



News of Dental Activities

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INSURANCE

Is it eating up your income?

If it seems that more and more of your income goes to paying insurance premiums, this is the meeting you should attend.

All the newspapers and national magazines have been carrying articles over the last 12 months about medical insurance and malpractice insurance. The LDA/NODA-sponsored programs have undergone some dramatic changes in response to these changing conditions. The good news is: things are improving.

We've invited Fritz B. Ziegler, LLB and W. Robert Ellis, CLU, to present a comparison of the various products available to dentists. Both reports will present an objective view of the current situation so that dentists will be able to make decisions based on the facts. The meeting is scheduled for Wednesday, October 19, 1988, at 7:30 p.m., on the fourth floor of LSUSD.

Bob Ellis will be presenting an analysis of

a number of current medical products as compared with the Association plan. On a positive note, the LDA medical plan is again growing in participation and is very competitive in price and benefits.

Mr. Ellis is uniquely qualified to present the portion on medical insurance. He has been with Gilsbar, Inc. for sixteen years and is currently the senior vice-president of marketing. He received his BA from LSU and his MBA from LSU of New Orleans. He was awarded the Chartered Life Underwriter certification in 1976.

In the area of malpractice coverage, there are three primary companies providing coverage to dentists in Louisiana. Fritz Ziegler will discuss recent developments regarding the Patient's Compensation Fund and the major benefit differences

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QUESTION ON INSURANCE? CALL DR. JONES



DR. TOM JONES

The major medical coverages that are endorsed for members of NODA-LDA are not the cheapest available. That is the main gripe by dentists about the NODA-LDA sponsored plan.

But is it the best that we can get for a group of our size, with the age demographics and outlays for past claims?

Hi, I'm Tom Jones, your NODA representative on the Council of Insurance. If you are a dentist and have an insurance problem, call me. I'll be glad to help, in any way possible, with problems that you encounter with your coverages.

I make this offer to all dentists, not just those of us who are NODA-LDA-ADA members. The collective

experiences of ALL dentists will help all of us attain the best possible coverages.

With this in mind, NODA is sponsoring a general meeting where Gilsbar will present comparisons of our major medical and malpractice coverages with other plans available. There will be at least one attorney to answer questions about malpractice.

The meeting is on Wednesday, October 19 at 7:30 at LSUSD.

After the presentation enjoy some wine, beers, and food. Please attend. I need to hear your questions, so I can better evaluate our plans and decide if they are the best that we can get.

I hope to see you there.

Experts review insurance programs at Oct. 19 meeting



W. ROBERT ELLIS, CLU



FRITZ B. ZIEGLER, LLB

Medical plans, malpractice under scrutiny

(Continued from page 1)

among the most popular carriers.

There is evidence of the improving claims situation and softening of the overall marketplace—CNA recently reduced prices 25% for dentists with a good claims history. The current status of the claims-made versus occurrence, both as it exists in Louisiana and nationally, will also be covered.

Mr. Ziegler has been involved with the malpractice marketplace for the past seven years, both as senior vice-president and general counsel for Gilsbar and in contract negotiations on behalf of professional associations (dentists, lawyers and CPA's) with malpractice insurance carriers. He has lectured many dentists, CPA's and practicing attorneys on malpractice avoidance and malpractice insurance. He is a graduate of LSU Law School and has practiced law for 11 years.

Dr. Arnold heads 1989 conference

Dr. Debra C. Arnold is general chairman of the 1989 New Orleans Dental Conference. Long before the 1988 Conference started, plans were well underway for 1989. The dates are Sept. 21, 22, 23, 1989.

Here are some of the invited clinicians so far: Dr. Ted Croll, pedodontics; Dr. Helen Luechauer, nutrition; Dr. Jack Sheridan, orthodontics; Dr. Robert Winter, restorative/crown and bridge; Dr. Ray Yukna, periodontics; Dr. Arlen Lackey, practice management/communications.

NEW COLUMN

Next month *NODA News* will begin a "Have You Heard?" column featuring personal news and items about members and their families.

Our girls-about-town columnists are Octavia DiLeo and Laura Clotworthy. If you've taken an interesting trip; begun a new hobby; written a book; received an honor; bought a new home; gained an elective office, etc., drop a line to Octavia at 3456 Cleary Ave. or Laura at 310 Dorrington Blvd.



A MESSAGE FROM THE PRESIDENT

By DR. PETER GLASER

At the beginning of this year, we had many overall goals. Some we have completed, some we are still working toward completing, some we simply have not fulfilled, plus there are several new goals.

One of the new committees with new goals is the PR Committee under the direction of Joe Kirn. Joe has done a fantastic job. Soon you will see approximately 12 billboards, as well as 12 bus shelters throughout the city, many news articles in such publications as *Gambit*, *Figaro*, *CityBusiness*, *New Orleans Magazine* and *New Orleans Tribune*, and TV spots on Channels 4, 8 and 38, all having to do with awareness in dentistry.

By the first quarter of next year, there should be a NODA-sponsored newsletter shell which will be available for every member. Most of the PR program has been gratis financially. We are currently talking to Proctor and Gamble about sponsoring this program for next year. This year we are still negotiating with Kentwood Spring Water for some financial support.

It is my feeling that \$50,000 to \$100,000 a year is out there for us to use gratis in a positive PR program. This is equivalent to 500 to 1,000 paying NODA members annually.

Note: Be sure to attend the October 19 general membership meeting for an update on NODA dues changes.

LSUSD LECTURE

"Nutrition and Obesity" is the title of the next lecture in the LSUSD Continuing Education series October 12 at 6:00 p.m. in Room 2309 of the dental school.

The principal lecturer will be Dr. Philip Porter of the physiology department. Dr. Tetsuo Nakamoto of the LSUSD department of physiology arranged the lecture series.

NODA members are invited. Admission is free.

'Magic Wand' is new instrument for diagnosing infection

A magic wand to diagnose disease? Touch it to the infection, dip it in a special solution, and a color change gives you the answer. It sounds like science fiction, but it's not.

Such a device for sampling and assaying infectious agents or antigens has been invented by Dr. Bryan M. Gebhardt, professor of ophthalmology and microbiology at Louisiana State University School of Medicine in New Orleans. The device is being offered to the pharmaceutical industry under license by Research Corporation Technologies, of Tucson, Ariz.

Designed for use at home or in the physician's office, the magic wand is actually a

fluorescence or through fluorogenic substances.

Tests can be devised for viral, bacterial, fungal or yeast infections, and parasites. Of special interest are dipstick-applicator tests for infectious diseases which cause surface lesions and/or are present on bodily surfaces. These include such sexually transmitted diseases as herpes, chlamydia and gonorrhea. Applicator tests would also help diagnose another major group of infections: those caused by streptococci.

Conventional immunoassays are valuable for diagnosis, but much time is wasted collecting and identifying antigens and purifying them for testing. Visual diagnosis is

Conventional immunoassays are valuable for diagnosis, but much time is wasted collecting and identifying antigens and purifying them for testing.

plastic applicator with a special-affinity membrane. The membrane binds bacterial, viral, fungal and other agents for identification, including some associated with sexually transmitted diseases. Samples are assayed using any of a variety of techniques. These produce easily detected signals such as fluorescence or color changes in the presence of disease agents.

Commonly called "dipsticks," the test applicators are made of stiff plastic about 3½ inches long and ½ inch wide. Fastened at one end is a pad of microporous, solid-phase membrane treated to give it an affinity for antigenic proteins. Antigens picked up at the site of an infection are detected using antibodies labeled with "reporter" molecules. These produce signals through such means as fluorophores, radionuclides, chemiluminescence or bioluminescence,

often substituted to speed treatment. The invention drastically reduces the time needed for an immunoassay, since it can be performed directly on the sample immobilized on the applicator.

In addition to immobilizing antigens, the membrane-coated applicator concentrates the antigen for testing—as compared to the traditional cotton swab method of sampling which dilutes it. Another advantage is that the membrane provides a direct replica image of the infected lesion. The end result is rapid, more accurate diagnosis, and faster, more effective treatment.

Originally designed by Dr. Gebhardt to test infections of the cornea caused by herpes simplex, the applicator has advantages for a wide range of diagnostic tasks, including some related to dental care and to food testing.

NODA changes calendar for new fiscal year

A number of changes in the NODA by-laws was voted at the August 31 meeting of the Board of Governors.

The changes have to do with the dates of various events prescribed by the by-laws. They were necessitated basically by the change in the association fiscal year from Jan. 1 - Dec. 31 to April 1 - March 31. From now on, the association fiscal year will run from April 1 through March 31.

Here are the changes in dates. For the precise articles and sections, consult your constitution and by-laws.

- The *February* meeting henceforth will be designated as the Annual Meeting.
- The President shall name members to all standing and special committees and submit the names to the Board for approval at the *January* meeting. His appointees, after approval by the Board, shall assume their duties when the new President is installed.
- At the *February* Annual Meeting, or upon the date of his termination of office, the Secretary shall present a written, signed report of all records and other property of the Association in his possession. He shall have them orderly arranged and turn them over to his successor or to the Board of Governors.
- The Board of Governors shall name, at the *September* Board meeting, a nominating committee, consisting of the President-elect, one Board member and three non-Board members.
- The Nominating Committee shall serve and perform its functions until the following *September* Board Meeting.
- The membership shall be advised of the names of the members of the nominating committee in the notice of the *October* meeting.
- Nominations for any office may also be made in writing at the *December* meeting when signed by two active, life or retired members in good standing.
- All nominations for office shall be handed to the Secretary at or before the regular meeting in *December* each year.
- All nominations shall be announced by the President just before adjournment of the *December* meeting. Names of nominees and their endorsers shall be included in the next *regular* notice following the nomination meeting.

(Continued on page 4.)

Man on the go

Dr. Lou Grush scours country for top dental clinicians

Lou Grush is a man on the go.

If you run into Dr. Grush, there's a good chance he's on the way to the airport and a dental conference.

As director of continuing education for LSU School of Dentistry and executive director of the New Orleans Dental Conference, it's Lou's job to track down the nation's top researchers and "hot" clinicians and lure them to New Orleans.

Often it takes a lot of charm, persuasion and negotiating skills, especially when you're trying the stretch the budget.

Dr. Grush was a practicing general dentist for 30 years with a thriving clientele in Slidell, La. In 1984 he decided to make the switch to fulltime dental administration and education. "I really miss my patients," he admits, although he enjoys the academic side. He's taught dental students at LSU since 1971 and holds the rank of associate professor.

Another hat worn by this busy den-

tist is director of alumni affairs at LSUSD.

A New Orleans native, Dr. Grush is a graduate of Jesuit High (he's an avid Blue Jay) and Loyola University where he received his DDS in 1950. After two years of small town practice in Elton, La., he entered the U.S. Army. Upon his discharge in 1954, he entered practice in Slidell and continued until retirement.

He is a fellow of the International and American Colleges of Dentists, serves as state continuing education chairman for AGD and is active in numerous dental bodies. He has lectured in several states on electrosurgery.

Father of five and an avid and knowledgeable sports fan, Dr. Grush tries to squeeze in top sports events in his professional or private travel. His driving pace and active career have made Lou Grush one of New Orleans' best known dentists and dental ambassadors.



DR. LOU GRUSH

LSUSD noontime faculty programs open to NODA

The LSU Dental School Faculty Development Committee is again sponsoring a series of free, noontime lecture and discussion programs.

NODA members and their staff, family and friends are invited. There is free parking for visitors in the shell parking lot at the dental school.

Here's a rundown on the lectures scheduled for the rest of the fall semester:

Wednesday, October 12, 1988

Native New Orleanian Joe Cahn, who is creator and chef of the New Orleans School of Cooking, will speak on "Heavy People Don't Blow Away In Hurricanes." Joe Cahn and his wife Karen operate the cooking school and the Louisiana General Store at the Jackson Brewery. Come early and hear about authentic Creole cooking from this TV personality and "guru of food" who "lives to eat."

Wednesday, November 9, 1988

It seems appropriate to highlight the presidential election this year at our lecture series. We are fortunate to have Mrs. Lindy Boggs, an experienced and well-known Congresswoman from New Orleans, join us this fall. She will share her "Reflections on the Election" one day after the election.

Wednesday, November 30, 1988

Stephen E. Ambrose, Ph.D., Alumni Distinguished Professor of History at the University of New Orleans, will speak on "Nixon and Watergate." Dr. Ambrose is an authority on Nixon, Eisenhower, and European military battles of World War II. He will focus attention on one of the most talked-about political acts of recent American history.

Wednesday, December 21, 1988

The Komenka Ethnic Dance and Song

Ensemble will return for their third annual pre-Christmas performance. This exciting group of semi-professionals, which includes several on the Medical Center staff, is well-known in New Orleans. They will perform in costume in the lobby of the Dental Administration Building, beginning at 12 noon. Come and enjoy this delightful group!

DOCTORS HELPING DOCTORS

There is an organization in the New Orleans area established to help our colleagues whose professional and personal lives are becoming unmanageable due to alcohol and/or drug use.

For more information, please call the NODA Central Office, 834-6449. All inquiries, of course, are kept confidential.

ADA survey of dentists offers interesting findings

The ADA's 1987 survey of dental practice, completed in February, 1988, offers a number of interesting findings:

- Average hours per week spent in their offices was virtually the same for solo and non-solo practitioners—42.7 hours for non-solo, 42.4 for solo dentists.
 - Non-solo dentists spent 77.5% of their time treating patients vs 77.1% for solo dentists.
 - Solo dentists averaged 5 years older than non-solo—47.5 years vs 42.8.
 - Non-solo dentists averaged 67.2 patients a week compared with 61.6 for solo.
 - Non-solo dentists treated an average of 1.6 patients an hour vs 1.5 per hour for solo dentists. Among general practitioners it was 1.4 patients for non-solo vs 1.3 for solo. Among specialists, non-solo dentists averaged 2.5 patients vs 2.2 for solo.
 - Mean net income for solo general practitioners was \$66,788. Non-solo dentists reported \$72,018. Mean income for specialists was \$104,433 for non-solo dentists and \$96,901 for solo.
- More next issue.

Dental Research Lecture October 19

The New Orleans Section of the American Association for Dental Research invites the membership of dentists to participate in and receive advance notices of activities and speakers at our monthly meetings.

Please contact Dr. Richard Walker at Box 500, LSU School of Dentistry, 1100 Florida Avenue, New Orleans, LA 70119. Dues for 1988-89 are only \$10.

Schedule of Speakers for 1988

Wed., Oct. 19 — Tetsuo Nakamoto
Caffeine in Coffee: Is It Safe?

Wed., Nov. 16 — Lawrence Gettleman
Permanent Denture Soft Liner
Developed at GSRI

Wed., Dec. 14 — Donald Layman
Effect of Bacteroides
Endotoxin in Periodontal Disease



DR. TETSUO NAKAMOTO

All are invited to attend those meetings, especially members. The meetings are held from 12:00 noon until 1:00 p.m. at the dental school.

DENTIST-SCIENTISTS

The Dentist Scientist Program at the LSU School of Dentistry in New Orleans is entering its third year. It is a federally funded grant to train oral surgeons and prosthodontists in conjunction with basic science training in anatomy or biomedical engineering at the Ph.D. level.

The 1988-89 budget is \$450,000, funded by the National Institute of Dental Research (NIDR). The NIDR has increased its projected nine-year budget to be \$3.4 million. LSU Dental School is one of nine Dental Scientist Programs in the country. Program director is Dr. John Kent and the program coordinator is Dr. Michael Block.

NEXT MONTH:

**Photos, story on
1988 N.O. Dental
Conference**

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PART-TIME OFFICE SPACE: Available in New Orleans East area for specialist. Call 246-6720.

BOARD STUFF

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

Dr. Harry J. Batt III
 Dr. Roy Delatte
 Dr. Melanie J. Andrews
 Dr. Charles W. Guillory
 Dr. J. Suzanne Turpin-Mair
 Dr. Bruce G. Green
 Dr. Shelby A. Gebbs-Posner
 Dr. Joan M. Garvey
 Dr. Gregory S. Strain
 Dr. Hector R. Maldonado
 Dr. Don G. Tipton
 Dr. Griffin L. Deen
 Dr. Steward M. Geggheimer
 Dr. Kristi Soileau
 Dr. J. Stephen Picou
 Dr. Keith R. Kyler, Student
 Dr. Daniel B. Spanoli, Student
 Dr. Randall M. Wilk, Student
 Dr. Timothy C. Lang, Student
 Dr. Duane P. Delaune, Student
 Dr. Allen Rappold, 1989 Membership



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

Oct. 12,	Nutrition and obesity	Dr. Porter (Physiology)
Oct. 19	Nutritional assessment in office practice	Ms. LeGardeur (Medicine)
Oct. 26	Nutrition, alcohol and liver disease	Dr. Yarborough (Medicine)
Nov. 2	Nutrition and cardiovascular disease	Dr. Bhattacharyya (Pathology)
Nov. 9	Nutritional guideline to reduce cardiovascular disease	Dr. Bhattacharyya (Pathology)
Nov. 16	Nutrition and lipoprotein disorders	Dr. Lopez-S (Medicine)
Nov. 30	Nutrition and cancer	Dr. Fontham (Pathology)
Nov. 12-18	Oral Surgery Review—International Hotel	
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.

BY-LAWS CHANGES

(Continued from page 4)

- All candidates for elective office shall be given fair and equal opportunity as determined by the President to introduce themselves and their platform at the *January* general meeting.
- Elected officers, members elected to the Board of Governors and the Board of Directors of the Louisiana Dental Association and Delegates to the Louisiana Dental Association shall be installed before the *April* Board meeting.
- The fiscal year of this Association shall be *April 1* through *March 31*.

CPR COURSE

The next NODA-sponsored CPR course will be held Saturday, October 8, from 9:00 a.m. to 1:00 p.m. at the Chalmette Medical Center across from Chalmette Hospital. It will be held in the second floor conference room.

The course, limited to 25 persons, will be taught by Mr. Dave Daniel. Participation will be on a first come, first served basis. To reserve a place, call Dr. Bill Munch at 279-1961. The fee is \$20 per person.



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