6. The pros and cons of advertising.
7. Increasing new patient flow.
8. The art of case presentation--a step-by-step procedure.
9. Financial arrangements.
10. How to establish appropriate fees - and get them.
11. How to double production without new patients.

For information, call 948-8584.

## Conference plans moving ahead

Work is going ahead full speed for the 40th annual New Orleans Dental Conference, Sept. 29, 30, Oct. 1 at the Hilton.

Committees have been working since before the close of the last conference and a meeting of the entire conference committee was held by Dr. John Franck, general chairman, on April 18 to plan for the gala 40th anniversary.

Dr. Franck announced that Jim Finks, president and general manager of the New Orleans Saints, will be the featured speaker at the opening Welcome Reception. Finks, who has also been GM of the Minnesota Vikings and Chicago Bears, and president of the Chicago Cubs baseball team, is one of the top administrators in sports.

Clinicians will include:

Dr. Ron E. Jordan - Composites & Veneers; Dr. Burton Press - Practice Management; Ms. Linda Miles - Staff Relations; Dr. Ron Auvenshine - TMJ Dysfunction; Dr. William Bottomley - Oral Medicine & Asepsis; Dr. Douglas Neuman - Non-Surgical Periodontics; Dr. Michael Maginnis - Removable Prosthodontics; Dr. Russell H. Schlattman, II - Porcelain Restorations; Dr. Jack Ruli - Wellness; Dr. Thomas Limoli - Insurance Management; Dr. Anthony Miranda, HMOs, PPOs; Dr. A. Peter Fortier - Radiology for the Dental Assistant.

The Core Vent Implant Team: Dr. Gerald A. Niznick and Mr. Hugh O'Donnell-- Surgical and Prosthetic Considerations.

## Ochsner to hold dental course

"Osseointegration in Clinical Dentistry" is the title of a course to be held by the Continuing Medical Education Department of Alton Ochsner Medical Foundation Friday and Saturday, June 17-18 at the Brent House Hotel on the Ochsner campus.

Faculty members include Torsten Jemt, DDS, Ph.D., associate professor, Department of Prosthodontics, University of Goteburg, Sweden; Jan Osterberg, DDS, Branemark System specialist Nobelpharma USA, Inc.; P.J. Walters, DDS, chairman, Demarcus Smith, DDS, and Israel M. Finger, DDS, staff members, Department of Surgery at Ochsner.



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