



News of Dental Activities

VOLUME XXVI

NOVEMBER 1988

NUMBER 8



DR. GLASER



DR. MANDERS



MR. PAILET

November meeting to feature three speakers

A triple-barreled program is on tap for the NODA general membership meeting Wednesday, November 16 at 7:30 p.m. at Augie's Glass Garden Restaurant, 3300 South I-10 Service Road in Metairie.

Here's a lineup of features you won't want to miss:

- "Reducing Overhead in the Dental Office," Kenneth Paillet, Certified Public Accountant.
- "Alcoholism, Chemical Dependency and Dentistry," Dr. Jamie Manders, chairman, NODA's Impaired Dentist Committee.
- "Increasing Collections With Increased Productivity," Dr. Peter L. Glaser, NODA president.

Staff members are encouraged to attend this meeting, Dr. Glaser said, since matters discussed will directly bear on their work. A cash bar will begin a 7:00 p.m.

Cost of the dinner is \$15 per person payable by check to the NODA office by November 14. For questions call Mona at 834-6449.

The menu should please all tastes: oyster and artichoke soup, tossed salad with house dressing, your choice of three entrees: Breast of Chicken Imperial with cream and crabmeat sauce served on fettucini; Veal Parmigiana with spaghetti; or Trout Meuniere; vegetable of the day; bread pud-

ding with rum sauce, and coffee or tea. This menu may be adjusted for special diets.

Mr. Paillet, who is a CPA and MBA, will outline a program for reducing overhead, touching on personnel, lab, supplies, equipment, facilities and other factors. Computers will be covered along with proper scheduling and recalls.

Dr. Manders will discuss how dentists are especially at risk for chemical dependency and what the Impaired Dentist Committee is doing to help with the problem.

Dr. Glaser will show a plan under which collections can be a minimum of 97% and should increase productivity. He will suggest purchase of an instant credit rating machine, tell how to rate patients financially, how to make a collection presentation, and how to collect fees for large cases up front.

MRS. BOGGS TO SPEAK

Mrs. Lindy Boggs, who has served many years in Congress, will be the speaker at the LSU Dental School Noontime Faculty lecture Wednesday, November 9. This will be the day after the presidential election. Her topic will be "Reflections on the Election."

Admission is free and NODA members and staff are invited. The Wednesday, November 30 program will feature Dr. Stephen D. Ambrose, UNO historian, speaking on "Nixon and Watergate."

This Month . . .

MESSAGE FROM
THE PRESIDENT

Page 2

CHILD ABUSE: HOW
THE DENTIST CAN HELP

Page 2

THE PATIENT DECLARES
BANKRUPTCY

Page 4

NODA PROFILE:
DR. RUSSELL DIMARCO

Page 5

A MESSAGE FROM THE PRESIDENT

by Dr. Peter Glaser

The board has been looking for outside help, financially, to support many of their projects. For Children's Dental Health Month next year, we, so far, have as much as \$10,000 coming, from Procter and Gamble, and are negotiating with McDonald's for additional monies, as well as having Ronald McDonald do some public relations for us at various schools. Presently, we are negotiating with Kentwood Spring Water to have them subsidize some of the public relations programs that are presently underway.

In listening to our members, we heard that a dues payment plan would help. Consequently, we have a dues payment plan whereby members can have their dues debited each month over the next five months from their bank accounts.

Many members felt that they were not getting a value for their dues dollar. This year, thus far, we've had a free crawfish

boil, (attended by 300 people), free socials, (wine, beer and finger sandwiches) after each general meeting, free registration to the conference, and a clinic at a reduced rate for NODA members.

Hopefully, by the first quarter of next year, we will have a free newsletter that each member can send out to his or her patients. There are twelve billboards throughout the city, TV commercials daily, newspaper articles and advertisements on bus shelters which is part of our new public awareness program—all at no additional cost to our members.

We have listened and responded, but what we need now is more participation by those members who are not active. Come to our general meetings—in November, bring your staff. Learn and enjoy! Come to the conference, come to the crawfish boil, come to the clinics at reduced rates. Hey, let's get active and excited!

Child abuse: how the dentist can help

The American Fund for Dental Health (AFDH) has awarded a grant to the University of Washington for the development of an educational program for dentists on child abuse and neglect (CAN).

The project's goal is to create a multi-media, self instructional program for practicing dentists, dental auxiliaries, and educational institutions on CAN. The program, entitled, "Multi-Media Instruction Program for Dentists On Child Abuse and Neglect for use Nationally by Practicing Dentists and Dental Auxiliaries and by Educational Institutions," will involve "state of the art" technology and components will consist of self-instructional manual, video tapes, and a computer assisted instructional module.

Between 50% and 60% of child abuse cases involve injuries to the head, particularly to the mouth, lips, and jaw. In light of these statistics, it follows that dentists are in a good position to recognize victims of abuse. Several types of child abuse

and neglect are most commonly encountered by dentists. These include physical abuse, health care neglect, dental neglect, and safety neglect.

Children in the United States are murdered, maimed, and psychologically crippled on such a scale that the problem has become a national tragedy. According to the investigators, over 650,000 children are abused and/or neglected in this country annually. Approximately 1,000 children die each year.

Although the problem has received increased public attention and concern, it has been conclusively demonstrated that numerous cases of CAN are not recognized by health professionals, and that even when recognized, cases often go unreported.

This AFDH funded project is designed to provide training, on a national scale, for dentists and auxiliaries, to increase their recognition, reporting, and intervention behaviors.

NODA schedules jazz brunch

Here's a great way to celebrate the holiday season.

Attend NODA's Jazz Brunch on Saturday, December 17 at 11:00 a.m. at Commander's Palace restaurant.

If you have not enjoyed Commander's new decor and several new cuisine specialties, you're in for a holiday treat. The cost for the NODA Brunch is only \$15 per person.

For more information and reservations, call Mona at 834-6449.

Dr. Francis Martello, NODA secretary, announces that a "Swamp Tour" is planned for March or April. He asks that any members who are interested in this or other special tours or trips contact him at 891-9119.

BOARD STUFF

The NODA Board of Governors at its October meeting approved and sent to the general membership for election to the association the names of the following dentists:

- Dr. Henri B. Ford,
sponsored by Dr. C. Heidingsfelder
Dr. Stephen C. Brisco,
sponsored by Dr. Irving Steen
Dr. Richard T. Nelson III,
sponsored by Dr. Joseph Acercion
Dr. Johnny R. Bear,
sponsored by Dr. R. Reinhardt
Dr. J. Suzanne Turpin-Mair
sponsored by Dr. R. Reinhardt
Dr. Ronald J. Liuzza,
sponsored by Dr. Anthony Trentacoste
Dr. Emile H. Ecuyer (Retired Member)
Dr. Eugene Garcia, Jr. (Retired Member)

ATTENTION DENTISTS

The U.S. Postal Service and ADA legal counsel advise that the portion of each member's dues allocated to periodicals must be stated on the membership application. Since this does not appear on the NODA application, notice of such allocation is hereby given:

ADA DUES	\$243.00
Allocation to JADA	23.00
To ADA News	7.00
LDA DUES	\$260.00
Allocation to LDA Journal	10.00
NODA DUES	\$100.00
Allocation to NODA News	11.00



*1988 Conference
in Pictures*



THE PATIENT DECLARES BANKRUPTCY

What can the dentist do?

The dental profession must face the reality that patients are declaring bankruptcy at an ever increasing rate. In 1987 alone over 6,000 bankruptcies were filed by Louisianians comprising a federal district extending from Grand Isle to Bogalusa.

Health care accounts for one of the more significant reasons why people petition the federal court for debt relief. Unknown to almost the entire dental community is the fact that Chapters 12 and 13 of the bankruptcy code provide for all creditors, including dentists, to be repaid over time.

A single outstanding account will not significantly affect a dentist's income one way or the other. An accumulation of such accounts may easily represent thousands of dollars. By not properly seeking that money which he is justly entitled to, the dentist is in effect giving away his professional services.

Proper recovery of monies differs greatly from ordinary collection methods which may include dunning debtors via letters or phone calls. As health professionals, dentists have a role function of community benefactor to display. By having to confront patients in adversarial situations, this caring role becomes impaired. In most bankruptcies a Trustee is interposed between the dentist and debtor.

To many people bankruptcy still carries the stigma of being an individual's formal declaration that there is no money to repay debts. While this is still true of certain aspects of Chapter 7 proceedings, Chapter 12 and 13 matters require that all creditors, not just a few, be repaid. It is however incumbent on the dentist/creditor to establish his claim's legitimacy in federal court if he is to expect repayment.

Health professionals are thus given three options from which to choose.

1. Write off the debt.
2. Pursue collection of monies internally. This mandates that your staff be trained in a specialized field of endeavor. It also implies at least one of your staff will spend several hours weekly working such matters.

3. Remit these accounts to either an agent or attorney who specializes in bankruptcy collections. I stress specialize because most collection agents and attorneys are not trained in bankruptcy matters and as such will not properly retrieve your money.

Find an agent local to both you and your federal district or one that has an agent fielded to your district. Each court district enacts and enforces its own local rules and procedure. Agents lacking knowledge of such local rules can jeopardize your chances of recovery. By using the guidelines outlined

your business he should be prepared to work all of your bankruptcy claims rather than pick and choose.

As former manager and assistant to the Chapter 13 Trustee for the Eastern District of Louisiana I witnessed too often how collection agents and attorneys would pursue their employers claims only if they felt there was sufficient money in them for themselves. Many claims of \$100.00 or less were left unpursued. If you were to add a string of these claims together you would find it adds up to big money, your money! The money many clinics lose annually could easily be used to hire additional staff or pay

***As it grows and places more patients/
debtors under federal protection,
bankruptcy shall affect an increasing
percentage of the income of health
care offices.***

herein as the basis for your search for your agent you will eliminate much of the risk and maximize your potential gain. They are as follows:

1. Appear at the various court hearings to ascertain if all facts and figures are correct and that your position is recognized.
2. Pursue Chapter 7 and 11 claims at no charge unless there is an actual recovery made.
3. Agents should pursue the smallest of 12 and 13 claims as well as lucrative ones. If the agent wants

for new equipment.

As it grows and places more and more patients/debtors under federal protection, bankruptcy shall proportionately affect an ever increasing percentage of the total income of virtually all health care offices. Bankruptcy can no longer be ignored.

*Ernest A. Schiro, Jr.
Chief Executive Officer
Bankruptcy Collection Services*

NODA PROFILE

Dr. DiMarco: "Dentistry has been good to me"

A busy practice, an active career in organized dentistry and civic work, and interesting hobbies add up to a full life for Russell DiMarco.

Dr. DiMarco is in his fourth year as secretary-treasurer of the State Board of Dentistry. He was appointed by former Governor Edwards in 1984 and re-appointed by Governor Roemer in 1988.

Although he's a busy man with board and many other activities, Dr. DiMarco thrives on it. "I enjoy being a member of the state board," he says. "Dentistry has been good to me and my family. I do what I am doing to show appreciation and help keep dentistry a profession to be proud of."

Dentistry is really a family affair in the DiMarco household. The doctor and his wife, the former Marian Robin, have two children, a daughter Alicia who has a B.S. in dental hygiene from Loyola, and a son Damon who is in his first year at the LSU Dental School.



DR. DIMARCO

Dr. DiMarco's 28-year career as a general dentist has brought some unusual tasks. For example, from 1965 until 1987 he was dental con-

sultant to the Tulane University Department of Athletics. He holds membership in the Academy of Sports Dentistry.

Following graduation from LSU in 1956 and the Loyola Dental School in 1960, he spent two years as a lieutenant in the U.S. Army. Upon discharge, he set up his practice in Gretna, his birthplace, and has been there ever since.

In addition to his ADA, LDA and NODA memberships, he is a member of the American Association of Dental Examiners and Southern Association of Deans and Dental Examiners. He is on the active staff of West Jefferson Medical Center and the courtesy staffs of Jo Ellen Smith and F. Edward Hebert hospitals. He is also a senior member and past director of the West Bank Rotary Club.

Believe it or not, he still finds time to "hunt, fish and raise horses." As the saying goes, when you want something done, ask a busy man.

More Findings of ADA survey of dental offices

Here's more on the ADA's 1987 survey of dental offices, completed in February, 1988:

- 79.4% of non-solo dentists reported having four or more full or part-time employees, compared with 43.8% for solo dentists.
- 49.4% of solo dentists did not employ full or part-time hygienists, compared with 33.6% for non-solo. About 16% of solo dentists employ no full or part-time chairside assistants whereas only 6.4% of non-solo practi-

tioners reported no chairside assistants.

- Both non-solo and solo dentists had total practice expenses equivalent to about 59.0% of their gross practice incomes.
- Among all private practice dentists, 92.9% were owners or part-owners of their practices. Among general dentists, 62.0% are sole proprietors. Among specialists, 49.8% are shareholders in an incorporated practice and 37.8% are sole proprietors.

**Professional protection
exclusively since 1899.**

Dale Weaver

2900 West Fork Drive, Suite 200
Baton Rouge, LA 70827
(504) 291-1807

MEDICAL PROTECTIVE COMPANY

FORT WAYNE, INDIANA

**Organized Dentistry
Needs Your Efforts.**

***Pick A NODA Committee
And Get Active.***

Offices subject to OSHA inspection

As all dentists know, dental offices are subject to inspection by the Occupational Safety and Health Administration (OSHA). According to a recent article in the *Texas Dental Journal*, a visit to a dentist's office could be prompted by a complaint filed by an employee, or a non-employee, such as a patient, or could be an office selected randomly.

The *Texas Journal* mentioned a visit cited in the Academy of General Dentistry publication, *AGD Impact*. It was made by OSHA officials in New Mexico after an employee complaint that formaldehyde fumes were emitted from the doctor's sterilizer. Investigators inspected the practice "from head to toe" and interviewed employees, finally issuing three citations.

The doctor was cited for not having a sign explaining the dangers of biohazardous materials, for recapping needles, and for not having biohazardous labels on trash cans. He was fined and given 15 days to correct the problem and write to OSHA detailing the remedies.

According to the *Texas Journal*, OSHA inspectors follow five standards: hazardous waste disposal, personal protective equipment, labeling of biohazardous materials, housekeeping, and the general duty clause guaranteeing a healthful and safe working place.

In the case above, the officials spent most of the two-hour inspection checking infection control. They wanted to know what protective gear was used, if all sizes of gloves were provided for all employees, whether employees were vaccinated against hepatitis, and how surfaces were disinfected.



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.

NUTRITION SERIES

Nov. 9	Nutritional guidelines to reduce cardiovascular disease	Dr. Bhattacharyya
Nov. 16	Nutrition and lipoprotein disorders	Dr. Lopez-S
Nov. 30	Nutrition and cancer	Dr. Fontham
Nov. 12-18	Oral Surgery Review—Hotel Inter-Continental	
Nov. 18-19	Orthodontic Course: "The Alexander Discipline", Dr. R.G. "Wick" Alexander, Clinical Professor, Baylor University	
Jan. 13	AIDS, Dr. J.J. Pinborg, Copenhagen, Denmark, world authority on this current tragedy.	
Jan.-June	Certification Course for Dental Assistants. Detailed information to come.	

For information, call 948-8584.

They turned on the sterilizer and checked for toxic gases, specifically formaldehyde, but found none. They asked how hazardous material is discarded, they looked in all the cabinets, and read the labels. They photographed everything.

HAVE YOU HEARD?

We want to hear from you!

Please send your news to our **Have You Heard?** columnists, Octavia DiLeo, c/o 526 Amethyst St., New Orleans, LA 70124 or Laura Clotworthy, c/o 1014 Veterans Blvd., Metairie, LA 70005.

BULLETIN BOARD

WANT TO PURCHASE: Used Panorex machine. Please call 443-4515.

IMPORTANT NOTICE Re: 1989 Dues

The 1989 dues renewal forms were sent early this year (October). Remember . . . In accordance with the February 1, 1988 ruling by the I.R.S., all fundraising solicitations, including dues and contributions to non-profit organizations are not deductible as charitable contributions for federal income tax purposes. However, contributions, dues, etc., may be deducted as ordinary and necessary business expenses.



Suite 119
3101 W. Napoleon Ave.
Metairie, LA 70001
834-6449

NON-PROFIT ORG.
U. S. POSTAGE
PAID
Permit No. 455
New Orleans, La.

Darlene Bassett, Editor
Ed Brown, Frank Herbert, Joseph Asercion,
Associate Editors

Officers of NODA:
Peter L. Glaser - President
O. William Reeder, Jr. - President-Elect
Francis G. Martello - Secretary
Michael W. MacKenzie - Treasurer
Mona Whittington - Executive Secretary